



VALOR
COLLECTIVE

POWERED BY

real

SELLER GUIDE

A PROVEN PLAN TO SELL YOUR HOME WITH CONFIDENCE.

YOUR MOVE IS OUR MISSION.

MEET YOUR TEAM

Selling your home is one of the biggest financial decisions of your life. Our commitment is to partner with you, deliver a high level of service, and handle that responsibility seriously.



*"Charlie is simply amazing! By far the hardest working and most knowledgeable Realtor I have worked with. **He goes above and beyond for his clients and doesn't miss a beat.** I highly recommend him and his team."*

You are always our top priority. We work hard to make your real estate experience clear, stress-free, and well managed, while also keeping it positive, rewarding, and memorable. Our goal is to build lasting relationships based on trust, genuine care, and real results.

We measure our success by the satisfaction of our clients and the referrals they choose to share. Let our team guide you through the process so you can move forward with confidence and peace of mind.

"YOUR MOVE IS OUR MISSION."

HOME SELLING

TIMELINE

STEP 1
CONSULTATION

STEP 2
LISTING DOCUMENTS

STEP 3
PREPPING HOME, KEYS & LOCKBOX

STEP 4
PROFESSIONAL PHOTOGRAPHY

STEP 5
YOUR LISTING GOES LIVE

STEP 6
SHOWINGS

STEP 7
OFFERS

STEP 8
NEGOTIATING

STEP 9
INSPECTION

STEP 10
REPAIRS & NEGOTIATIONS

STEP 11
APPRAISAL

STEP 12
FINAL WALKTHROUGH

STEP 13
CLOSING!



PRE- PARING YOUR HOME

We know getting your home ready for the market can feel like a big task. That's why we always encourage our clients to take it step by step. Decluttering, cleaning, and making small updates will go a long way toward helping your home shine when it's introduced to buyers.

Keep in mind, you only get one chance to make a good first impression.

Putting in the effort before listing will give you the best chance of attracting more buyers and standing out in the market.

The first month your home is for sale is the most important. The longer a home sits, the less exciting it can look to buyers. We don't want days on market to work against you.



When a home lingers, buyers start to ask the following questions:

- "What's wrong with it?"
- "Is the price too high?"
- "Does it need too much work?"
- "Why hasn't someone else bought it yet?"

To avoid those questions, we've created a checklist on the next page to guide you through preparing your home with confidence.



**DID YOU
KNOW?**

Over 95% of buyers start their home search online. A well-prepared home photographs better, which helps your listing stand out right away.

HOME PREPARATION

CHECKLIST

We know that prepared homes sell faster and for more money. Our goal is making your property shine so buyers see its maximum potential. We will guide you through this preparation checklist to ensure your home is positioned as the highest value option.

CLEAN AND DECLUTTER

Give your home a deep clean and clear away unnecessary items. Donate, toss, or store anything that creates clutter so your home feels fresh and open.

MAKE REPAIRS

Take care of small fixes like leaky faucets or scuffed walls. These quick updates prevent buyers from being distracted by minor flaws.

PRE-LISTING INSPECTION

This is an optional step, but can be very helpful. An inspection can reveal issues early and prepare you for negotiations with confidence.

CREATE A NEUTRAL LOOK

Paint walls in neutral colors and remove overly personal décor. This helps buyers imagine the home as their own.

ELIMINATE ODORS

Fresh air matters. Address pet, smoke, or cooking odors right away. Products like OZIUM Air Sanitizer Spray keep your home smelling very welcoming.

REFRESH THE EXTERIOR

A clean exterior makes a strong first impression. Pressure wash your roof, siding, or patio so your home looks cared for inside and out.

STAGE WITH INTENTION

Arrange furniture to showcase space, add simple décor, and let in natural light. Thoughtful staging creates a warm atmosphere for potential buyers.

PROFESSIONAL PHOTOS

First impression is everything and high-quality photos capture attention, showcase your home's best features and make your property stand out.

PRICING YOUR HOME

Setting the price of your home is the **single most important strategic decision we will make**. It ensures your home has maximum impact from day one.

WHAT DOES STRATEGIC PRICING ACTUALLY DO?

Attracting the Right Buyers, Instantly

We will use our combined market insights to position your home precisely in the price bracket where the most qualified, active buyers are currently searching, guaranteeing immediate visibility to our target audience.

Selling Faster and Maximizing Your Profit

A strategic launch price creates competitive tension, leading to higher levels of interest, faster sales, and often multiple, aggressive offers that drive up your final sale price.

