

# EPIQUE REALTY SELLERS GUIDE

COMPLETE GUIDE FOR MODERN DAY REAL ESTATE



## Franny K

ASSOCIATE BROKER  
MRP, C2EX, ePRO, PMN, AHWD  
CLINTON TOWNSHIP AREA LEADER



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Francine Kanalos, fondly known as Franny K, has recently joined Epique Realty as the newest Area Leader in Michigan, bringing a wealth of experience and leadership to the team. With an impressive career that began in 1996, Francine has dedicated herself to the real estate industry, earning a reputation for her exceptional knowledge, expertise, and client-centered approach. As an Associate Broker, she has consistently demonstrated her commitment to excellence, guiding countless clients through their property journeys with unmatched professionalism and care.

Over the years, Francine's dedication to real estate has been recognized through numerous accolades and prestigious designations. She holds the MRP (Military Relocation Professional) certification, showcasing her expertise in assisting military personnel and their families with relocation needs. Her C2EX (Commitment to Excellence) designation highlights her adherence to the highest standards of professionalism and ethical conduct in real estate. As an ePRO (Real Estate Technology Expert), Francine stays at the forefront of technological advancements in the industry, ensuring her clients benefit from the latest tools and resources. Her PMN (Performance Management Network) designation emphasizes her proficiency in managing real estate performance and achieving outstanding results. Additionally, her AHWD (At Home With Diversity) certification reflects her dedication to promoting diversity and inclusion within the real estate community.

Francine's leadership extends beyond her professional designations. She has made significant contributions to various boards and committees, demonstrating her commitment to the growth and development of the real estate profession. She has served on the Grosse Pointe Board of Realtors - Macomb Chapter Regents and the Grosse Pointe Board of Realtors - Grievance & Professional Standards Full Committee, where her insights and expertise have been invaluable. Her active involvement with the Women's Council of Realtors Lake Pointe includes roles such as Director of Membership in 2021, President Elect in 2022, and Past President in 2023, showcasing her dedication to empowering fellow real estate professionals and fostering a supportive community.

With over three decades of experience, Francine Kanalos and Team K Sells are driven by a shared passion for the world of property. Francine's deep understanding of the market, coupled with her strategic approach and personalized service, ensures that each client receives the highest level of care and attention. Franny and her team believe that every property journey is unique and deserving of a tailored approach. They treat every client like family, building lasting relationships and creating cherished memories throughout the buying and selling process.

Whether you are a first-time homebuyer, a seasoned investor, or looking to relocate, Francine Kanalos and Team K Sells are committed to making your real estate experience seamless and enjoyable. With Francine's extensive knowledge, industry expertise, and unwavering dedication, you can trust that your property journey is in capable hands. Franny's passion for real estate, combined with her leadership and client-focused approach, makes her an invaluable asset to Epique Realty and a trusted partner for all your real estate needs.

*Franny K*

**EPIQUE**  
REALTY

# Marketing

The Marketing Strategy includes advertising from Social Media ads, traditional print, web marketing, and email blasts, your home will be seen by more buyers and their agents.



## PHOTOS & PRINT

Professional Photo shoot, neighborhood flyers, and property brochures get your home noticed!

## ADS - 3.5X

Your home will be distributed among over 200+ website, and paid ads ran on social media. On average you will be seen by 3.5X as many buyers and sellers than a traditional listing.



## EVENTS

From neighborhood Open Houses, to Broker Open Events, we will do whatever we have to do to get the word out about your home.

# The Plan

When it comes to selling your home we've got you -- every single step of the way. Here's a general breakdown of the process and what you can expect.

1

## GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

## SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2

3

## STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

## TAKE PHOTOS

Our photographer will make your home look its best!

4



## CREATE MATERIALS

We'll have our in-house graphic design team create everything we need to market your home!



6

## SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



## REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



8

## CLOSING DAY

Schedule the closing, hand over the keys, collect the check!





# PRICE TO PROFIT

## **CLEAN, DECLUTTER & DE-PERSONALIZE**

After you have priced your home, it's time to prepare your home to amaze your future buyer!

