A stylized silhouette of a house in shades of red and grey. The roof is composed of several overlapping, pixelated layers, creating a modern, digital aesthetic. The house has a chimney on the left side and a simple rectangular base.

HOUSE SELLING GUIDE

A Complete
Guide to the
Process of
Selling a House

kw ANN ARBOR
KELLERWILLIAMS. REALTY

piperpartners.com
local, trusted, connected

Serving Ann Arbor and South Eastern Michigan



Welcome

Who We Are

The PiperPartners Team at Keller Williams Realty in Ann Arbor is one of the top-ranking and fastest-growing teams in Southeast Michigan. Our mission is simple: We improve lives by delivering 5-star real estate service with the highest levels of competence, trust, and integrity. We are known as connected, compassionate, and giving leaders in the communities we serve.



REAL ESTATE EXPERTS

We help 100 families
buy/sell every year

17 years of experience
in Ann Arbor and
Southeast Michigan

Consistent 5-star
ratings on Zillow
and Google

In top 5% of realtors
in the Ann Arbor
board of realtors

WHAT OUR CLIENTS SAY

"I worked with Andy for several Ann Arbor purchases and sales, and *he is always a pleasure*. He knows the market very well, communicates openly and operates with integrity. *We couldn't have asked for a better deal or a better realtor.*"
- David M.



"Andy and his team *always deliver what they promise* and made themselves accessible to me via phone, email, text, etc. Andy *knew a lot about the neighborhoods* in which I was looking- everything from safety to rental potential. Everyone from Piper Partners was *always knowledgeable, realistic, and positive.*"
- Steven W.

Our Promise



Our Promise

Our promise to you is this: you will be so pleased with our service that you will refer a friend to us by the time of closing. If we don't get that referral, we will know we have failed to completely satisfy you, and will ask what we could have done better.

Our service + Our results
= Your trust in us

What does trust
mean to you?

- ✓ Honesty
- ✓ Integrity
- ✓ Experience

- _____
- _____
- _____

Your trust creates the foundation of our business.

TESTIMONIALS
& REFERRALS



Selling a House: 10 Steps



1

Meet with Your Agent

- Determine your wants and needs
- The selling process
- Seller Agency



2

Determine House Value

- Evaluate your house
- Current market analysis
- Pricing



3

Prepare Your House

- Cleaning and decluttering
- Neutralizing and enhancing
- Making repairs and updates



4

List Your House

- Working with us as your team
- Listing documents
- Costs to selling a house



5

Market Your House

- How people find houses
- How we market to sell
- Online and interpersonal marketing



6

Hold Showings

- The showing process
- Safety protocol
- Weekly market feedback



7

Negotiate Offers

- Evaluate Offers
- Negotiating your best deal
- The PiperPartners Advantage



8

Do “Due Diligence”

