

# SELLERS *presentation*



JEANNA GOOCH

Sell your home FAST & for top dollar  
with these proven strategies.

[www.jeannasells.com](http://www.jeannasells.com)



*The* **BROKERAGE**  
REAL ESTATE ENTHUSIASTS®



# WELCOME

I'M JEANNA GOOCH

NOT THAT TYPICAL REAL ESTATE AGENT

I'm so glad you've chosen to work with me. I promise to make sure all of your real estate needs are not just met, but exceeded in this process.

You may have a lot of questions, and I know it can seem over whelming. Don't worry - that's why we're here. I've created this book for you. It will be a valuable resource as we go through the process together, but please know that I will be staying in constant contact with you throughout the process as well.

My focus is your complete satisfaction at each stage of the process, no matter what it takes.

And here we start the journey together.

*Jeanna Gooch*



# WHO'S *Jeanna Gooch*

JEANNA GOOCH IS NOT YOUR AVERAGE  
REALTOR. WITH OVER 25 YEARS OF EXPERIENCE  
SHE IS WELL PROVEN AND BATTLE TESTED.

Jeanna Gooch is not your average Realtor. With over 25 years of experience, she is well proven and battle-tested. Jeanna's confidence, gained through experience, makes her a tough and effective negotiator and one of the area's top producing agents. Even though strong in negotiations, Jeanna prides herself on being approachable, attentive, and always available to her clients. Client satisfaction is a top priority and has earned Jeanna an over 90% referral sales base!

Her passion for the business kicks into high gear every day between 5 and 6 a.m. to ensure she and her clients stay on top of the market. Always developing fun, bold, and creative marketing ideas, Jeanna generates excitement and an effective online presence.

Jeanna's passions are real estate and raising money for local charities. In 2019, Jeanna was able to sell more than \$11 million in real estate while raising over \$11,000 for Children's Charities. The following year, 2020, while selling over \$15 million of real estate, The Brokerage was able to raise nearly \$10,000 for local charities. Last year, 2021, while selling over \$15.3 million of real estate, The Brokerage raised over \$20,000 for Children's Charities and sponsorships.



## CONTACT *Jeanna Gooch*

**Mobile Phone:** 810-397-0500

**Office:** 810-652-6036

**Facebook:** @jeannasells

**Instagram:** @doctorgooch

**www.jeannasells.com**

## OFFICE *Locations*


21 S. Main St.  
Clarkston, MI 48346


205 E. 2nd St.  
Davison, MI 48423

1219 N. Leroy St.  
Fenton, MI 48430

115 E. Grand Blanc Rd.  
Grand Blanc, MI 48439

## FOLLOW *Gooch...*

 @jeannasells

 @doctorgooch



# GOOCH GROUP

I'M SHELIA PASHBY

REAL ESTATE ADMINISTRATOR

I love what I do! Not only do I get to work with my best friends, I also get to help our clients through the process of purchasing their dream home. Managing client paperwork, knowing the status of all client documents, and making sure to answer any and all client questions; I am here to make sure your home buying process goes as smooth as possible! Here, at The Gooch Group, we pride ourselves in our unmatched dedication to customer support. When you choose us, you are choosing the best!



I'M GEORGE LIEBER

REAL ESTATE AGENT

I am retired from the Office of Genesee County Sheriff after serving the community as a Police Detective Lieutenant, a Forensic Interviewer and Interrogator, and a Crisis Intervention and Hostage Negotiator.

Although, I am new to the public view of the Real Estate industry, I have been involved "behind the scenes" in Real Estate for more than 15 years. Acting as a Real Estate advertising consultant, negotiation advisor, and architectural photographer. I have assisted numerous Realtors in a myriad of ways over the years. Years of experience in the Real Estate industry, the Office of the Sheriff, the University of Michigan, and even the school of hard knocks, has prepared me to work for you like no other.

