

# MLP SELLER'S GUIDE

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HOW TO GET YOUR HOME  
AND LAND READY SO YOU  
CAN SELL QUICKLY

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@ucmidwestlifestyleproperties

# Selling With Confidence. Marketing With Purpose.

Selling a property is more than a transaction. It is timing, preparation, strategy, and trust — all working together to create the best possible outcome.

At Midwest Lifestyle Properties (MLP), we specialize in telling the full story of a property, whether it is a residential home, recreational land, hunting ground, or lifestyle property.

This guide walks you through what to expect when selling with MLP, how to prepare your property, and how our marketing-first approach helps maximize exposure, demand, and results.



*We had an amazing experience selling our home! Josh did an outstanding job marketing the property — the photos, listing, and presentation were all top-notch. Thanks to his hard work and strategy, our home sold quickly and for well over the asking price. The entire process was smooth, stress-free, and handled with professionalism from start to finish. We're so grateful for his expertise and highly recommend him to anyone looking to sell their home.*

# Why Sellers Choose Midwest Lifestyle Properties

Midwest Lifestyle Properties is built for sellers who want more than a sign in the yard.

We combine:

- Deep local expertise across the Midwest
- Nationwide exposure through United Country's network
- Specialized agents who understand land, homes, and lifestyle properties
- A full in-house marketing team

Our agents are not generalists. They specialize in residential homes, acreage, farms, hunting land, recreational property, and lifestyle real estate. That specialization matters when it comes to pricing correctly, targeting the right buyer, and telling the right story.

Whether you are selling a family home or hundreds of acres, our goal is simple: position your property to stand out, attract serious buyers, and close with confidence.



*Our home sale went incredibly smoothly from start to finish, selling within 72 hrs and well over asking. Josh was professional, communicative, and made the entire process stress-free. We couldn't be happier with the service we received and would highly recommend him to anyone looking to buy or sell a home."*

# Preparing Your Property for the Market

## Residential Sellers:

### First impressions matter.

Before listing, we help sellers focus on the details that create emotional connection:

- Clean, decluttered spaces that photograph well
- Minor cosmetic improvements that deliver strong return
- Strategic staging recommendations when needed
- Timing the market for maximum demand

You do not need a full renovation. Small, intentional updates and professional presentation often make the biggest difference.

## Land & Lifestyle Sellers:

Land tells a story – and preparation makes that story clear.

For land and acreage, we focus on:

- Clearly defined boundaries and access points
- Trails, food plots, or improvements highlighted properly
- Aerial and drone imagery to show scale and layout
- Understanding the best use of the property

From hunting ground to recreational retreats, buyers want to envision how they will use the land. Our job is to help them see it.

## **Pricing Strategy That Protects Your Value**

Pricing is one of the most important decisions in the selling process.

At MLP, pricing is based on:

- Market data and recent comparable sales
- Property-specific features and improvements
- Buyer demand at the local and national level
- Seasonality and timing
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Overpricing can cause a property to sit and lose momentum.

Underpricing leaves value on the table.

Our agents work with you to find the strategic price point that drives interest while protecting your equity.

We believe pricing should be confident, informed, and intentional — never guesswork.

# Our Marketing-First Approach

Marketing is where Midwest Lifestyle Properties stands apart. Every listing receives a professional marketing package that may include:

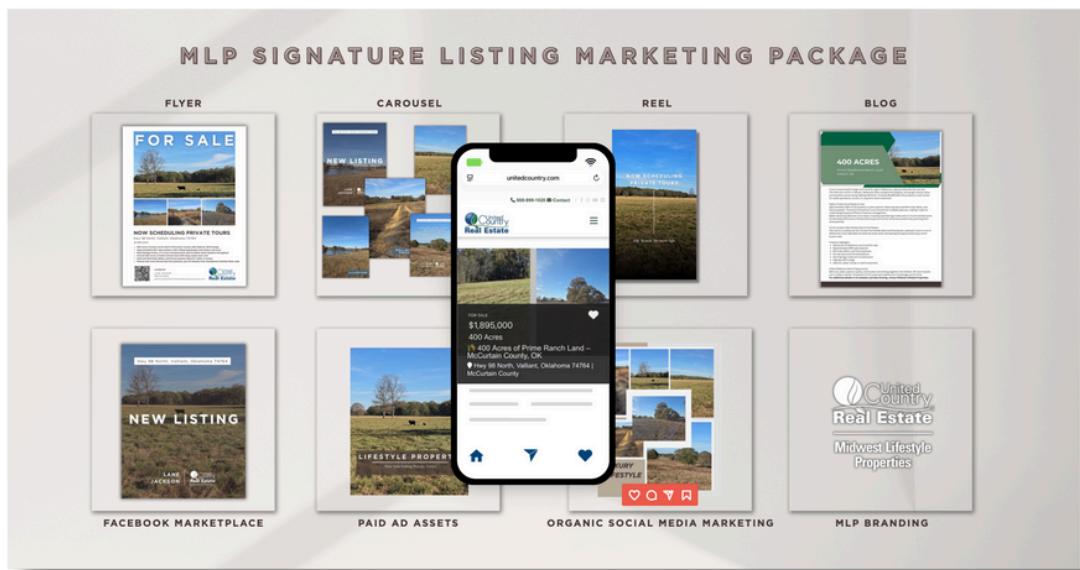
- Professional photography and videography
- Drone imagery and aerial mapping
- Custom listing descriptions that sell the lifestyle
- Social media promotion across multiple platforms
- Website features and blog exposure
- Marketplace and digital listing distribution
- Paid advertising options when appropriate

For land sellers, we emphasize:

- Aerial views and boundary overlays
- Use-case storytelling (hunting, recreation, building, investment)
- Reaching buyers beyond the local market

For residential sellers, we focus on:

- Emotional storytelling
- Visual flow and detail
- Lifestyle-driven messaging



# Communication, Negotiation, and Closing

Selling does not stop once the listing goes live.

Throughout the process, you can expect:

- Clear communication and regular updates
- Feedback from showings and inquiries
- Strategic negotiation guidance
- Professional coordination through closing

Our agents advocate for your best interests, help navigate inspections and offers, and keep the process moving forward.

We pride ourselves on transparency, professionalism, and results – while making the experience as smooth as possible.

★★★★★  
Josh made the whole process of buying our new home and selling our old one so easy! He's super knowledgeable, always quick to respond, and willing to help at any time. We really appreciated his guidance and expertise—it took so much stress out of the process. Highly recommend Josh if you're looking for a realtor who truly cares and goes above and beyond!

★★★★★  
5 stars plus! Josh is an exceptional realtor. He is extremely responsive and easy to work with! It's obvious he has great real estate experience and the ability to close a deal. He is honestly THE realtor to work with!

★★★★★  
Josh has done a wonderful job selling our properties. He is extremely professional and responsive, and has a great read on the market!



Midwest  
Lifestyle  
Properties

DISCLAIMER

THIS GUIDE IS FOR INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE LEGAL, FINANCIAL, OR TAX ADVICE. ALL REAL ESTATE TRANSACTIONS ARE SUBJECT TO APPLICABLE LAWS, REGULATIONS, AND BROKERAGE AGREEMENTS. MARKET CONDITIONS MAY VARY.

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