




The
HOMEFRONT GUIDE


To Selling Your Home

www.thehomefrontco.com



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 www.thehomefrontco.com



ABOUT *me*

Selling your home is one of the biggest financial decisions you'll make, and it deserves a listing specialist who treats it that way.

I'm committed to delivering exceptional service and strong results for my sellers through strategic pricing, high-impact marketing, and skilled negotiation. I don't just put a sign in the yard, I position your home to stand out and sell for the best possible price and terms.

Every home and every seller is different. My approach is tailored, communicative, and intentional from our first conversation through closing day.

I would be honored to advocate for your equity and guide you confidently through the selling process.

Let's put a clear plan in place and get your home sold.

Mikaelle Towns

LISTING SPECIALIST



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MEET OUR

Team



Emily Hill

REAL ESTATE AGENT

As a real estate agent, my passion is helping clients navigate the complex and ever-changing world of real estate. With years of experience in the industry, I have built a reputation for delivering exceptional service and achieving outstanding results for my clients.



Noor-ul-ain Qaraghi

REAL ESTATE AGENT

As a skilled negotiator, I am dedicated to securing the best possible outcomes for my clients. Whether you are buying or selling a property, I work tirelessly to ensure that you get the best possible value for your investment.



Maddie Tramel

REAL ESTATE AGENT

As a military spouse and mom of three, I bring real-life understanding, empathy, and dedication to every client relationship, ensuring a smooth and supportive experience from start to finish. I began my career in 2020 and am passionate about helping military families and first-time homebuyers navigate the buying and selling process with confidence.



OUR COMMITMENT TO YOU



WE UNDERSTAND RELOCATIONS

Selling your home doesn't have to feel overwhelming. It should feel supported, intentional, and seamless.

At The Homefront Co., our team is made up of military spouses who truly understand the realities of PCS life, tight timelines, long-distance moves, and the weight of decisions made from afar.

Because we've lived it, we know how to anticipate challenges before they arise and guide you through every step with clarity and care.

We specialize in managing remote transactions with precision, offering weekly check-ins, proactive communication, and flexible solutions tailored to your unique situation. Whether you're states away or just around the corner, you can trust that your home and your equity are being protected as if it were our own.

Our commitment goes beyond simply selling your home. From our first conversation to long after closing day, we are dedicated to advocating for your best interests, maintaining the highest standards of professionalism, and delivering results you can feel confident about.

This is more than real estate to us, it's personal.

Experience home selling with The Homefront Co., where you're always in capable, caring hands.

ABOUT YOUR

Home

What is it worth?

The Importance of Understanding Your Home's Value

Recognizing your home's true value is pivotal, especially when contemplating its sale. This value is intrinsically tied to key factors: its pricing, presentation, and marketing strategy. In the vast landscape of property sales, particularly in the niche of military real estate, the expertise of trusted agents becomes invaluable. By partnering with us, you're aligning with a team that not only employs top-notch tools and technology for optimal pricing but also assures you of transparent and consistent communication.

The unique perspective of our PCS Pro Network, enriched by the experiences of veterans and military spouses who've navigated relocations due to PCS orders, ensures that your listing not only reaches the right eyes – both online and offline – but also resonates with potential buyers, thanks to our stellar photography and content. In understanding your home's worth, you arm yourself with the knowledge needed for a successful and informed sale.

Scan to stay informed on current market conditions



CLIENT Testimonials

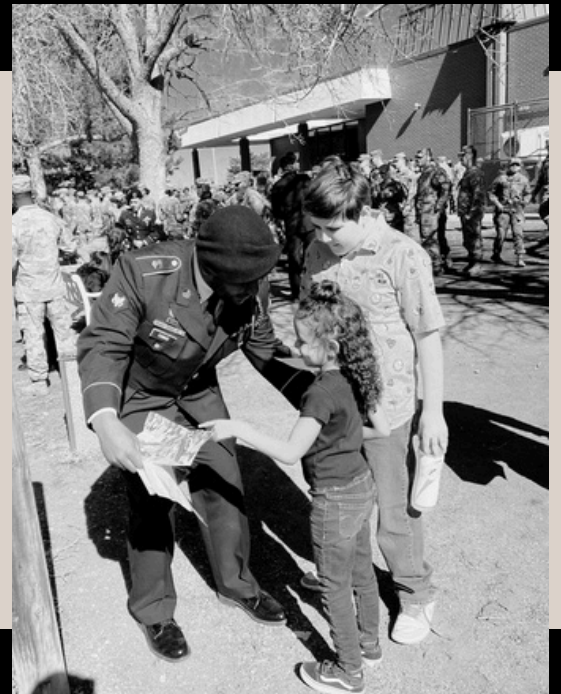


Dan ★★★★★

Mikaelle is amazing and we cannot recommend her highly enough. She quickly found homes that were in our budget and needs, but what set her apart is her observations and questions to learn what our underlining needs really were. She then found an amazing house that we would not have originally considered and helped us get a great deal. She was always quick to respond, never pushy, was extremely helpful in connecting us with good people (inspectors, lenders, etc.) and made the process so much easier and even fun. She gave so much of her time to explain each step, answered all of our questions thoroughly, and conformed her schedule to meet ours. She was a shrewd negotiator, thought of things we would have never considered, and was an amazing advocate for us. She truly went above and beyond to not just find us a house, but our next home. She is now our first Real Estate "go-to" and we cannot recommend her highly enough!

