



# SIMPLY SOLD

**A SELLER'S GUIDE** by  
Happy Healthy Homes



Michelle  
Bodine



*Happy Healthy Homes*

**EPIQUE**  
REALTY



MICHELLE BODINE  
Real Estate Agent | Designer

At Happy Healthy Homes, our mission is simple: improving lives with every move. We take a comprehensive approach to selling your home, one that blends design expertise, marketing strategy, and real estate experience.

With a background in interior design, I know how to showcase your home's full potential through thoughtful staging and styling. Combined with decades of marketing experience, I create eye-catching visuals, compelling stories, and targeted campaigns that get results.

My goal is simple: to help you sell quickly, confidently, and for top dollar, while making the experience as seamless as possible. When you work with my team and I, you can expect personalized attention, expert guidance, and a commitment to your success every step of the way.

*- Michelle*



Happy Healthy Homes



# ABOUT US

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## PRE-LISTING

A few things to decide before we launch.



01

### TIMELINE

Determine your timeline and priorities. Whether you need to sell quickly or need to find another home first, we can help.

02

### LISTING PRICE

We will create a comprehensive marketing report to determine the best price for your home in the current market.

03

### PROPERTY PREP

We'll help you review any potential repairs, de-cluttering, and staging to make your home show ready.

04

### MARKETING PLAN

We offer 3 marketing plans with a variety of services, listed on the following pages. Select the one that works best for you.

05

### CONCESSIONS

Depending on our current market, it may be beneficial to offer to funds at closing for repairs, Buyer closing costs, or Buyer Agent commissions.

PRE-LISTING



## ON THE MARKET

Our straight forward plan for selling your home.



01

### PHOTOGRAPHY

We will schedule a photo shoot to show off your home in the best light. Any staging or de-cluttering will need done prior.

02

### LAUNCH DAY

A sign will be installed, a key box put in place, marketing launched and the MLS posting will go live, making your home officially on the market!

03

### SHOWINGS & OPEN HOUSES

We will coordinate the best times for Buyers to view your home. Please keep things tidy and "show ready" as short notice is common.

04

### OFFERS

We will review all offers with you to help you negotiate and select the terms that work best for you.

05

### UNDER CONTRACT

Once an offer is accepted, the Buyers will schedule an inspection & appraisal, both at their cost. Buyer may ask for repairs, which we can negotiate as well.

ON THE MARKET



## CLOSING DAY

The final steps of the process.



01

### MOVING

Whether you are moving down the street or across the country, it is best to schedule your move a day or two before closing if possible.

02

### SIGNING DAY

The Title Office will schedule signing of the final paper work a few days before closing, but you can sign as early as 2 weeks prior if needed.

03

### FINAL PREP

Buyers typically request a final walk through 2-3 days prior to closing day. If possible, have the home empty and cleaned prior.

04

### THE HANDOFF

Gather any appliance manuals, extra keys, garage remotes & codes, and info for mailbox access to deliver to Buyers.

05

### CONGRATULATIONS!

Your home has officially sold and your next adventure has begun! The Title office will disburse funds to all parties and then it is time for you to celebrate!

CLOSING DAY



## TRADITIONAL MARKETING PACKAGE

All the basics with one simple price.

2% commission rate



01

### PHOTOGRAPHY

Standard photo package of up to 20 images, with light editing by your agent.

02

### MLS LISTING + SYNDICATION

Get posted on the MLS, as well as websites like Zillow, Redfin, Trulia, Realtor.com, and thousands more...

03

### YARD SIGN & KEY BOX

This gets the neighbors intrigued, and creates an easily visible indicator your home is available to an interested buyer.

04

### MARKETING

25 custom printed flyers  
Weekly Social Media Posts

05

### SOCIAL MEDIA

Streamlined digital marketing campaign.

SIMPLY LISTED

Happy Healthy Homes



## MODERN MARKETING PACKAGE

Attractive price + Massive Attention

2.5% commission rate.



01

### PROFESSIONAL PHOTOGRAPHY

Your buyers' first impression of your home will be the most important. Set your home apart from the dozens of other homes for sale nearby.

02

### VIRTUAL STAGING

Digitally enhanced photos to show Buyers potential options for the spaces in the home.

03

### SOCIAL MEDIA

Our prime social media package includes daily marketing posts and videos to help drive more views of your home.

04

### CUSTOM WEBSITE

A short and easy to share link that highlights everything a Buyer should know about your property.

05

### OPEN HOUSE

Welcome in potential Buyers with up to 4 Open Houses, with a Lender on-site to assist.

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AVANT-GARDE MARKETING PACKAGE  
Maximum Exposure + Exceptional Results  
3% commission rate.



01

INFO DISPLAY

A custom printed binder and information display with all the important details about your home.

02

DIGITAL MARKETING

A local digital billboard and targeted social media marketing campaign.

03

3D VIRTUAL TOUR

Allow Buyers to get a better feel for the space and attract more potential Buyers from outside our local area.

04

BROKER OPEN LAUNCH

An Agent Only preview of your home to highlight all the best features to agents in our area.

05

OPEN HOUSES

Up to 6 Open Houses with Lender onsite to answer any questions a Buyer may have.

SIMPLY SIGNATURE

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HAUTE COUTURE MARKETING PACKAGE  
Custom Services Catered to You.  
3.5% commission rate.



01

PRE-INSPECTION

A full certified inspection of your home to determine areas that should be addressed prior to listing.

02

STAGING

Custom staging of up to 5 rooms with furniture and decor.

03

VIDEO MARKETING

A series of custom videos created to highlight the best features of your home and attract the most potential buyers.

04

UNLIMITED OPEN HOUSES

An unlimited number of Open Houses with Lender onsite to answer any questions a Buyer may have.

05

HOME WARRANTY

Our 1 year Home Warranty includes a \$50 deductible, the ability to select your own providers, and covers the home while on the market.

SIMPLY LUXE

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