- Inspection & appraisal
- Legal documents
- Good negotiation



9

Close the Transaction

- What to expect at closing
- What to bring to closing
- Seller's net proceeds



10

Final Steps

- Moving checklist
- Testimonial and referral
- We pay it forward

Determine House Value



Evaluating Your House



Evaluating the Market

SELLER'S MARKET VS. BUYER'S MARKET

Seller's Market

Less than 3 month's supply

Neutral Market

3-6 month's supply

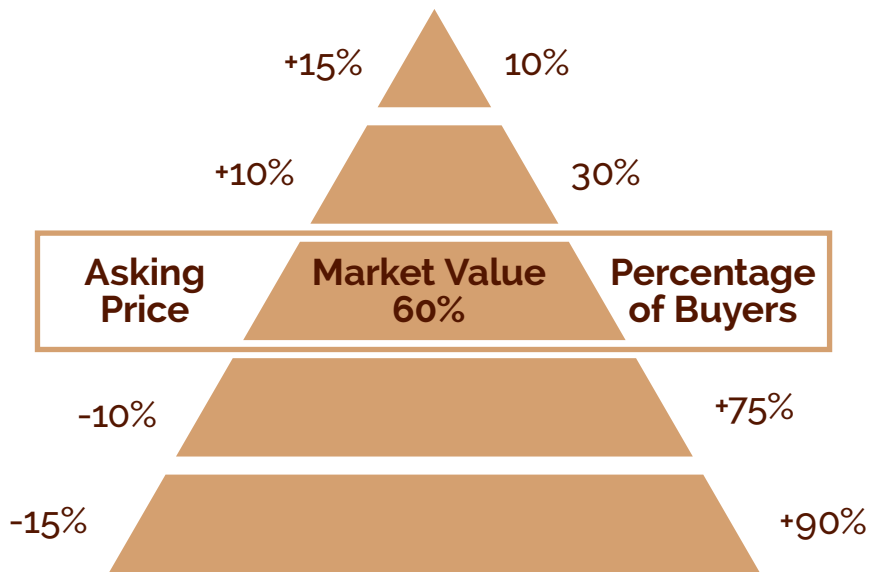
Buyer's Market

More than 6 months supply

Current months of supply _____
Average number of days on market _____
Average percent of asking price _____

Determine House Value

Pricing Your House



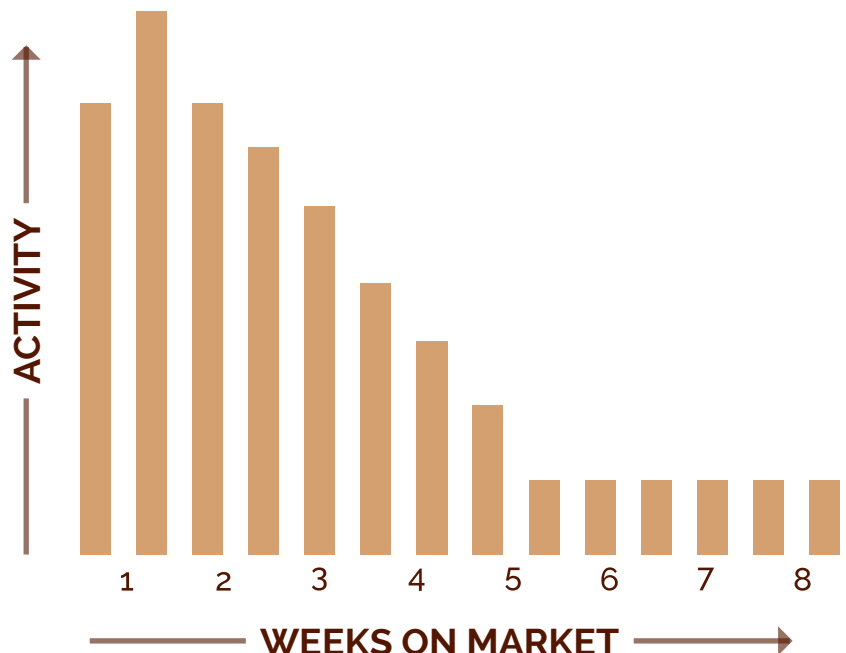
Market Value Advantage

- Homes priced correctly get the strongest offers
- 60% of buyers offer at asking price when it is priced at market value
- Pricing above market value limits the number of interested buyers you will have, and therefore the number of offers you will get

LISTING ACTIVITY TIMELINE

When to expect offers

- The greatest potential to sell is when the house is new to the market
- Houses that remain on the market for a long time...
 - May be priced too high
 - May indicate a hidden issue that prevented previous sales from going through
 - May scare off buyers



Prepare Your House



Decluttering & Cleaning

DECLUTTERING

- Good chance to get a head start on packing for your move
- Clutter makes a house feel smaller
- Organize closets and cabinets
- Think "airy": store or pack...
 - Half of items on bookshelves
 - All collections
 - Any items on horizontal surfaces (counters, tables, vanities)
 - Most decorations

CLEANING

- Do a deep clean - make it cleaner than you've ever seen it!
- Interior: Windows, walls, floors, lighting fixtures, doorknobs, cupboards, appliances, vanities, counters, woodwork...
- Exterior: Windows, driveways, sidewalks, brick, stucco, gutters/downspouts, decks, patios, lawns, fences...
- Consider hiring a professional for some/all deep cleaning, we can provide some references to good people and services

Neutralizing & Enhancing

NEUTRALIZING

- Ensuring universal appeal
- Remove wallpaper
- Paint a warm neutral color
- Replace dated flooring
- Remove family photo collections
- Remove distracting decorations

ENHANCING

- Curb Appeal / First Impressions
- Entering the house: add new house numbers and doormat, refresh landscaping, replace or paint mailbox, polish or paint door, brighten entryway with a mirror
- Use fresh flowers or fruit to decorate tables
- Get new towels/rugs for bathrooms
- Set out grill and lawn furniture in backyard



Prepare Your House

Making Repairs and Updates

Determine which repairs and updates add value, and which are a waste of time and money first!

