

FROM START TO

# SOLD.

ALL THE DETAILS YOU NEED TO  
SUCCESSFULLY LIST & SELL YOUR HOME.



**THE DUNE  
GROUP**  
REAL ESTATE

real

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# WELCOME

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable. When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting alone. From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

*Gregg & Tarrah*



***OLD FASHIONED SERVICE  
NEW FASHIONED KNOW-HOW***



EVERYTHING YOU WANT  
*is on the*  
other side  
*of sold.*

*Professional and  
ready to work for  
you!*





# Meet Gregg Henry

**Husband, Father, Community Leader,  
Realtor, Podcaster, Entrepreneur**

Real estate agent, coach, lover of architectural and interior design, and influencer for good. I started The Dune Group to combine a group of like-minded, trustworthy, real estate agents and high achieving people to help build a life and business they love...through real estate. Whether you're buying and selling your personal home OR building a portfolio, I'm here to help.



# Meet Tarrah Meyering

**Wife, Mother, Community Leader, Pickleballer,  
Realtor, Senior Real Estate Specialist**

My husband & I have 4 kids and a pup. I served on the Zeeland Athletic Booster Board 6 years including the last 2 years as president. My husband and I enjoy baseball and in pursuit of visiting all 30 MLB stadiums. My business is built on relationships. I understand that selling a home is complex and deeply personal and want to make you feel supported and that you have a trusted advisor by your side!

# Why Hire a Team?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a broader wealth of experience and expertise to the table than a single agent.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team, we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.





TAKE THE STRESS OUT OF

**Sold**

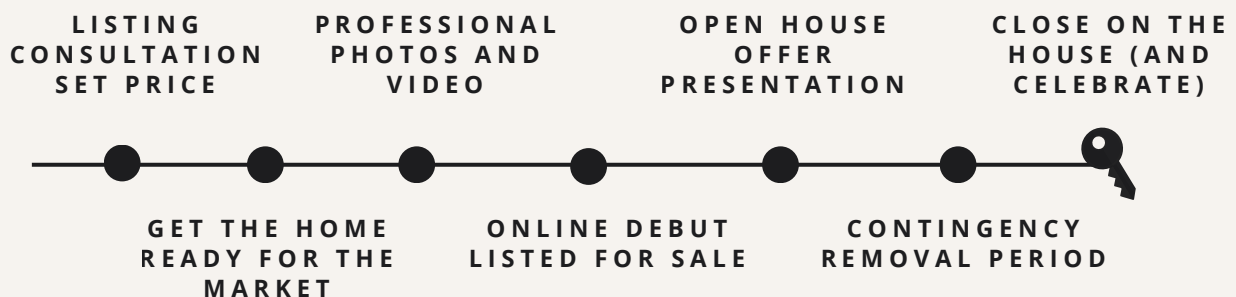
WITH OUR OLD FASHIONED SERVICE ALONG WITH  
OUR MODERN APPROACH TO MARKETING AND A  
STREAMLINED SYSTEM FOR PAPERWORK

# SUCCESSFUL SELLING PROCESS

Selling your home is the start of a glorious new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

Your wonderful house could be the prized home to a young couple, a large family or the perfect downsized home to a retiree, it is all what makes a house a "HOME"

But let's be honest, moving to a new home is EXCITING for you and your buyer!



This is where we make a plan together...

# LISTING CONSULTATION

As your agent, we will be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

We will also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

- What is your moving timeline?
- What do you hope to net from your home sale? What do you think it's worth?
- What concerns do you have about listing?
- What might be the barriers to a buyer?

Write these things down before we meet so we can talk through all the details!



# SETTING *the* RIGHT PRICE

You know what happens when you overprice your house? *Nothing. Nothing happens.* No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.



A modern interior space featuring a large window with a dark frame. The window looks out onto a balcony with a railing and some greenery. Inside, there are dark wood bookshelves filled with books and decorative items. The lighting is warm and ambient.

DID YOU KNOW?

Cleaning &  
prepping your  
home to sell  
can increase  
its value by  
30%-50%

A modern interior scene with a large window on the left showing a view of trees. On the right, a vase holds dried, brown flowers. In the foreground, a light-colored table holds several ceramic bowls and a lid. The overall atmosphere is warm and minimalist.

