

# Expert Guide To Selling Your Home

YOUR ROADMAP TO A SUCCESSFUL HOME SALE



Michael Delmont  
REALTOR®

Move Into What Moves You!

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Real Broker, LLC

## What Clients are Saying:



Michael went above and beyond to help sell our home. He was patient and thorough in answering questions we had.

-Savanna B.

Michael made the home buying process extremely simple. He kept us up to date on everything and was very knowledgeable.

-Brodrick W.

It was a pleasure working with you during my home sale. He was very helpful in getting my home in shape and ready to market. I do not think that I could have had a better agent to help me put my home on the market. I thank you very much. I give him a Five Star rating.

-Larry S.

## About Michael Delmont, Realtor®

Southern Michigan is a great place to live and work, which is why Michael Delmont chooses to call it home. Real estate is a passion for Michael. With experience as a seasoned real estate investor, Michael is the natural choice for help buying and selling your biggest investment.

Michael and the entire Keller Williams team are passionate about helping clients take the next step in their home ownership journey. Michael's business is built on communication, dedication, and guiding his clients, step by step through the process. As a seller, you want to effectively market the home and then negotiate and secure the highest price and cleanest terms for the sale. As a buyer, you want a patient, yet assertive partner to help buy the right home for you, at the best possible price.

Prior to entering real estate, Michael was a special education teacher and business owner. Michael is a seasoned real estate investor with experience in renovation and rental properties. He also officiates baseball for the NCAA and MHSAA, and volleyball for the MHSAA. When Michael isn't in the office or officiating, you'll often find him curling and enjoying time with his daughter.

*Michael Delmont*  
REALTOR



# YOUR NEEDS COME FIRST

VISUALIZE YOUR DREAM  
SCENARIO FOR SELLING  
YOUR HOME

**What is the one thing that has to happen to make that dream scenario a reality?**

How can I make that happen for you?  
Why is it important to you?

**If we could add just one more thing to make this process even better, what would it be?**

Why is that important to you?

# Understanding Your Goals

## Motivations for Selling

1. What is your primary reason for selling your home?
2. Are there any specific life changes prompting this move? (job, family, financial)
3. What excites you most about selling your home?

## Timing

1. When are you hoping to have your home sold?
2. Do you have a specific move-out date or deadlines we should work around?

## Expectations

1. What is your top priority when selling your home? (Examples: highest possible price, quick sale, convenience, privacy during showings, etc.)
2. What do you think your home is worth?
3. Are there any specific terms or conditions you'd like in a potential sale? (Examples: rent-back period, selling "as-is," cash buyers preferred, etc.)

## Concerns

1. Are there any challenges you foresee during the selling process? (Examples: repairs, finding a new home, timing overlap, etc.)
2. Do you have any concerns about the current market or the selling process?

## Future Plans

1. Are you planning to buy another home after selling?  
(If yes) Would you like assistance finding your next property?
1. Are you relocating out of the area? If so, where?

## Logistics

1. Is the property currently occupied?
2. Are there any special considerations for showing the property (e.g., pets, limited access hours, etc.)?

## Communication Preferences

1. How would you prefer we communicate? (Options: Phone calls, emails, text messages.)
2. Who will be the main point of contact for decisions and updates?

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# Real Estate Listing Consultation Survey

Please fill out this form to help me understand your goals and preferences as we prepare for your consultation.

Name(s): \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Bedrooms: \_\_\_\_ Bathrooms: \_\_\_\_ Aprox SqFt: \_\_\_\_ Sale Price Goal: \_\_\_\_\_