Shielding Us From Low-Ball Bids

By proving we are realistic and serious about your home's true market value, we signal confidence to buyers and significantly reduce the likelihood of receiving wasteful low ball offers.

6 FACTORS WE USE TO DETERMINE YOUR HOME'S VALUE

Comparable Sales (Comps)

We analyze recent sales of similar homes. This is the critical data point for your price.

Current Market Conditions

We determine if the market favors buyers or sellers, and we adjust our strategy to capitalize on the trend.

Property Condition & Presentation

We advise on staging and preparation, as presentation directly impacts buyer-perceived value.

Active Market Competition

We track nearby listings buyers are considering. Our goal is to ensure your home is the most compelling choice.

Features and Upgrades

We highlight specific, valuable items (like a new roof) to demonstrate superior value and justify our price.

Flexible Contract Terms

We advise on strategic terms (like closing dates) that can make your offer irresistible to a buyer.

COMPARISONS

OUR MARKET VALUE PRINCIPLE

The single best measure of your home's value is the price of similar properties that have already sold in your area. Active listings only demonstrate supply and competition.

It is crucial to remember that even with the best marketing, **you will never succeed in selling an overpriced home.** We use concrete sold data to set your strategic price.

8 CRITICAL HOME FEATURES WE COMPARE

To determine the price, we analyze these factors using sold properties as the benchmark:

1. **Location and Proximity:** How close and comparable the location is to your home.
2. **Neighborhood Desirability:** Characteristics that make the neighborhood sought after.
3. **Total Square Footage:** The amount of living space.
4. **Bedroom and Bathroom Count:** The total number of rooms buyers prioritize.
5. **Lot Size (Acreage):** The size of your parcel compared to the competition.
6. **Quality of Updates:** The value added by recent updates and upgrades.
7. **Sold Price Data:** What homes actually closed for, not what they initially listed for.
8. **Average Days on Market (DOM):** How quickly similar homes have been selling.

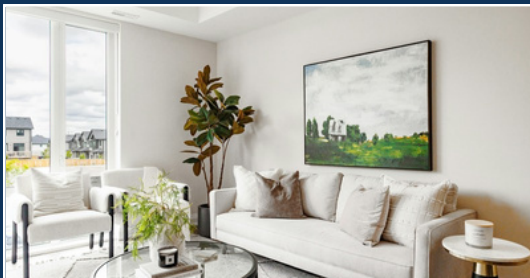
MAXIMUM ATTENTION = MAXIMUM OFFERS

In today's market, buyers have endless options and move quickly when a home is priced correctly. **We know that properties priced right receive maximum attention** and often lead to stronger offers and multiple bids within the first 7 to 10 days. We focus entirely on strategic pricing to ensure a fast sale and the highest possible return for you.

SETTING THE SCENE

PHOTOGRAPHY

We only have one chance to make a powerful first impression, and our professional photography is the most critical tool for success.



Our strategic visuals stop buyers mid-scroll, maximize online interest, and drive traffic through your door. We manage the entire process to ensure every room is captured in its absolute best light.



Freshen outdoor spaces: mow the lawn, trim bushes, and arrange patio furniture



Organize or store away shoes, coats, and any other everyday items



Clean and tidy the entire home, including floors, surfaces, and bathrooms



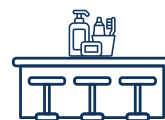
Remove pets during the shoot and hide food bowls, toys, and litter boxes



Sweep porches, decks, and driveways for a clean exterior look



Turn on all lights and replace bulbs. Try to use all warm bulbs for consistency



Clear kitchen and bathroom counters of clutter and personal items



Open all blinds, curtains, and shutters to let in natural light

SHOWINGS PREP

CHECKLIST

These tips are essential and will ensure your showings run seamlessly, showcase your home in the best light, and **create a great first impression for every buyer** who walks through the door.

PERSONALS

Remove or secure all valuables, firearms, weapons and prescriptions in a safe place.

DAILY CLEANING

Stay on top of daily messes. Wipe down kitchen and bathroom counters before leaving each day.

FLEXIBLE

Be as flexible and accommodating to buyers' schedules as possible. Avoid turning down showing opportunities whenever you can.

ODORS

Avoid cooking foods with strong odors. Keep meal prep simple and neutral to prevent lingering smells that could impact a buyer's first impression.

FURRY FRIENDS

Keep pet areas clean and hide food or litter boxes. Odors or clutter may make it hard for buyers to picture themselves living in your home.

INFORMED

Make sure everyone in the home knows when showings are scheduled so they can keep their spaces clean and ready.