COMMON REPAIRS

Visibly needed repairs lower the perceived value of a house and can make it “look like too much work.”

Additionally, you can lessen the possibility of buyers dropping out after the inspection by making repairs up front!

- Pre- sale inspections - Heating and cooling systems, Well/Septic - county inspection requirements
- Plumbing, electricity, appliances
- Roof - needs replacement every 15-20 years
- Basement & Attic - mold & water damage
- Doors and windows - broken glass, broken screens, broken seals
- Hazardous materials - asbestos & lead paint
- Cracks in walls, ceilings, sidewalks, and driveways
- Grout and caulking
- Lighting - repair switches and replace bulbs so that lighting is even/matching
- Doorbells, hinges, knobs, switchplates and outlet covers

COMMON UPDATES

Updated houses sell for more- investing in updates will likely make you money in the long run!

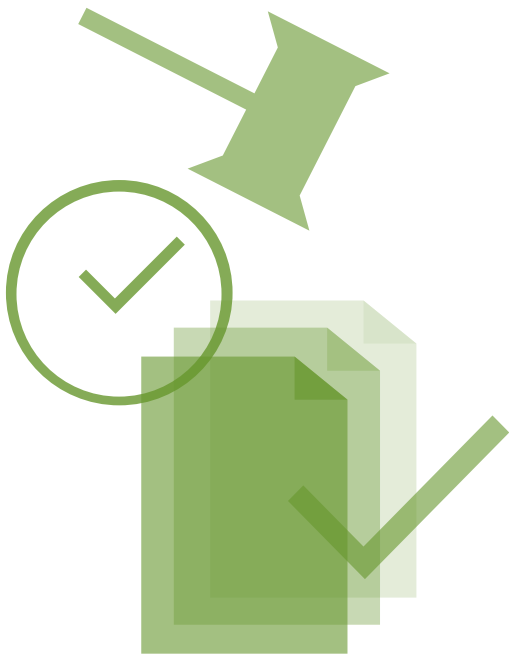
- Heating and cooling systems
- Basement - finishing
- Floors and walls - update carpets and remove wall paper, fresh paint indoors & out
- Counters and cabinets, kitchen appliances, , bathroom fixtures
- Landscaping



List Your House



Working With Us as Your Team



LISTING WITH PIPER PARTNERS

- Agents are the "glue" of the transaction
- Fiduciary service - we represent your interest
- Ensure legality and effectiveness of listing and transaction
- Homes sold by agents sell for 6% more and sell 4 weeks faster
- Our "Easy Out" Agreement
- Our "No B.S. Fees" rule
- Caring and Competent

LISTING DOCUMENTS

- We will provide comprehensive checklist
- Protecting yourself from lawsuits
 - Seller disclosure documents
 - Compliance
 - Transaction coordinator
- Home Warranty
- Mortgage Payoff
 - Beware of wire fraud!

