

Essential REAL ESTATE Welcomes You

**THANK YOU FOR CHOOSING TO SELL YOUR
PROPERTY WITH ESSENTIAL REAL ESTATE!**

We are committed to helping you achieve your real estate goals, whatever they may be. We have the knowledge and experience to get the job done and most importantly the motivation and expertise to perfect it.

Welcome to the family!

Michigan

LOCATION

428 1st St
Manistee MI 49660

WEBSITE

JennaSellsMichigan.com



JENNA MAHONEY
REALTOR/ASSOCIATE BROKER

JennaSellsMichigan@gmail.com

231-942-9334 Call or text





About Selling

COST TO WORK WITH AN AGENT

Each sale will require a specific marketing strategy and approach. With that, the sales commission rate for an agent can vary. There are very specific circumstances and needs for each and every property and we recognize that.

We typically charge 3-5% for the SELLERS side of the transaction and it is customary to offer the BUYERS negotiation side the same commission rate. We will contract the TOTAL of the two for the commission rate and split it at closing appropriately between parties.

Unlike many other agencies, we charge ZERO admin fees. Some companies will charge up to \$300! So when we tell you what it will cost to hire a professional to market and manage the sale of your property- what you see is what you get.

COUNTY REQUIRED INSPECTIONS

Some counties require a well and septic evaluation to be conducted prior to closing which could cost up to \$900. It is important to work with someone familiar with what each county requires and on what time frame they work to avoid any unnecessary charges or extension.

"TITLE WORK"

It is very important when selling your home that the title is free and clear of any liens. We will order professional assistance through a local title company who will establish an Owners Title Insurance Policy for you which can cost up to 1% of the entire sale price. In addition, the title company will also assist us with "closing the transaction". They will prepare a new deed (unless you request our preferred attorney, or your own to prepare), establish what a buyer needs to bring to the table, confirm all taxes and outstanding city utility bills and prorate accordingly.

TRANSFER TAX

In Michigan a seller is responsible to pay \$4.30 for every \$500 of value transferred. (.0086%) It is important to consider this when calculating what you'll "walk away with". I tell my clients to anticipate 1% and you'll come out ahead.



Choosing a List Price

COMPARABLE PROPERTIES

We will review the properties in the area that have recently sold and decide which are comparable. We will consider all the things that make your property unique to calculate a listing price.

DETERMINING A STRATEGY

Knowing what you want to sell your property for- how quickly do you want to sell it? Are we looking to keep it on the market for up to a year or are we looking to sell it in 30 days? Some sellers will choose to list the properties high and see what sort of interest it pulls at that price. If it is not getting any interest, in this market, we will know that the price is too high for what it is.

Being transparent in your intentions helps us identify the most realistic strategy for your goals.

WHAT DO YOU WANT TO WALK AWAY WITH?

Ultimately it is your property. Whether it is your biggest investment, or just a stepping stone on the way to bigger and better things- you know what you want for it. It is important to be transparent when speaking with your agent and be able to clearly communicate what you want in the long run and trust we will provide you with the upmost discretion when it comes to negotiating future deals on your behalf.



Our Marketing Strategy

STEPS WE WILL TAKE

- To begin, we will assist you in staging and we will photograph your property. These photos will be important tools to help us capture our buyer.
- The photos will accompany your listing on a National MLS (multiple listing service) along with all of your properties details , which will give Realtors all over the country access to your listing to share with their buyers.
- Your property will be listed on the most popular property searching platforms, many allow buyers to subscribe, so when your listing hits the market a potentially interested buyer will be notified immediately.
- In this market, an appropriately priced property will sell quickly. It is not always necessary to hold open houses or hold ad campaigns in popular magazines, although we have a plethora of options available to you, should we need.
- Videos and other media advertising can be a popular option for listings that require more of a visual for a buyer to understand the price.
- We are actively sending mailers, advertising on Facebook, participating in local newspaper ads, radio shows and tv commercials- there is a good chance your property will be featured on at least one of these platforms.