- Consider hiring a cleaning service to do the prep work for you.
- Host a garage sale to declutter or sell the items that you don't need.
- Flooring: Shampoo, Vacuum, and clean carpets and rugs.
- Bathroom: wash and/or replace shower curtains, treat mildew or mold in the shower or tub and clear the countertop of all personal toiletries.
- Kitchen: clean the countertops and store away small appliances. Remove any artwork, photos, and magnets from the refrigerator. Keep the sink and trash clean.
- Dust off furniture, lights, blinds, and other surfaces.
- Wash windows and mirrors.
- Organize closets and storage spaces, buyers tend to peek inside those areas during an Open House!
- Make beds & fold blankets, even consider buying new bedding & throw pillows
- Store magazines, books, toys, games, etc.
- Take down all family photos.
- Place all valuables, like jewelry and money in a safe and secure place.
- Weed, mow, rake and water your lawn.
- Store garden tools, toys, & trash bins neatly on the side of the house or in the garage.
- Power wash your driveway to remove oil stains.
- Buy a new welcome mat for the front door.
- Replace house numbers, light fixtures, and other hardware if needed.

# SHOWING CHECKLIST

## NOW YOUR PROPERTY LOOKS GREAT!

*Here's how to get ready quickly for a scheduled home showing.*

- TURN ON ALL THE LIGHTS AND ALL THE LAMPS
- OPEN ALL THE DRAPES AND OPEN ALL WINDOW SHADES
- OPEN ALL THE DOORS BETWEEN ROOMS
- PUT TOILET SEATS DOWN, HANG FRESH CLEAN TOWELS, PUT A FRESH MAT LAID OUT
- TURN OFF THE TV
- CLEAR ALL THE CLUTTER, PUT AWAY PAPERS & MAGAZINES AND UNDERSTAND THAT CLEAN WILL SELL YOUR HOME
- CLEAN & CLEAR YOUR KITCHEN COUNTERS FROM UNNECESSARY ITEMS, PUT ALL DISHES AWAY.
- TAKE THE TRASH OUT PRIOR TO SHOWINGS, FOR PETS, PUT UP FOOD AND CLEAN THE LITTER AREA
- MAKE SURE BEDS ARE ALL MADE AND CLOTHES ARE PICKED UP
- SWEEP AND VACUUM FLOORS
- WIPE CLEAN APPLIANCES AND MAKE IT SMELL FRESH
- HIDE OUTDOOR TOYS AND GARBAGE BINS IN THE GARAGE OR ON THE SIDE OF THE HOUSE.
- GRAB A BASKET & PUT PERSONAL ITEMS IN THE TRUCK OF CAR

# TRANSACTION TIMELINE

I am honored to meet you and potentially represent you in the sale of your home. Below you'll find our tentative Transaction Timeline so you'll have a reference and guide to refer to when the time comes.

- LISTING AGREEMENT- This is the document signed by both the seller and the brokerage. You should receive an email with a copy once completely signed by sellers/agents/and brokers. Make sure to save a copy on your desktop.
- PREPARATION FOR PROFESSIONAL PHOTOS & VIDEOS  
Minimizing all personal items, de-cluttering, and getting the home ready as if Buyers are touring that day.
- PICTURE DAY- Our professional photography team will take pictures and this will take approximately 1 hour or less to complete the process depending on property size. Your cooperation is absolutely necessary so they can arrive & depart easily.
- INTERNET EXPOSURE- Within 24 hours, we will post your listing "LIVE" on Zillow, Trulia, Redfin & hundreds of real estate websites, as well as local real estate companies, other Brand real estate websites, and we include all Michigan and National real estate websites for maximum exposure.
- SHOWINGS- In our fast paced market, we will begin to receive showing requests on the property within 24-48 hours. Based on your cooperative schedule regarding times that work best for you, we will communicate with you and then work diligently to get as many qualified Buyers inside your property so they can fall in love with the home and write a great offer.
- OFFERS/CONTRACTS- Once we receive an offer, we will reach out to you and present each offer to you. We go over the details of the offers and give you our professional opinion so you can make the best real estate educated decision for YOU and your family!



# TRANSACTION TIMELINE

- CONGRATULATIONS EMAIL- When you Accepted the right offer and all parties have signed, we will send out an email connecting all parties; Sellers, Buyers & their Agent, Escrow & Title Company and the Buyers Lender. In addition, we outline all the important dates and information pertaining to the contract.
- HOME INSPECTION- As part of the Buyers due diligence, they are allowed a Home Inspection performed by a Certified Home Inspector which provides a professional's trained view of any deficiencies in the property. We think it's important to mention that there is NO perfect house and the home inspection gives the Buyer an idea of any major items in the home that need to be addressed. if the home is owner occupied, we ask that you step out for about two hours for the inspection. A simple rule of thumb is: no news is good news, so we'll follow up with you after the inspection and go over what we're able to conclude from the report.