NATURAL LIGHT

Open blinds and curtains to let in as much natural light as possible. Leave lights on before leaving for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the temperature comfortable. A well-balanced home environment reassures buyers that the HVAC is working properly.

VACATE

Prepare to be out of the house. Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

OFFERS



When an offer arrives, we look past the price to determine the true strength of the deal. **We guide you to choose the offer that best meets your financial goals and timeline.**

8 KEY OFFER COMPONENTS WE ANALYZE

1. All-Cash Buyer

Offers with no bank financing are highly appealing because they remove the risk of loan delays or appraisal issues.

2. Preapproval

A solid preapproval assures us the buyer has secured financing and can proceed with confidence.

3. Offer Price

The highest price is not always the best offer. We analyze the bottom line after all terms are considered.

4. Contingencies

These are buyer conditions (like inspections or financing). Fewer conditions mean less risk and a smoother sale for you.

5. Closing Costs

If you cover any buyer costs, it reduces your profit. We calculate the exact amount you walk away with.

6. Loan Type

Certain loans (like FHA or VA) can sometimes involve delays or specific repair requirements. We explain the pros and cons of each.

7. Repair Requests

We evaluate if the buyer is willing to handle repairs or if they will affect your time and profit.

8. Closing Timeline

We ensure the proposed closing date fits perfectly with your personal plans to move on.

HOME INSPECTIONS

The home inspection is a critical moment in the selling process. We treat this step not as a hurdle, but as our **best opportunity to maintain full control over negotiations** and protect your equity. Here, we outline the exact process, standard timelines, and the negotiation strategies we use to ensure the final sale protects your financial goals.

WHAT'S INCLUDED

- Roof and components
- Gutters and downspouts
- Exterior
- Grading and site drainage
- Basement
- Foundation
- Crawl space
- Heating and cooling
- Water heater
- Plumbing
- Electrical
- Attic and insulation
- Doors
- Windows and lighting
- Interior walls, ceilings, and floors
- Fireplace and chimney
- Decks and porches
- Driveways and walkways
- Appliances
- Attached garages
- Garage doors
- Stairs

TIME FRAME

Typically scheduled within 7 to 10 days after signing the contract. Negotiations on the findings usually happen within 5 days.

COSTS

No cost to the seller. The buyer chooses the inspector and pays for the inspection performed by the inspector of their choice.

COMMON ISSUES

Findings can include foundation, electrical, plumbing, pests, structural concerns, mold, or moisture.

IMPACTS

Inspection results and potential repairs are among the most common reasons a sale does not close.

UPON COMPLETION

- Buyer can accept the home as is
- Buyer can offer to renegotiate
- Buyer can cancel the contract

CLOSING THE SALE

WHAT TO EXPECT

The closing process finalizes the transfer of your home and its funds. **We manage every detail to ensure this final step is straightforward, timely, and worry-free.**

TRANSFERRING FUNDS

This step ensures all parties are paid accurately.

The funds from the sale are distributed to:

- The mortgage company (to pay off any loans).
- Local government (for property taxes due).
- Third-party service providers and lien holders.
- Real estate agents (for compensation).
- You, the seller (if there are proceeds remaining).

TRANSFERRING DOCUMENTS

We oversee the careful transfer and recording of all required paperwork:

- The signed deed and certificate of title.
- The final settlement statement (Closing Disclosure).
- Receipts proving all contracted repairs are completed.
- Signed closing instructions.

TRANSFERRING PROPERTY

This is the final moment when the home officially changes hands:

- The signed deed is recorded at the County Courthouse.
- Exchange keys, security codes, and appliance manuals.



YOUR COSTS

- Mortgage balance and any penalties.
- Real estate compensation and any title fees.
- Unpaid property assessments or tax bills.
- Termite or repair costs.
- Home warranty (if applicable).
- Grantor's and Transfer Tax.



WHAT TO BRING

- Valid Government photo ID.
- Other items your settlement company requests.



AFTER CLOSING

- Keep copies of all closing documents.
- Keep all home improvement receipts.

UTILITIES

Transferring or setting up utilities can be one of the most tedious parts of moving. **We've done the heavy lifting for you!**

We provide our clients with a full, curated list of local utility providers and contact details to ensure a seamless transition and prevent any service interruptions. Our goal is to make sure your services are set up in your name for the day of closing.

Scan the QR code below to access our full list of local utility providers and contact details.



IMPORTANT NOTE

You will need to make sure your utilities are set up in your name for the day of closing.