ADVERTISING WITH SHARED COST

Some advertising can be very costly. If we are not in a price range suitable for the market, Essential Real Estate may ask you to assume half of the cost until we have a closing lined up. Typically we will assume all of the risk of advertising costs, however if your listing will require specific placements at your request, we will expect you to contribute funds towards making that happen.

OUR COMMITMENT

Selling your property is our main goal. At Essential Real Estate, we are committed to creating a 100% accurate and desirable listing for future buyers around the world to see. You will have the opportunity to review and we can revise to be sure we are capturing all your favorite things about your property. Our goal is to prepare a listing a buyer can fall in love with and get them out to see your property. Ultimately, we love helping you accomplish your goals and we will do whatever we can to make it easy for you.



Showings on your home

PREPARE FOR SHOWINGS

There is a lot to be said for a clean and presentable property. Step one should be to de-personalize and de-clutter each room of the home. Outside is just as important as the inside. A well manicured lawn and home show a buyer the full potential of your property. Whatever their plans may be, seeing it in it's best condition will create the best chance for them to want to make an offer.

I will set a lockbox if applicable, to which you will have the access code as well. This will allow other agents to access the property when they show it to their clients.

SCHEDULING SHOWINGS

I will keep record of all interested prospects throughout the process and schedule the pre-qualified ones to see the property accordingly.

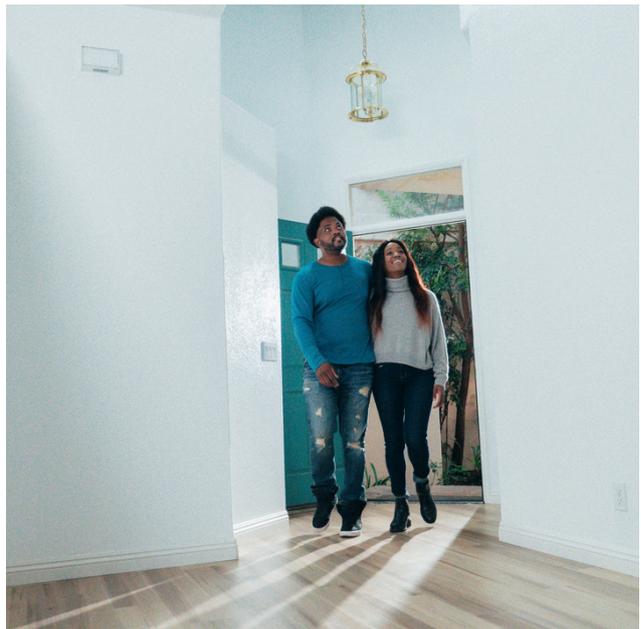
It is important to communicate to me which times will not work for you for showings as well as what you anticipate for notice prior to showings.

It can feel like an invasion of privacy but trust each viewer will be accompanied by an experienced professional who guarantees they are qualified and able to purchase.

We do have an app called ShowingTime that can make the scheduling of showings effortless for you- be sure to provide me with your best contact info for confirming showings and we will get it set up!

FEEDBACK

Some agents are very quick with feedback- some do not leave feed back at all. It is just the name of the game. I will do my best to relay potential buyers and their agents feedback as it is received. I will ask them their thoughts on the property itself, the condition and the price. If we receive negative feedback I will explore what specifically the buyer didn't like and see if we might be able to eliminate that experience for the next viewer.



Photographing your home

PREPARING FOR PHOTOS

When we hire a photographer to come capture your property, your home should be in its best possible condition. Below is a list to help you prepare for the photography. Do not feel like your home has to STAY photo perfect. Buyers expect to see homes lived in. Once your home is photo ready, we will photograph for the listing and various other marketing campaigns we may run on your behalf.

PRE-SHOOT CHECKLIST

Most of these are recommendations, some are simply suggestions. The more you can do, the better your photos and showings will be!