Melissa Del Toro ★★★★★

"Hands down Mikaelle has been the best Realtor we have worked with (as this is the second home we sold) When we contacted her to sell the house we set up an appointment and she came prepared and she showed us what the market was looking like and gave us her honest opinion. She was so thorough with her research. She made everything stress free and not only that once the house was on the market she checked on us to make sure we were ok and to see if there was anything she can help us with. I never had a Realtor show up with their own tools and was ready to get their hands dirty! I wish I can take her with us to help us find our forever home in Florida!"



SELLING *Process*

01

SELECT AN EXPERT AGENT

Choose the ideal real estate agent and inform them of your intent to sell.

02

UNDERSTAND YOUR HOME'S VALUE

Your agent will provide a comprehensive market analysis, clarifying your property's value.

03

PREPARATION & PRESENTATION

Ensure your home is in prime selling condition. This may involve staging, minor renovations, or decluttering.

04

MARKETING & SHOWCASING

Your agent will arrange professional cleaning, photography and video shoots, kickstarting the thorough marketing process.

05

REVIEWING & ACCEPTING OFFERS

Upon receiving offers, your agent will guide you through the terms, ensuring your interests are protected. Once an offer is settled, you'll enter into a contract phase.

06

CLOSING THE SALE

This period includes home inspections, appraisals, and any required negotiations on repairs. After all conditions are satisfied and agreements reached, you'll finalize the sale at the title company.

MARKETING

plan

DIRECT MARKETING STRATEGY

To maximize your property's visibility, we'll list it on the MLS, our website, and top real estate sites like Zillow. We'll also send a "just listed" newsletter to our database and local agents. Emphasizing traditional methods, a solar-lit yard sign will be placed, and if needed, we'll host an open house, precluding it with door knocks in the neighborhood for a preview.

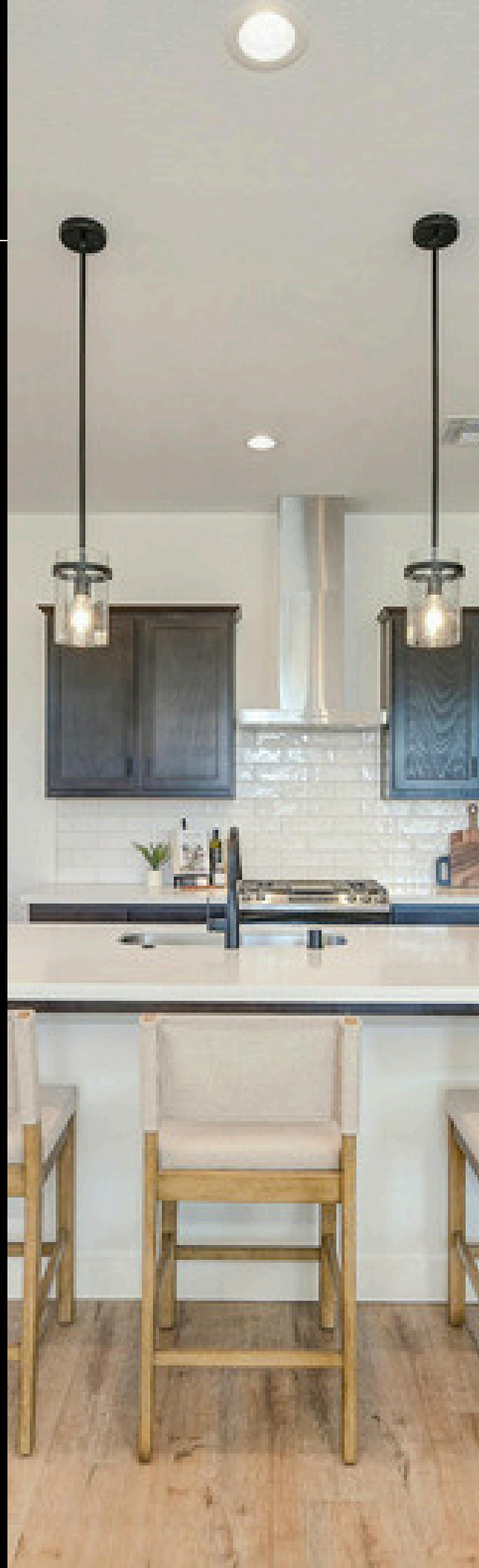
DIGITAL MARKETING STRATEGY

We'll tap into extensive social media audiences, promoting your listing in key Facebook groups and showcasing a video tour on our page. Using both our business and personal Facebook and Instagram, we'll amplify your property's visibility. Additionally, we'll enhance reach with targeted social media ads on various networks.