# Let's get started...

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1. EXTERIOR

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2. KITCHEN

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3. FAMILY LIVING SPACES

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4. BEDROOMS

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5. BATHROOMS

# Here's the plan...

## 01

### *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

## 02

### *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed

## 03

### *Bedroom*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

## 04

### *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

# 05

## *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

# 06

## *Front Entry*

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

# 07

## *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint
- Remove valuables

# 08

## *Final Clean*

Prior to photos and videos give the home a good deep cleaning. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

# Now we're finished...

A woman with blonde hair, seen from behind, is sitting at a desk. She is wearing a black blazer with gold buttons on the sleeve. Her hands are on a laptop keyboard. The background is a blurred office setting with a window and a white wall. The overall tone is professional and focused.

A SUCCESSFUL SALE ISN'T

a process,  
it's a  
partnership

# PRE-LIST TO DO LIST

## BATHROOMS

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## KITCHEN

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## BACKYARD

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## FAMILY ROOM

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## FRONT ENTRY

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## BEDROOMS

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## MISCELLANEOUS

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*OLD FASHIONED SERVICE  
NEW FASHIONED KNOW-HOW*

“

Gregg listed our parents' home after they passed. He was kind, empathetic and got it sold without any hassles! We highly recommend The Dune Group.



## NOW IT'S TIME FOR PHOTOS

- ✓ Homes listed with professional photography sell 32% faster
- ✓ The average ROI on professional real estate photography
- ✓ 68% of consumers say that great photos made them want to visit the home



# Professional Photography

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

THE GOAL:

a house  
that feels  
like home



# GOING TO MARKET

Homes perform best when they go to market on *Tuesdays* or *Thursdays*. In order for your home to go to market when planned, ideally all cleaning and photos need to be taken at least 1 week prior.

On photo day, we'll do light staging prior to photo and video. This usually takes about 2 hours.

The photos and videos will then be edited and used to build the following marketing materials:

- *Your home only website*
- *Neighborhood direct mail pieces*
- *Social media posts & ads*
- *Open house materials*



# Three Step Marketing Process

*When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.*

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01

## **MAILERS or NEIGHBORHOOD FLYERS**

This is where we let all the neighbors know about your home. This can be important depending on the location of your home.

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02

## **SOCIAL**

Buyers see a reel pop up talking about your house. Then a Facebook ad..., buyers are clicking on the link to your personal website, where they can take a full digital tour.

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03

## **OPEN HOUSE**

Open House is so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.



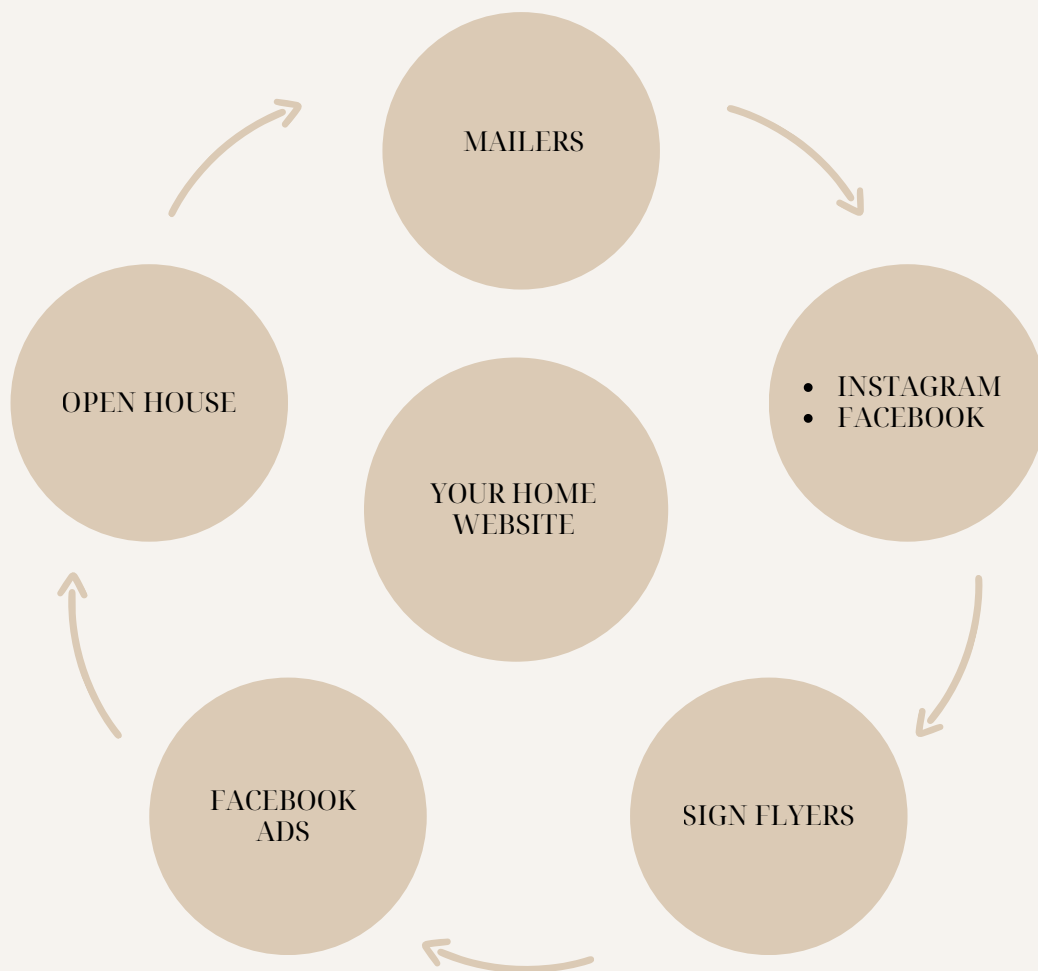
*OLD FASHIONED SERVICE  
NEW FASHIONED KNOW-HOW*