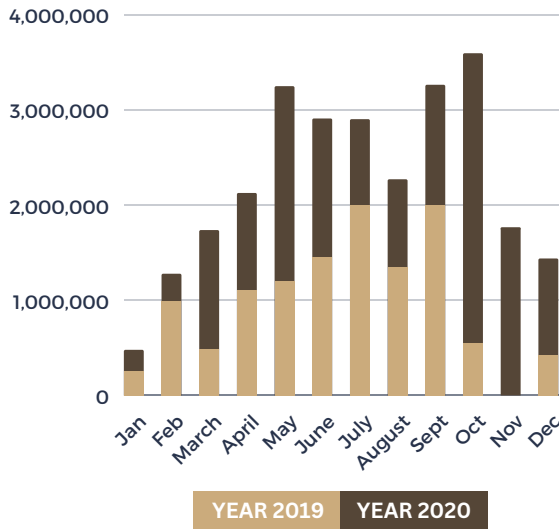




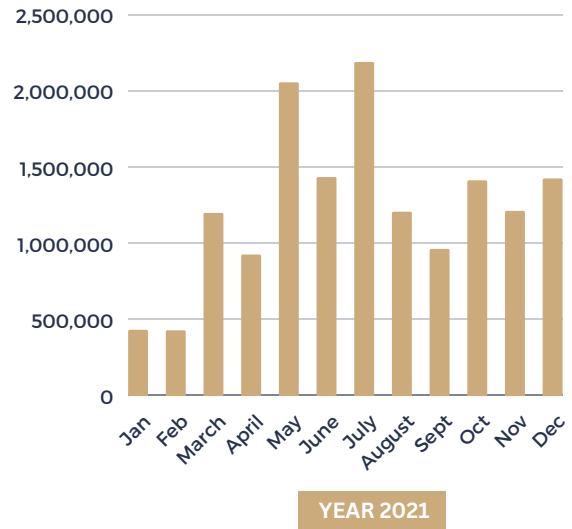
# HOMES SOLD BY *Jeanna Gooch*

VOLUME SOLD EACH MONTH

**Years: 2019 & 2020**

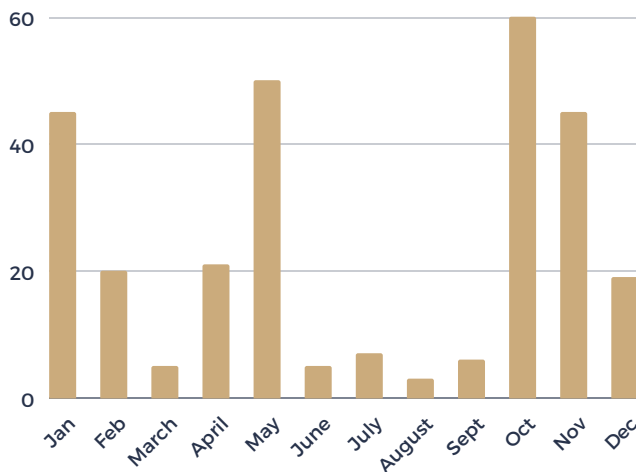


**Year: 2021**

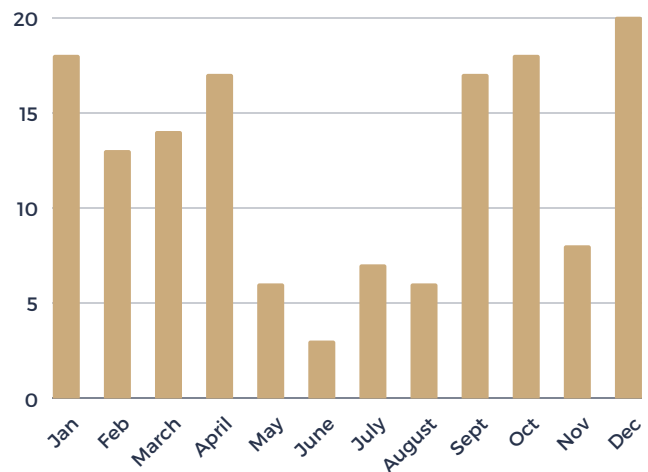


AVERAGE DAYS ON THE MARKET FOR MY LISTINGS

**Year: 2019**



**Year: 2020**



**\$15.3M**

IN TOTAL SALES LAST  
YEAR (2021)