Costs to Selling a House

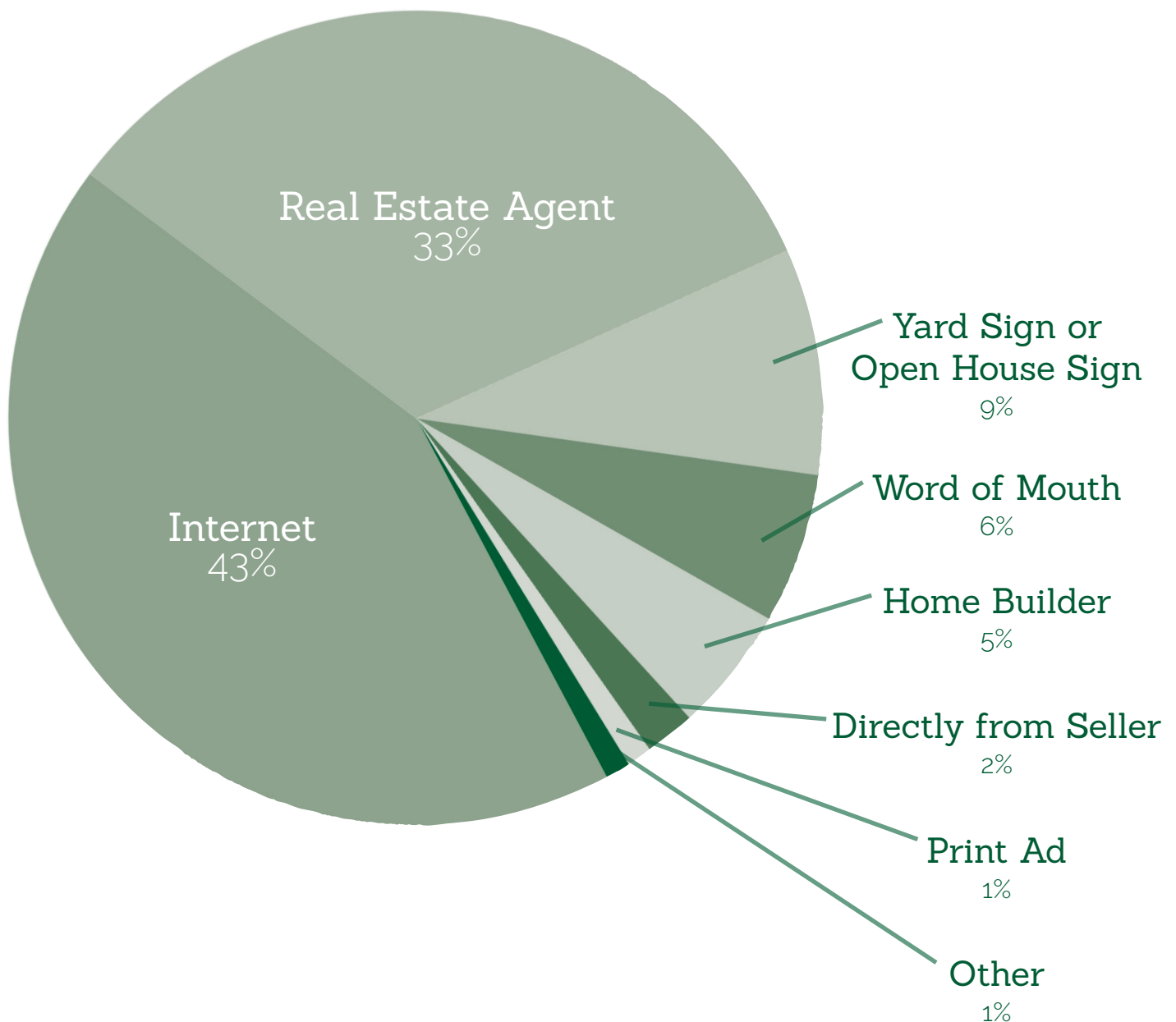
- Commission
- Title Fees
- Other Taxes & Fees
- Review Seller's Net Proceeds

"Piper Partners definitely earned **five stars** for their work. They are all about **integrity and excellence**. **Extremely detailed and patient**, they supported us with many different issues, and gave suggestions to **ensure the home got the best price**. I would highly recommend them to everyone!"
- Ron B.



Market Your House

How People Find Houses to Buy



Market Your House



Marketing to Sell

Professional Staging



MARKETING WITH PIPERPARTNERS

- Arrange *professional staging*
- Shoot *professional photos*, video, drone shots, & create floorplans
- Write an attractive description
- Feature your listing *at the top of our website*
- Host and plan *high-level open houses* and *spread the word* to realtors, buyers, and online
- *Create buzz on social media* about your house on *Facebook and Instagram* to all our followers
- *Highlight your listing* in our email newsletter
- Reach out to other buyer's agents directly to *spread news about your house*
- *Recommend your listing* to our buyer clients
- Display a *tasteful yard sign* and open house sign
- Utilize effective *listing launch strategy* to increase engagement