“

Tarrah went above and beyond to help us with the sale of our Mom's condo. Every question I had, and there were many, were answered quickly and professionally.

This sale was thru a trust and it required more work for her and she stepped up, took charge and found the answers we needed in order to make the transition as smooth as possible.

# How We Find Buyers



*Strategic Mix-Media  
Advertising Campaign*

# The Dune Process

**1**

## **CLEAN & PREP\***

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

**2**

## **PHOTO & VIDEO**

- Content shoot day
- Full photos of home
- Full immersive video

**3**

## **CUSTOM WEBSITE BUILT**

- Exclusive website built for your listing
- Tracks all visitor activity

**4**

## **COMING SOON**

- Sign is placed in yard
- No showings until open house
- Generates Interest

**5**

## **SOCIAL DEPLOYED**

- All social pieces created
- Long form video, 3-4 reels and designer style photos
- Listing Goes LIVE: MLS, Zillow, Realtor.com, Homes.com

**6**

## **POSTCARD CAMPAIGN**

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

**7**

## **OPEN HOUSE**

- Opening weekend
- Open House typically Saturday &/or Sunday
- Option for neighborhood sneak peak

**8**

## **REVIEW**

- Offers
- Feedback
- Adjustments



WE GIVE YOUR HOME AS MUCH VISIBILITY AS  
POSSIBLE USING A VARIETY OF TOOLS TO  
ENSURE YOUR HOME IS SEEN BY

thousands  
of potential  
buyers.



# LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

*Of course, we don't forget the basics: we publish your listing on the MLS (multiple listing service), along with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.*



# **EXCEPTIONAL SERVICE AND *INCREDIBLE* RESULTS**

**We listed our home with Tarrah and had a great experience partnering with her on everything from our market analysis, the design of our listing and the scheduling of our residence. We had a better than asking offer within a week of listing and a smooth closing from a well vetted buyer.**

A bright, modern interior space, likely a bathroom or spa area. It features a large window with white curtains, a white bathtub, a wooden vanity with a white countertop, and a small wooden stool. The overall aesthetic is clean and minimalist.

# ...yes, an Open House is totally necessary

**HERE'S WHY**



It's not JUST about the Open House, but everything that happens around the Open House

# FIRST

It's important to know that only 4% of houses are sold from an Open House, so why would this be worth your time?

Here's the catch, when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Open Houses also allow you to connect with the neighbors who definitely want a great new neighbor BUT also want you to sell for top dollar, which is why we enlist their help and make it easy for them to show their friends. An Open House makes your house easy to see, easy to talk about and easy to show...and buyers like easy.

# OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





# CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

# COMMON CONTINGENCIES

01

## **Inspection Contingency**

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

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02

## **Financing Contingency**

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

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03

## **Appraisal Contingency**

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their loan amount.

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04

## **Home Sale Contingency**

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



# CLOSING DAY

This is it, the big day!

I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important taking about 30 minutes or so.

The good news is, it's all paperwork that will have already been reviewed by the title company. It will also be explained to you during signing. Feel free to ask any questions. After you sign everything...the deal is closed once transaction is funded.

1. Utilities will need to be turned off on the day property is turned over to buyer per contract.
2. Celebrate!

“

Gregg was friendly, helpful, and provided great local insight. I would not have my cottage today had he not been my agent. I really would recommend him to anyone looking to buy in the Western Michigan area.



# *What You* CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, We will be doing our best to help you avoid any delays or roadblocks. You can expect weekly phone calls with *tell it like it is* honesty, hand holding when you need it, and creative problem solving to get you where you want to go.



# READY TO SELL?



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