## Selling Goals

### 1. What is your primary reason for selling?

Relocation  Downsizing  Upgrading  Financial reasons

Other: \_\_\_\_\_

### 2. When would you like to have your home sold by?

ASAP  Within 3 months  Within 6 months  Flexible

### 3. What is your top priority in selling your home?

Highest price  Quick sale  Convenience  Privacy

Other: \_\_\_\_\_

### 4. Are there any specific conditions you'd like in a potential sale?

Rent-Back  As-Is  Cash Sale  Other: \_\_\_\_\_

## Concerns and Expectations

### 4. Are there any challenges you're concerned about during the selling process?

Repairs/updates needed  Timing overlap with buying/moving

Market uncertainty  Other: \_\_\_\_\_

### 5. What do you think your home is worth? \_\_\_\_\_

### 6. Would you like assistance with staging or preparing your home for sale?

Yes  No

## Future Plans

### 7. Are you buying another home after this sale? Yes No

If yes, would you like assistance finding your next home?  Yes  No

### 8. Are you relocating out of the area? Yes, to: \_\_\_\_\_ No

## Logistics

### 9. Is your home currently: Owner-occupied Tenant-occupied Vacant

### 10. Are there any restrictions for showing your home? (e.g., pets, limited hours, etc.)

No  Yes: \_\_\_\_\_

## Communication Preferences

### 11. How would you like to receive updates and information?

Phone calls  Text messages  Emails

### 12. Who will be the main point of contact for decisions and updates?

Myself  Someone else: \_\_\_\_\_

# THE PROCESS

In the listing process, each stage builds on the one before it. The more time and effort we spend making sure the proper foundation is laid the better the offers will be when they start rolling in.

## LISTING TIMELINE

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- Listing Consultation
- Make Renovations/Repairs
- Estimate What Your Home is Worth
- Declutter/Stage Your Space Professional
- Photos List Your Home on MLS & Other Sites
- Hold Home Showings & Open Houses
- Receive Offers and Negotiate Deals
- Accept an Offer
- Close the Deal

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# THE LISTING CONSULTATION

A real estate listing consultation is a crucial first step in the home-selling journey. It's where we meet to understand your goals, evaluate your property, and create a strategic plan to position your home for success in the market. Here's what you can expect during our meeting:

## 1. Understanding Your Goals

- We'll discuss your reasons for selling—whether it's to upsize, downsize, relocate, or move closer to family. We'll talk about your ideal timeline, any special considerations, and what's most important to you in the sale process (price, speed, convenience, etc.).

## 2. Property Evaluation

- I'll perform a walkthrough of your home to assess its condition, layout, features, and unique selling points. We'll identify any areas that might need attention to maximize your home's appeal—this could include small repairs, staging, or decluttering tips.

## 3. Market Analysis

- I'll present a Comparative Market Analysis (CMA), which shows how similar homes in your area are priced, their time on market, and their final sale prices. This will help us determine a competitive yet realistic asking price for your home.

## 4. Marketing Strategy

- We'll discuss how I plan to market your home, from professional photography and video tours to online listings and open houses. I'll outline how I leverage tools like social media, email campaigns, and local advertising to attract qualified buyers.

## 5. Pricing Strategy

- Together, we'll establish an initial listing price based on market data, your home's features, and your goals. I'll explain how pricing affects visibility, buyer interest, and ultimately your bottom line.

## 6. Listing Process and Paperwork

- I'll walk you through the listing agreement, explain the terms and conditions, and ensure you're comfortable with all the details. We'll review my commission structure, what's included in my services, and what you can expect throughout the transaction.

## 7. Next Steps

- I'll outline the steps from listing to closing, including showings, offers, negotiations, inspections, and more. We'll set a tentative timeline based on your goals and market conditions.