Professional Photography



Market Your House

Leaders in Online Marketing

kw | piperpartners
your real estate team

Find or sell your home today!
(734) 845-9700

Homes • Neighborhoods • Buyers • Sellers • About Us • Blog • Contact Us • Login / Register

All Areas • All Types • Min Price • Max Price • Any Bed • Any Bath • Any Sq Ft •
Built Any Yr • School (Any) • For Sale • Zip Code • MLS # • Address or Keyword • Search

Ann Arbor's Top Real Estate Agents

Hi, we're Piper Partners Real Estate Team! We are one of Southeast Michigan's top-ranked and fastest-growing realtors; specializing in the Ann Arbor, Ypsilanti, Saline and Dexter areas. We also serve and have a great deal of experience in the Howell, Brighton, Plymouth and Canton real estate markets. We strive to be a different kind of real estate agent and we provide concierge-level service to each of our clients. Whether you are looking to buy or sell a home, contact us and let's have a conversation about how we can help!

Buy A Home
Find the Perfect Home
Buyer Testimonials
Search For Homes
Our Home Listings

Sell Your Home
Home Seller Info
Free Home Value Report
Seller Testimonials

Your Home Here!

NEXT GENERATION REAL ESTATE SEARCH



PIPERPARTNERS.COM

- Exclusive feature: listings by neighborhoods
- 22,000+ pageviews per month
- 5,000+ unique users per month
- Special marketing of our listed properties
- Blog of useful and fun articles about real estate and Ann Arbor
- Easy webchat and contact forms
- Online 15 years, since 2003

A TRUSTED ONLINE PRESENCE

- 5-star reviews on Facebook, Google, Zillow, Trulia and Realtor.com
- Paid advertising on fb and google
- Active social media accounts on lg, fb, linkedin and youtube,



Market Your House



The Keller Williams Advantage



Keller Williams is #1

- #1 by number of agents on the Ann Arbor Board of Realtors, 300 agents
- #1 by number of agents in the world
- #1 training company in the world

Our Local and Global Network of KW Contacts

- 90% of buyers work with a buyers agent... and we know a lot of them!
- 19 Keller Williams offices in SE Michigan
- 160,000+ associates and 790+ market centers across the globe
- Respected in the marketplace
- Industry-leading technology that supports agents and clients



Hold Showings

Showing Your Home to Buyers

THE SHOWING PROCESS

- ShowingTime app
- Making your home available to view is very important
 - The more people see your house, the more people will be compelled to make an offer!
- Safety protocol
 - Lock boxes
 - Be sure to put away any valuables
 - Unsolicited Inquiries - direct them to agent
 - A licensed agent will always be present during showings and Open Houses

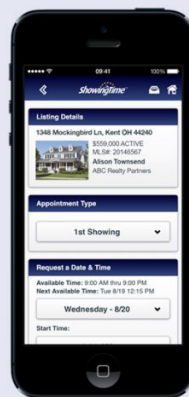
Weekly market feedback

- We will be sending weekly feedback on how the listing is doing, and how the market is doing
- Communication is very important to us!

PREPARING FOR OPEN HOUSES AND SHOWINGS

- You will be notified at least 2 hrs ahead of time
- Keep your home as clean and neat as possible throughout time on market so preparing for a showing is quick and easy for you
- Get out! Let the buyers envision the house as theirs
- Find sitters for pets and/or children
- Put your best foot forward make sure it is clean, neat, and nice-smelling, and leave all the lights on

ShowingTime Mobile App



*Scheduling
Feedback
& So Much More*



"Andy's insight was very helpful- *everything he predicted about the market became true*. Piper Partners came to us *highly recommended* and now we know why."
– Jackie J.

Negotiate Offers



Our Competitive Advantage

EVALUATING OFFERS

- What is important to you?
 - Review the five components of an offer (see right) and decide which things are most important for your needs and goals.
- Review what the Seller's Net Proceeds would be
- Evaluating the quality of a buyer's offer
 - Their agent
 - Their lender
- Managing multiple offers

1

Price:

Offer Price
Escalation Clause

2

Financing:

Terms
Appraisals

3

Contract Dates:

Inspections
Close
Possession/
Occupancy

4

EMD:

Earnest Money
Deposit
Amount
Second

5

Additional Terms:

Inspection
Terms
Inclusions/
Exclusions
Response
Time

Negotiating your best deal

- Creating a counteroffer
 - This is the most common response to an offer
 - Can adjust anything outlined in the offer
 - Most common changes are price and dates

Piper Partners Advantage

Reputation
Professionalism
Advocacy
Training

"Piper Partners stayed by our side and *got us through some challenging negotiations*. We could have easily lost our buyers without them!"
– Kim & Scott H.