EXTERIORS

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim, rake)
- Remove visible water hoses
- Clean up dog waste
- Remove dog leashes
- Put trash bins in garage
- Clear snow from driveways, walks, and decks
- Clean deck furniture, tidy cushions
- Clean pool, remove cover and hoses
- Remove toys, dog toys, soccer goals, etc.

INTERIORS

- Open window shades, curtains
- Turn all lights on
- Replace burned light bulbs
- Hide shoes from entries
- Clean windows
- Fresh flowers make a great impression

LIVING/FAMILY ROOM

- Remove stacks of magazines, papers, etc
- De-clutter fireplace mantle
- Arrange furniture pillows neatly
- Remove kid toys

DINING ROOM

- Clear table, dust
- Straighten all chairs
- Remove booster seats
- Stage the table with tableware, placements

KITCHEN

- Clear countertops completely
- Clear off refrigerator
- Hide garbage cans in closet or pantry
- Put all dishes away
- Remove rags and sponges from sink
- Remove scatter rugs to show flooring

BEDROOMS

- Make beds
- Tuck in all sheets, straighten comforters
- Clear nightstands of personal items, remotes
- Hide computer/phone charging cables
- Remove clutter from tops of dressers
- Clean under bed, remove items that may show
- Remove posters/stickers from walls, doors

BATHROOMS

- Clear countertops completely
- Put toilet seats down
- Close cabinet doors
- Remove shampoo, soap, razors, etc. from showers and bathtubs
- Leave out neatly arranged, clean or new towels
- Empty visible garbage cans
- Remove towels, robes from back of doors
- Remove scatter rugs to show flooring

PETS

- As much as we love pets, there should be no evidence of them in your home
- Remove food bowls, beds, litter boxes and toys
- Remove pet hair from furniture

GREAT HIDING SPOTS

Closets, washer/dryers, cupboards, pantries, dishwasher, garages, sheds

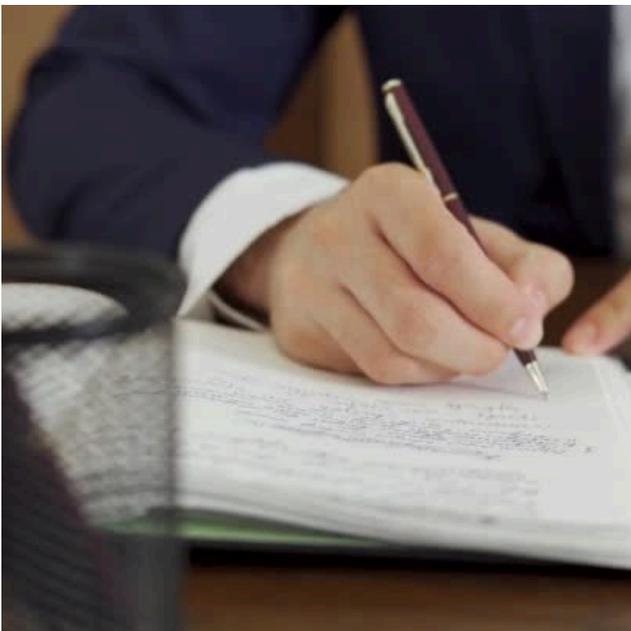


We Have an Offer!

PRICE AND TERMS

What are they going to pay me and how? A cash offer is always the easiest and most sure way. If a buyer can provide proof of funds with the purchase agreement and it is in a price range you will accept- sign it! If it's anything otherwise we need to consider the pros and cons of EVERY detail.

The following page will discuss some common ways buyers finance properties and the requirements of each type of financing. Knowing about the types of financing will help decide whether the buyer's offer has a high probability of making it to the closing table. Some will require certain inspections or have minimum requirements for the home itself. Understanding what they are working with is very important.



SELLERS MARKET

We are in what is being referred to as a sellers market. This means that there are more buyers currently than there are homes to purchase, which can create a very competitive situation for buyers. We may get in a situation where you will have to decide between multiple offers. I will help you navigate between any and all offers and decipher which has the higher probability of working out best for you.