■ REPAIRS- You may have an "As Is" sales contract; However, it isn't out of the ordinary for a Buyer to request a repair on a few items prior to closing in order for them to proceed with the sale. As a Seller who has promoted an "As Is," sales contract, you are not legally obligated to make any repairs, but the Buyer is not obligated to proceed with the purchase during their inspection period based on the finding and/or at their sole discretion.

We advise if you have accepted an "As Is" sales contract and are requested to make minor repairs that you do so in order to keep the Buyer content with completing the purchase. It would be unfortunate for you that the sales contract be terminated over a non-functioning power outlet, GFI, a few loose shingles, etc.

Sometimes, it is determined that a larger repair could be needed. For example, a leaking roof, a plumbing leak or garage door, then it will be important to chat with us to determine if this item(s) must absolutely need to be addressed. In the cast that we do not proceed with the Buyer at hand, we must disclose this deficiency to all new Buyers and this may also affect the financing capability of the current or future Buyer(s).

Simply put: always disclose to us all known details about your property and we will go over strategies and responses to them. We are your Team and we work together!



# TRANSACTION TIMELINE

■ APPRAISAL- The next step in the selling process is obtaining the Appraised Value on your property. The Buyer's Lender coordinates the appraisal through a third-party management system.

Typically, once the Appraiser accepts the file, they will reach out to us and schedule an appointment for interior inspection. Keep in mind that we don't know who the Appraiser will be until the initial contact, so be patient as we wait for that initial call. A member from our Team will attend the Appraiser's interior inspection at your property with a list of upgrades and comparable properties for the Appraiser to consider when assigning your home a Value.

■ APPRAISER OR UNDERWRITER CALL OUTS

At times, due to certain circumstances on behalf of the Buyer. A survey that can be used would be a previous survey that no NEW improvements have been made to the property, (i.e additions on the home, or shed on the property). The Surveyor does not need to gain access to the inside of the home, rather they are performing an outside measurement of the parcel and the structures on the property. We will let you know when and if a Surveyor is needed.

■ FINAL WALK THROUGH- At this time you should have all of your personal belongings out of the home and the home should be in a neat and clean condition ready for the new buyer. The final walk-through typically takes place 24 hours prior to your contracted closing date or the same day as closing before your scheduled closing time. Please note we will coordinate the walkthrough and you do not have to be present unless you would like to provide a property tutorial to the new buyers. We will pick up the sign and lockbox after this step has been completed.

■ SCHEDULING THE CLOSING- Now that we are Cleared To Close we can schedule Close Of Escrow and that will transpire when the Title company indicated and referred to in the Welcome Email completes the final paperwork.



# PREPARING FOR CLOSING

## THE FOLLOWING ITEMS WILL NEED TO BE BROUGHT TO THE CLOSING:

- Keys/Garage door openers and any other forms of access to the property.
- Driver's License for all signers.
- Account Number and routing number (wiring instructions) in which the proceeds of the sale are to be deposited. (This is for those wanting to have access to the funds immediately via a wire transfer.
- If you prefer to have a check issued in lieu of a wire transfer that will be issued at the time of closing.

## POST CLOSING:

- Remember to schedule cancellation of your homeowner insurance at/after closing.
- Cancellation of utilities (we ask that you leave the power on or water on until the day of closing) If this is a Friday we ask you to leave your utilities on through the following Monday to avoid a lapse in service for the new owners.
- Cancel of internet, cable, or other services at the house. Return internet boxes etc.
- Lastly, you may receive a check from your mortgage company or homeowner insurance after we have closed. Please make sure that the vendors have an updated address and contact info for you.
- Review- Internet reviews are a game-changer for Realtors. We will be asking for a review after closing for us and our services. We work diligently on making the home selling process a seamless and enjoyable experience. If you know anyone that is looking to buy or sell their home, we would love to share in that chapter as well.



# SUCCESS STORIES

## Here's what My Past Clients are Saying

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As someone who knew nothing about this process, having a realtor this knowledgeable about her job, made the process of buying my first home go from an impossible endeavor to instead an educational and positive experience that ended with me purchasing my first house. Not only will I be keeping in touch with her to sell my new house in a number of years, but I will be giving all of my friends and family members her number when they look for a house.

★★★★★

*John*

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“

We had the best experience selling our house Team K. Francine made us feel excited about selling our house. She always answered her phone for us or returned our call fast. She explained everything we needed to do. We sold our house within a week. I would recommend them to everyone.

*Amy*

★★★★★

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“

Franny and Team K were complete rockstars. The sale of our house in Hamtrmack went faster than expected, but Franny and her team made everything seamless and painless. We would absolutely work with her again for any of our real estate needs.

★★★★★ *Erik*

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