Do "Due Diligence"

Keeping Your Deal on Track

From contract to close usually takes 30-45 days

3 necessary steps: Inspections, Appraisal, and Legal Documents

1 INSPECTIONS

- Buyer pays for it and owns the information
- You may not be present for the inspection
- Goal of the inspector is to find everything that the buyer may need to fix or replace
 - Inspector will say which issues are major (expensive), health/safety related, and/or deferred maintenance
- Based on inspection results, the buyer can do one of the following:
 - Move forward with the purchase if they feel the items are minimal
 - Ask the seller to make repairs.
 - Ask for a price reduction, or a cash credit at closing
 - Walk Away

Types of inspections

- Contractor
- Lead-Based Paint
- Radon
- Pest
- Structural
- Sewer
- Well/Septic
- Air quality



2 APPRAISAL

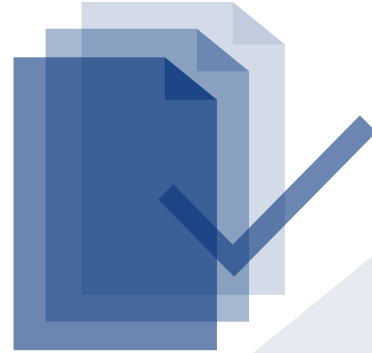
- Unless a buyer makes their offer in cash, their lender will require an appraisal
- The lender determines the value of the asset for underwriting purposes
- If an appraisal comes back under the sales price, either the buyer or the seller will have to cover the difference

Do "Due Diligence"



Negotiation on your behalf

- Between inspections and appraisal, there can be several rounds of negotiation beyond initial offer acceptance
- Buyers may ask for a lot of repairs or money, or they may even back out of a deal altogether
- We have everything you need to keep your transaction running smoothly from beginning to end:
 - Rapport with local realtors
 - Years of experience negotiating
 - Comprehensive knowledge of real estate transaction processes
 - Up to date with current legal requirements



3 LEGAL DOCUMENTS

Association Documents

- Master Deeds
- Bylaws
- Financials
- Minutes

Title Documents

- Guarantees ownership transferral
- Agent will interface with title company to get documents

Contingency Documents

- Confirms dates and timeline of transaction

Mortgage Payoff Documents

- Paid at closing

Home Insurance

- Make sure to keep through occupancy period
- Protects your transaction



Closing the Transaction

Before Closing

- Buyer receives "clear to close" from lender
- Schedule close - can be remote
- Review closing statement
- Receive funds by wire or check
 - Beware of fraud!
- Utility transfers
- Order final bill/statement

FINAL WALKTHROUGH

- For buyers to review before final closing
- House is move-in ready
- Empty and clean

At Closing

- Title company provides copy of closing statement for both parties
- Seller's net proceeds
- Will take about an hour

What to bring to closing

- Homeowner's insurance records
- Title insurance copy and receipt
- Government-issued ID's (2 preferable)
- Social Security numbers



After Closing

- Homestead rescinded form will be mailed to you

OCCUPANCY

- 60 days maximum
- Rent or escrow occupancy
- Damage deposit
- Keep utilities on through the end
- Another final walkthrough
- Insurance- determine who is covering this period

Final Steps



Moving Out

- We will send you a comprehensive moving checklist for your reference
- We also have a list of moving companies we've had good experiences with



Keep in Touch!

- Testimonial
- Referral
- Client Events
- Community resources
- Vendor Lists



We Pay it Forward

- A donation is made to OZONE HOUSE on your behalf for every closed transaction
- Over \$10,000 raised so far
- OZONE HOUSE provides housing, counseling, job training, and other help for homeless youth and families





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kw ANN ARBOR
KELLERWILLIAMS. REALTY