REVIEW SELLERS DISCLOSURES

Have they read and acknowledged the disclosures you have provided them? Are they accepting of the condition of the property and everything included in the sale?

OFFER TIMEFRAME

Many offers will have an expiration timeline and it is important if you are seriously considering the offer to respond within that requested timeframe. Until you accept, a buyer can withdraw their offer at any time, and in this market it may not be uncommon for a buyer to make offers on more than one property in hopes ONE will work out.

It is important to remember a Purchase Agreement is a legally binding document. I am not an attorney and should you feel you need legal advice you need to seek a professional's assistance. I am here to assist you with the sale but you have the right to have your attorney review any and all documents prior to executing them.

Loan Types

CONVENTIONAL LOAN

Most lenders will require a credit score of 720 or higher to be able to purchase conventionally. You can use a conventional loan to purchase a home or vacant land, although not all lenders will loan on vacant land. This loan type will require an appraisal to be done, which will need to meet a certain percentage of the amount you're asking your lender for. Conventional financing will require a down payment of 5-20% on average. Some buyers will ask for seller's concessions, if that happens, 3% of the purchase price is the max allowed for Conventional Financing.

RURAL DEVELOPMENT

A Rural Development or USDA loan has specific income limitations and is specific to single family residences only. This type of financing requires NO down payment and closing costs can be rolled into the loan. The pay back period here is longer than average which allows for a lower monthly payment and a 2.5% fixed interest rate. If someone intends to purchase using this type of loan, it will be important to consider if your home will meet the minimum requirements, which are similar to that of FHA.

FHA & FHA 203(K)

FHA requires only a 3.5% down payment, a credit score above only 580 and often offers better interest rates. The FHA requirements for the home are much lengthier than a conventional loan.

- Heat source MUST be "self maintaining"
- NO chipping paint/ Cracked windows
- NO major repairs needed
- Specific requirements for mobile homes

All of which the appraiser will assess when he conducts his inspection.

FHA 203(k) is a rehab loan which will allow a buyer to purchase a "fixer upper" and will give up to \$30,000 towards the renovations. This option can be a lengthier process and potentially risky to get tied up in in a market with so many buyers.

An FHA buyer may have to ask for up to 6% sellers concessions.

VA LOAN

A VA loan offers veterans of the armed forces an option to purchase with 0% down. As a stipulation of that a buyer may be required to ask for seller's concessions. VA loans are more lenient with credit score requirements, however they have many requirements for the home your purchase, similar to FHA.

***Seller's Concessions refers to a portion of the sale price a seller has to contribute towards a buyers "closing costs". If a buyer does not have enough funds to make up their "down payment" or cover the initial loan fees they may ask for the seller to contribute.

Every loan will have requirements specific to the individuals applying for them. Loan rates and requirements are always evolving and just because a buyer has a pre-approval does not mean it is a sure deal. It is important to remember that I have no control in the buyers lending process but will aim to keep you as best informed as I can throughout the entire process.

Buyer Requested Inspections

SURVEY

A buyer will have an option to conduct a survey of the property. In their offer we will want to pay attention to who they want to provide that. Will it be an additional expense to you? If there is already a survey on file it is wonderful to provide this info in the listing to make it very easy for a buyer.

PEST INSPECTION

Some loan types will require a pest and insect infestation inspection. (Usually under \$100) If the buyers lender requires this they may ask you to provide that. That does not mean you HAVE to.

PROFESSIONAL HOME INSPECTION

A buyer may order (typically at their expense) a professional home inspection, in which a qualified inspector will come in and check everything in the home. Every outlet, the attic and foundation, faucets and any areas of concern for any possible defects. Most Realtors will encourage a buyer to order a home inspection, regardless who they ask to pay for it.



WELL AND SEPTIC INSPECTION

Some counties will require a well and septic inspection. If that is the case it is typically the seller's responsibility to provide that. If we are selling in a county that does require an inspection, I will order previous records and a point-of-sale inspection for you. This can cost up to \$900. If you have a preferred vendor, please let me know, I think it is very important to give business to those you love to work with.