**90** 

AVERAGED 90 SALES IN  
THE LAST YEAR

**137** 

137 5-STAR REVIEWS  
ON ZILLOW

# AGENT *responsibilities*

## **Expert Guidance**

- Research the comps in your area and complete a competitive market analysis to determine the best list price for the sale of your property
- Make recommendations on potential repairs and cleaning of your property in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen, and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner.
- Negotiate the best price and terms available, always keeping your specific needs in mind

## **Responsiveness**

- Act in good faith at all times
- Adhere to your instructions and concerns
- Return calls and emails promptly
- Closely track dates and deadlines

## **Accounting**

- Track receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

## **Loyalty**

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed





# SELLING IN *ten steps*

## 1. Discovery & Research

I will tour your home and give my insights on what will help your sale. We will discuss the process and develop initial marketing strategies.

## 2. Listing Appointment

We will discuss the value of your home, review the calendar of expectations, sign documents, and enter into contract. You're ready to list!

## 3. Photography

My professional photographer will set up an appointment with you to photograph your home. I will include a checklist to help you prepare for picture day.

## 4. Pre-Launch

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

## 5. Launch Day

It's time! Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

## 6. Sales Agreement

Once an offer has been made, we will review all terms and conditions and respond as needed.

## 7. Inspections

Your buyer will probably hire an inspector to review your home. The inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

## 8. Loan Commitment

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

## 9. Closing Preparation

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24 - 28 hours prior to closing.

## 10. Closing

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. I am there to help after the sale of your home - whenever you need me!

# GETTING THE *house ready*



## *interior*

- Cleaning every room and removing clutter. This alone will make your house appear larger and brighter.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters and closets.
- Removing all personal photos from the walls, and patch the holes where they were removed.
- Re-surfacing soiled or strongly colored walls with a neutral shade, such as off-white or beige, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks and signs of dampness in the attic and basement.
- Repairing holes or damage to plaster, wallpaper, paint, and tiles.
- Replacing broken or cracked window panes, molding or other woodwork.



## *exterior*

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls, and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walks neatly cleared of ice and snow in the winter.
- Adding colorful annuals near the front entrance in spring and summer.
- Re-sealing an asphalt driveway.
- Keeping your garage door closed.
- Applying a fresh coat of paint to the front door.



# SHOW HOME

*ready in 1-hour*



## CHECKLIST

Make all of the beds

☐

Grab a basket and put personal items of clutter in your car

☐

Make sure the bathroom towels are clean, straightened, and match

☐

Wipe down toilets and put the lids down

☐

Wipe down all counter tops and sinks

☐

Open all blinds and turn on all the lights in the house

☐

Make sure the house temperature is comfortable

☐

Make sure the house smells good, but don't over do the air freshner

☐

Vacuum all carpeted areas, sweep all surfaces

☐

Clean all mirrors

☐

Sweep the front doorway and wipe off the mat

☐

JEANNASELLS



DOCTORGOOCH



JEANNASELLS.COM

# WHAT TO *expect with Gooch*

## MEETING GUIDE

Here's a quick overview of what to expect after deciding to list your home with me. Remember, if at anytime you have a question, just let me know. I am here to help and guide you through the process of selling your home and to answer any and all of your questions that you might have.

- Meet with Jeanna to establish the perfect marketing plan for your home. Jeanna will then tour the property and place a lock box on the property.
- Next, you will establish the perfect listing price for your home.
- Review listing documents, along with the Sellers Disclosure. Go over "What I love About My Home" and schedule a photography session with Jeanna's professional photographer.
- Professional photographer will take photos of the property. A checklist will be provided to make sure everything is in order on picture day!
- You will then be able to review and approve the photography.
- Marketing of your home goes into full swing! A for sale sign will be placed on the property and "Just Listed" post cards will be sent out.
- Home will be posted on all social media.
- The listing will be placed on our Multiple Listing Service, and the information is fed through Zillow, Trulia, Realtor.com, Home Finder, Homes.com, REMAX.com, and other similar sites.
- Open house scheduled if desired.
- Showings begin!

*questions / notes*

---

---

---

---

---

---

---

---

---

---



# SELLING YOUR home with Gooch

## 4 FACTORS THAT AFFECT THE SALEABILITY OF YOUR HOME

### 1. Price Point

Pricing your home for the current market is important for maximum exposure and ultimately a satisfactory sale.

