

OREGON REAL ESTATE / THE SELLER'S EDITION

YOUR HOME. YOUR NEXT CHAPTER.

Let's make it a good one.

A refreshingly straightforward guide to preparing, pricing,
marketing and selling your home.

DANIELLE MIKKOLA

OREGON REALTOR

01 / THE INTRODUCTION

So, you're thinking

ABOUT SELLING? GOOD. YOU DO NOT NEED TO HAVE IT ALL FIGURED OUT.

You don't need a perfectly remodeled kitchen, brand-new floors, or a Pinterest-worthy house. You need a plan. And you deserve someone who knows how to put one together.

HERE IS WHAT I BELIEVE

Selling a home is a big deal. My job is to give you honest advice, help you avoid unnecessary expenses, and make sure the strategy fits your home and your goals.

I am not here to stick a sign in the yard and cross my fingers. I am here to do the work, communicate clearly, and help you make confident decisions.

NO PRESSURE. NO GUESSWORK.

JUST A SMART PLAN FOR YOUR NEXT MOVE.

02 / THE PREPARATION

Before you spend a dime.

BIG PROJECTS ARE NOT ALWAYS THE BIGGEST WINNERS.

I see it all the time: homeowners think they need to remodel half the house before they can sell it. Sometimes the little things make a much bigger impact.

START WITH THE SMART STUFF

Deep cleaning and decluttering. Fresh landscaping and curb appeal. Touch-up paint. Minor repairs. Servicing major systems. Fixing obvious safety or financing concerns.

THINK TWICE ABOUT

A full kitchen remodel, replacing usable flooring, or expensive upgrades without first considering what buyers in your price range actually expect.

THE REAL STRATEGY

Let me walk through your home before you start spending. We will sort the must-dos from the nice-to-haves and focus on improvements that make sense for your situation.

YOUR MONEY SHOULD WORK FOR YOU.

03 / THE PRICING

The price tag.

A GOOD STRATEGY BEATS A WISHFUL NUMBER.

Online estimates are a starting point, not a pricing strategy. They cannot fully capture the condition, layout, updates, location quirks, or what buyers are responding to right now.

WE LOOK AT THE WHOLE PICTURE

Recent comparable sales, active competition, current market activity, condition, location, and your timeline all matter.

WHY IT MATTERS

Price too high and the home may sit while buyers move on. Price too low without a plan and you could miss an opportunity. Our goal is to position your home where serious buyers see its value.

THE GOAL IS NOT JUST TO LIST.
THE GOAL IS TO SELL.

04 / THE MARKETING

Make them look twice.

PRETTY PHOTOS ARE IMPORTANT. THEY ARE NOT THE WHOLE PLAN.

Your home deserves a thoughtful first impression. The goal is to help buyers notice what makes it special and imagine themselves living there.

PRESENTATION

We will decide how to prepare the space, highlight its strengths, and create listing materials that feel polished and inviting.

EXPOSURE

Depending on the property, our approach may include professional photography, listing syndication, social media, open houses, and outreach to potential buyers and agents.

FOLLOW-THROUGH

Marketing is not set-it-and-forget-it. We will watch feedback and activity, then talk honestly about whether anything needs to change.

A GOOD FIRST IMPRESSION HAS A JOB TO DO.

05 / THE OFFER

More than a number.

THE HIGHEST OFFER IS NOT ALWAYS THE BEST OFFER.

Getting an offer is exciting. But the purchase price is only one piece of the puzzle. Financing, inspections, appraisal, contingencies, concessions, and closing dates can change the outcome.

COMPARE THE TERMS

We will look at the full offer, not just the headline number, so you understand the benefits and tradeoffs.

NEGOTIATE WITH PURPOSE

I will help you decide where to hold firm, where to be flexible, and what best supports your goals.

KEEP THE DEAL MOVING

Once under contract, we will work through deadlines, inspections, appraisal and escrow with clear communication along the way.

SMART TERMS. CLEAR COMMUNICATION.

A STRONGER PATH TO CLOSING.

06 / THE ROADMAP

From listed to sold.

HERE IS HOW WE GET FROM THE FIRST CONVERSATION TO THE KEYS.

01 LET'S TALK

Your goals, timing, questions and what comes next.

02 BUILD THE PLAN

Review the market, pricing and recommended prep.

03 GET READY

Prepare the home, photography and listing details.

04 GO LIVE

Launch marketing, showings and buyer outreach.

05 NEGOTIATE

Review offers and work toward the right terms.

06 NAVIGATE ESCROW

Manage the process, deadlines and next decisions.

07 CLOSE THE CHAPTER

Finish the sale and hand over the keys.

07 / THE INVITATION

Ready when you are.

LET'S TALK ABOUT YOUR HOME, YOUR GOALS, AND YOUR OPTIONS.

I have spent six years helping people buy and sell homes. I believe you deserve real advice, not a sales pitch. I'll be straightforward when something needs attention, celebrate the wins with you, and work hard to make your next move a good one.

Whether you are ready to list next week or just starting to think about it, let's schedule a no-obligation walkthrough. I'll share what I would focus on, what I would skip, and how I would approach your sale.

YOUR NEXT CHAPTER STARTS HERE.

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A personal conversation. An honest plan. No pressure.