OUR TRUSTED VENDORS

REMODELING



DreamMaker Bath & Kitchen

South Lyon & Ann Arbor
734.669.4000
info@dm-remodel.com
dm-remodel.com

PLUMBING



Midwest Plumbing LLC

10500 Citation Drive
Suite 200 Brighton, MI 48116
810.229.3226
midwestplumbingmi.com

ELECTRIC



Michigan Quality Electric

4104 Pioneer Drive
Commerce, MI 48390
248.449.4200
michiganqualityelectric.com

TREE CUTTING



Clean Cut Tree Experts

30660 W 8 Mile Road
Farmington Hills, MI 48336
248.888.6990
cleancuttreeexperts.com

CONSTRUCTION



Pushman Construction

13935 Hibner Road
Hartland, MI 48353
517.294.7554
pushmanconstruction.com

CARPET CLEANING



Minute Dry Carpet & Upholstery

Mike Fournier
810.355.2727
minutedrycarpetcleaning.com

HOME WARRANTY



America's Preferred

5775 Ann Arbor Road
Jackson, MI 49201
800.648.5006
aphw.com

SENIOR HOME REMODELING



Senior Home Solutions

42416 Mound Road
Sterling Heights, MI 48314
Matthew Welch - 586.980.0049
seniorhomesolutions@gmail.com

OUR PREFERRED LENDER AND TITLE COMPANY

WHEN IT MATTERS MOST, CHOOSE A PARTNER YOU CAN TRUST.



**NEBO
LENDING**
NMLS 2343969

Mike Pietila

CEO | Mortgage Originator | NMLS ID 847850
Nebo Lending | NMLS ID 2343969
586.703.7226 | 734.519.5199



Mike Pietila is the CEO of Nebo Lending and is 1 of 5 people who get excited about mortgages. Nebo Lending's mission is to properly guide future and current homeowners through the home owning experience. The financial aspect is a huge piece to someone's overall well-being (even mental). When is the best time to purchase or refinance? How can you qualify better? Does this even make sense? Mike and his team look at your short-term and long-term situations and try to establish the best path for you. Nebo Lending's goal is to make you excited about mortgages too!

Buying or selling a home is one of the biggest financial decisions you'll ever make. Liberty Title is here to protect that investment and make the closing process smooth, secure, and stress-free.

Our experienced, local team provides efficient communication, innovative solutions, and reliable expertise to safeguard your ownership and ensure there are no surprises at the closing table. From contract to keys, we handle every detail with precision, transparency, and care.

At Liberty Title, you're not just another transaction. As a family-owned title company, we have helped close and insure more than 200,000 real estate transactions since 1974. We work closely with real estate agents and lenders to keep your closing on time and on track. With a footprint that covers Southeast Michigan, we are always just around the corner to assist you with your real estate transaction.



WHAT OUR CLIENTS ARE SAYING



"Anyone can list your home, but Charlie knows how to price it right for the market, drive traffic, and bring in strong offers from qualified buyers. That's exactly what you need a realtor to do. **We wouldn't use anyone else to sell our home.**"

JAMES R.



"My father and I couldn't have asked for a better realtor. **Charlie's knowledge and dedication to his clients is a 10 out of 5.** We moved my dad from MI to SD, so when something came up, he didn't hesitate to handle it since we weren't physically able to."

STACY F.



"Selling my Michigan home while I was in California was a breeze. Charlie gave personal attention with a smile and took care of everything. **He always goes the extra mile and makes you feel like family.** I highly recommend him."

JOE Z.



"Charlie helped us sell our condo, and he made **the whole process easy and truly hassle free.** Clear communication, smooth steps, and no unnecessary stress."

TROY L.

SERVING WITH PURPOSE

Selling a home represents more than a financial decision – it often marks a transition, a milestone, or the beginning of a new chapter. **At Valor Collective, we approach every listing with care, strategy, and responsibility, understanding the significance behind each move.**

FROM THE BADGE TO THE BEACH

Our work is guided by a deep commitment to service, reflected in initiatives like ***From the Badge to the Beach***, which supports first responders, frontline workers, military members, veterans, and their families as they relocate to communities that align with their lifestyle goals.



LINES OF HEROES

In addition, through our partnership with ***Lines of Heroes***, a portion of every completed transaction is donated to help support those who serve. This allows each home sale to contribute to a broader mission, strengthening communities and honoring service beyond the closing table.



When you choose Valor Collective, you're working with professionals who believe that real estate should be handled with integrity, stewardship, and long-term vision, ensuring your sale is managed thoughtfully while creating a positive ripple effect beyond the transaction itself.



YOUR MOVE IS OUR MISSION.

REALVALORCOLLECTIVE.COM