#### Factors that determine property value:

- Location
- Design
- Amenities
- Competing Properties
- Economic Conditions

#### Factors that have little or no influence:

- Price the Seller Originally Paid
- Amount Spent on Improvements

### 2. Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed or if professional staging is required, I will be there to assist and offer my guidance and network.

*questions / notes*

### 3. Market Conditions

The real estate market is always fluctuating, and as your agent, I will be able to discuss the pros and cons of listing during varied market conditions.

### 4. Market Exposure

I will focus on what we're able to control – market exposure and negotiating offers.

I want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing system, your home will get noticed in any market.

“

Together, we will do a detailed walk-through of your home to help determine how to best present your home to potential buyers. We get only one first impression, so let's make it count!

”

# INFORMATION

*prep with Gooch*

## ► ITEMS TO GATHER

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it. Below is a list of some of the items buyers, lenders, and title companies might request during this phase of selling your home.

### Documents / Items to Gather

- Manuals for appliances
- Receipts of work done to the home; including all major and minor renovations
- All keys and garage door openers
- Surveys previously done
- A list of utility providers & average costs per month
- Alarm instructions

### HOA Community

- Check with the HOA to see if there are any restrictions or policies when listing your condo / townhome
- If you have any known info regarding assessments, certification letters or HOA covenants, please have these available for the buyers

*other items*

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

*questions / notes*

_____
_____
_____
_____



# NEGOTIATING

*the deal with Gooch*

## ▶ CONTRACTS & NEGOTIATING

Drafting contracts can be a confusing and detail orientated. That's why we take the time to do them for you. We will discuss the different aspects of contracts before we write them up. With new regulations and legalese we will make sure that what's explained is clear and simple.

More often than not there is a negotiation process when selling a home. Just as we want to get the best deal so do buyers. It's my job to negotiate the contract on your behalf. I will not get in the way of the transaction, equally I will make sure the ball does not drop in the process. As with everything as new information is made available we will pass it onto you. What we know you will also know.

### ***Have you found the right buyer?***

*make sure to*

- Disclose everything. Be proactive to disclose all known defects to the buyers - avoid legal problems later.
- Remember your priorities, but also respect the buyer, as this will be their next home and they are nervous about the unknowns.
- Ask all of your questions. offers may include complicated terminology, which can be clarified for you.
- Respond quickly. The mood for the buyer to buy is exactly when the offer is made - don't delay.
- Meet halfway if there are disagreements about small expenses - split the difference and move on.
- Stay calm, even if the situation is tense.

*my commitment to you*

I am dedicated to providing you with a service that is professional, courteous and responsive in helping you make the process of selling your home as easy as possible. I promise to respect you, your needs and to be honest and forthright. Value and respect your time, being efficient and effective as possible.

Understand your needs and respond quickly. Use my base of experience, knowledge, tools and the most up-to-date training to best serve you. Maintain your confidentiality and represent your best interests throughout the selling process.

# UNDER CONTRACT

*process with Gooch*

## ▶ WHAT TO EXPECT

### *offer accepted*

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of; title deadline, due diligence, inspection, appraisal, and loan conditions. The under contract process can normally take anywhere from 30 - 60 days.

Next step is getting through the contingency periods of the contract. This can include lots of little steps which are different for every home. **Here are some common steps that the buyer will have happen during this period:**

- Home Inspections
- Lead Based Paint Assessment
- Property Disclosure Statement
- Radon Testing
- Review Insurance History
- Megan's Law Disclosure
- Restrictive Covenants
- Condo Documents

### *inspection*

One of the most crucial steps in buying a home is performing an inspection. The buyers elect to do this if they choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. It could take anywhere from 1 - 4 hours depending on the size of your home.

After inspection, the buyer's agent will send an inspection objecting requesting specific repairs or replacements, if needed. At this time you can agree to fix, repair, or replace, if any. Remember, inspection items that affect health and safety are pertinent.

### *appraisal*

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. I will guide you through the process on the right moves to make if the appraisal comes in low. After the appraisal, we wait for the loan conditions deadline for the buyer and are that much closer to the closing table.