THE HOMEFRONT CO. PERKS

We provide professional services to amplify your property's appeal, including professional cleaning, and high-quality photography. To further enhance visibility, we'll employ targeted paid Facebook ads.

Marketing is just one part of the process, the true key is working with the right real estate agent.



PRE-LISTING *checklist*

General (All Rooms)

- Deep clean, including windows, doors, & baseboards.
- Declutter: Remove excess items and personal belongings.
- Depersonalize: Remove personal photos and unique décor.
- Neutralize paint colors if necessary.
- Check for and replace burnt-out light bulbs
- Ensure all switches and outlets function properly.
- Remove or secure valuables.

Exterior (Curb Appeal)

- Mow and edge the lawn.
- Trim bushes and trees.
- Power wash the exterior, driveway, and walkways.
- Clean out gutters.
- Ensure the house number is visible.
- Touch up exterior paint if necessary.
- Check roof for any visible issues.

Additional/Extras

- Make any necessary repairs or improvements.
- Perform a smell test and address any odors (from pets, smoke, etc.).
- Ensure all windows and doors operate smoothly.
- Consult with your agent to schedule a pre-listing inspection to identify potential issues

Entrance/Foyer

- Clean the front door and hardware.
- Replace worn-out welcome mats
- Ensure the doorbell works.
- Make the area bright with natural or artificial light.
- Add a decorative piece like a vase with fresh flowers.

Kitchen

- Deep clean all appliances, inside and out.
- Clear and wipe down countertops.
- Organize and declutter pantry and cabinets.
- Clean the sink and faucet.
- Remove any fridge magnets and personal notes.
- Check that all appliances function properly.

Bathrooms

- Scrub tiles, tub, and toilet.
- Clear and clean the vanity.
- Replace old shower curtains and bathmats.
- Ensure there are no leaking faucets or running toilets.
- Restock with clean towels.

Laundry Room

- Remove unnecessary items and organize the space
- Ensure that washer and dryer are in good working condition
- Neutralize any odors & make sure room is lint free

Living Room

- Vacuum and clean carpets or polish hardwood floors.
- Clean and dust electronics & shelves.
- Arrange furniture for easy traffic flow.
- Remove any worn-out furniture.

Dining Room

- Clean the dining table and chairs.
- Set the table for staging (optional but effective).
- Ensure any displayed china or glassware is spotless.

Bedrooms

- Make all beds neatly.
- Organize and declutter closets.
- Remove any personal items from nightstands and dressers
- Clean under the bed.

Home Office

- Declutter & Organize Papers
- Optimize ambient lighting
- Limit visibility of power cords & charging items.
- Dust & clean any electronics

Additional

- Declutter and organize.
- Ensure easy access to electrical panels, water heaters, etc.
- Check for & address any signs of water damage or leaks.

COMMON INSPECTION

faults

By being proactive and conducting a thorough check of commonly found faults, you not only enhance your property's appeal but also preemptively tackle concerns that potential buyers may have. This section aims to equip you with insights into prevalent inspection faults and provides a checklist to help you address these issues beforehand, ultimately facilitating a successful and hassle-free selling experience.

Electrical

- Missing globes/bulbs
- Outlet/switch covers
- Opening in electric panel
- GFCI

HVAC

- Change Filter
- Check Batteries in thermostat
- Insulation on freon line

Kitchen & Laundry

- Dishwasher not attached
- Leaking Faucet
- Flexible drain line
- Electric clamp at disposal
- Dirty stove vent filter

Interior

- Clean fireplace
- Security screws at exterior doors
- Missing striker plates
- Broken window locks
- Exterior door weather stripping

Bathrooms

- Clean jet tubs
- Clean vents
- Loose toilet
- Caulking
- No flex drain
- Leaky faucet
- Continuous turn
- Leaky shower head

ADDITIONAL

Notes

THANK YOU FOR *choosing us*




The
HOMEFRONT CO.


Thank you for taking the time to meet with us and for considering The Homefront Co. to represent your home. We understand that choosing who you trust to sell your property is an important decision, and we don't take that lightly.


Should you choose to partner with our team, our commitment is simple: to advocate for your best interests, communicate clearly, and uphold the highest standard of care throughout the entire process.


Whether we work together now or in the future, please know that we are always here as a resource for your real estate questions and needs.

Thank you again for the opportunity. We would be honored to guide you through your home-selling journey.

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