If we are NOT in a county that requires a well and septic Point of Sale inspection, we will want to pay attention to how the purchase agreement is written in regards to that. It is common to see a buyer ask a seller to provide that; regardless the county, however it is not your responsibility unless it is required by the county.

It is a buyer's right to waive or conduct any inspections on the property they wish within the timeframe designated in the Purchase Agreement, at their own expense.

You Accept!!

ESTIMATED CLOSING DATE

The buyer will include their planned closing date in the offer. Should they not be able to consummate the sale on or before the date they will need your permission to "extend" the contract period.

If you wish to walk away at that point you may do so- most often it is worthwhile to allow an extension to wrap up the sale.

ACCEPTED OFFER FOR FINANCING

If the offer you accepted is for financing, all of the requirements specific to the buyer's loan type will begin asap. The appraisal is the most important inspection a lender will request. It is important that your property be in excellent showing condition when the appraiser comes to evaluate the worth. Most lenders will only finance on a portion of the appraised value so it is also important to consider what your home will appraise for when selling in general, but especially when accepting an offer for financing.

INSPECTIONS

Any inspections the buyer wants to be conducted will be ordered within the required timeframe. If they receive any unsatisfactory results throughout the inspection process they are able to walk away.

Some buyers will use unsatisfactory news as an opportunity to renegotiate price rather than walk away entirely.

CLEAR TO CLOSE

Once all contingencies have been met and the buyer has secured funds for the sale we will work together with the title company to wrap up the sale. The title company will prepare final closing sheets for you to review prior which will show an itemized statement of what funds you should anticipate in the sale.

CLOSING DAY

The title company will select a date that works for all parties and we will sign documents in person at the determined location. If you are an out-of-town seller, you will be able to order a "mail out closing" which will allow you to meet with a mobile notary who will overnight all documents back to the title company. A buyer will have the same options and as such funds may be distributed a day later depending on how they paid and where the funds were received.



My Personal Guarantee to You

OPEN LINE OF COMMUNICATION

I do my best to be accessible to my clients when circumstances allow. I myself LOVE getting questions answered quickly and when they are fresh in my mind- I would expect that from a business I work with- you can expect the same from me. I will not leave you hanging for days with unanswered questions. I can be phoned or text at the mobile number provided on my card and always easily reached via email as well. Please feel free to follow up if your questions are not answered right away- it is my intention to get back to you within the business day.

QUALITY CARE

I like working with people I can build a genuine relationship with- after this sale I want to be able to run into you at the grocery store and have a pleasant chat about the way the season has been going. I want to have a mutual appreciation for each other at the end of the transaction and that can only be achieved if I am able to deliver you excellent service throughout the whole process- and trust that is my goal.

ATTENTION TO DETAIL

From staging your home to reviewing offers with you- I promise to consider every detail, big or small, with your best interests in mind. I will be a resource for you should anything raise questions or concerns.

MY LEGAL DUTY TO YOU

As your listing agent, it is my responsibility to:

- Exercise reasonable care when acting on your behalf
- fulfill all terms in our listing agreement
- remain loyal to your interests
- Comply with all laws, rules and regulations
- provide quality referrals for other professional services required throughout the process
- properly account for all monies held throughout the transaction
- keep confidential any specific information that should not be shared with other interested parties.

Thank you again for choosing me to be your Listing Agent. Your support is tremendously appreciated. When working with Essential Real Estate, know you have chosen to support a family-owned company made up of genuine people. We all appreciate your business. Day in and day out we will continue to provide the best possible service to our clients. We are committed to producing results and hope we can exceed your expectations.

Essential

REAL ESTATE

Seller's Name(s):

Sellers Contact:

Property Address/Tax ID:

County/ Township/ Property Size

Please provide known info for the following: (count/ size/ location)

Rooms:

Bathrooms:

Square footage:

Outbuildings:

Zoning/Restrictions:

Utility information:

HOA info: (contact/restrictions/fees/includes)

Mineral rights: will keep will pass with the sale