# SELLER TESTIMONIALS

*Gooch reviews*

*client* ★★★★★  
TESTIMONIALS

"Jeanna is amazing! She is extremely knowledgeable and runs an efficient and well organized business. Her and her team are highly communicative, and answered all of my questions as a first time seller. She is easy going and fun throughout the process. I highly recommend Jeanna!"

*client* ★★★★★  
TESTIMONIALS

"Jeanna was very caring and very trustworthy! She made me feel very comfortable during the whole process!"

*client* ★★★★★  
TESTIMONIALS

"Jeanna was an amazing realtor to buy and now sell my house. She was always very prompt with any questions. Jeanna and her team are amazing. I would HIGHLY recommend her to anyone. I will always buy or sell with her."

*client* ★★★★★  
TESTIMONIALS

"Jeanna knows exactly how to go to market and sell houses. She listed and brought an above offer asking price in just 4 days! Her expertise, follow through, and just plain making selling your house easy is second to none!"

*client* ★★★★★  
TESTIMONIALS

"Jeanna is an outstanding agent. She worked with me for over two months before I was able to list my home. She was there to answer all my questions prior to and after the listing of my home. And after listing with her, my home was sold in basically one day. I would use her services again for any potential move back to the Davison area in the future."

facebook Buyers & Sellers



**Tim L. Recommends Jeanna Gooch!**  
Amazing experience! Definitely went above and beyond!



**Brad B. Recommends Jeanna Gooch!**  
It was my first time buying a home and she guided us all the way through, stayed in contact, and helped us get our first home!



**Paul Jerry M. Recommends Jeanna Gooch**  
Jeanna is an amazing realtor.



*Tell us what you love about your home...*



# PROFESSIONAL *photos*

## PHOTOGRAPHY CHECKLIST

**Ever heard that old saying:** "You never get a second chance to make a first impression"? Well, it's TRUE! In real estate, that first impression can be the difference between selling your house and having to sit on the market for months. When it comes to real estate photography, the first impression is not just about the home - it's about the potential buyers' initial perception of the how they would feel living in that home. A good photograph will have a positive emotion associated with it.

### ***Items to be hidden out of sight:***

- ☐ Trashcans & Toiletries   ☐ Cleaning Supplies   ☐ Books & Magazines   ☐ Religious & Political Items  
☐ Coffeemakers & Appliances   ☐ Exposed Power & Cable Cords   ☐ Tissue Boxes

### ***To capture the beauty of your home, please consider the following recommendations:***

Move cars away from garage & home. Often moving to the end of the driveway is sufficient.

☐

Hide trashcans & move miscellaneous items away from the house & garage.

☐

All lamps & light fixtures working & turned on. Illuminated fixtures look great in photographs.

☐

Ceiling fans turned off. Moving fans are blurry in pictures.

☐

Folded towels on towel bars

☐

Remove toilet covers & close toilet lids

☐

Remove all throw rugs in hallways, bathrooms, & kitchens; this makes floors look bigger

☐

Remove miscellaneous items from the counters; empty spaces look bigger in pictures

☐

Hide trashcans in kitchen & bathroom; hide all miscellaneous items in bedrooms & etc.

☐

Open all window and door coverings

☐

Remove all magnets, pictures, etc. from refrigerator

☐

# CLOSING 101

*the closing process*



Finally the day you have worked hard for is here! Don't worry about the details, we'll take care of that. Before we go to closing we will let you know everything you need to bring and do.

## *what to expect*

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home. The escrow officer will look over the purchase contract and identify what payments are owed and by whom. Prepare documents for the closing, conduct the closing, make sure taxes, title searches, real estate commissions and other closing costs are paid, ensure that the buyer's title is recorded and ensure that you receive any money due to you.

### **Things to bring to closing:**

Valid government issued picture ID

☐

House keys & garage door opener(s)

☐

Mailbox & any other spare keys

☐

## *your costs*

Sellers commonly pay the following at closing:

- Mortgage balance & prepayment penalties, if applicable
- Other claims against your property; such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable
- Transfer tax
- Transaction fee

## *items to keep*

After closing, make sure you keep the following for tax purposes - copies of all closing documents and all home improvement receipts on the home you