### My Promise to You:

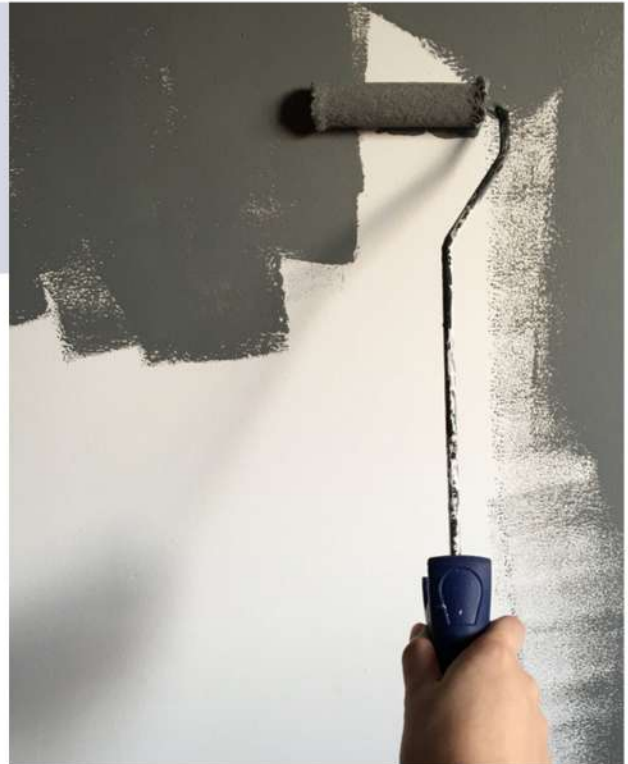
This consultation is all about education, strategy, and building trust. My goal is to make sure you feel confident, informed, and supported every step of the way. Selling your home is a big decision, and I'm here to ensure it's as smooth and profitable as possible.

# RENOVATIONS & REPAIRS

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AVERAGE TIME:  
TWO WEEKS TO SEVERAL MONTHS

During the listing consultation I will tour your home and point out areas of your home that should be renovated or repaired before putting your home on the market. I can also make recommendations as to what repairs will return the most money when you do sell your home.



Another way to get an idea of what you should repair before putting your property on the market is to get your own independent pre-inspection by a home inspector. This will also give you specific information on that needs to be addressed in order to not be surprised when a potential buyer has their own inspection done.

Renovations and repairs before listing your home can significantly impact its market appeal and selling price. A well-maintained home signals to buyers that it has been cared for, reducing concerns about potential hidden issues. Simple upgrades like fresh paint, updated fixtures, or fixing leaky faucets can modernize the space and create a lasting first impression. Homes in move-in-ready condition often sell faster and at higher prices, as buyers are willing to pay a premium for less hassle. Investing in these improvements ensures your property stands out in the competitive market, maximizing its value and attracting serious offers. For the typical homeowner it takes about two weeks to a month to get their home ready to sell. It really depends on the condition of your home.

The condition of the home will be especially relevant in how the buyer will be financing their purchase. FHA and other government backed loans have strict requirements for the condition of any home purchased using one of their loan types.

*Michael Delmont*  
REALTOR

# FHA and VA Loan Property Requirements

When dealing with FHA (Federal Housing Administration) and VA (Veterans Affairs) loans, both have specific property requirements and condition expectations to ensure the home is safe, livable, and a good investment for the buyer. Here's a simple breakdown:

## FHA Loan Property Requirements

### General Property Condition:

- The home must be safe, secure, and structurally sound. Major safety hazards or structural issues must be fixed before closing.
- The roof must have at least two years of useful life left, and no major leaks.

### Utilities and Systems:

- Essential systems like plumbing, heating, and electrical must be in working order.
- The property needs access to safe drinking water and proper sewage disposal.

### Hazard-Free Environment:

- No peeling lead-based paint (common in homes built before 1978).
- No exposed wiring, broken windows, or other safety risks.

### Livable Condition:

- The home must have functional bedrooms, bathrooms, a kitchen, and a safe entry/exit.

## VA Loan Property Requirements

### Safe and Sanitary Condition:

- Similar to FHA, the VA requires homes to be safe and free of major defects.

### Minimum Property Requirements (MPRs):

- Utilities like heating, plumbing, and electricity must work properly.
- The home must provide adequate living space, including a proper kitchen, bathroom, and sleeping area.

### Specific Safety Concerns:

- No wood-destroying pests or untreated pest damage.
- The property must be free of hazardous materials, including lead-based paint or asbestos.

### Access and Location:

- The property should have direct access to a public or private street.
- Homes in flood zones must have adequate flood insurance.

## Key Takeaway:

Both loan types aim to protect buyers and lenders. FHA loans focus on affordability and livability, while VA loans emphasize benefits for veterans and ensuring they move into a home that won't create additional financial burdens. Both require the home to meet basic safety, structural, and habitability standards.

If a property doesn't meet these standards, repairs or adjustments might be required before the loan is approved.

# WHAT IS YOUR HOME WORTH?

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AVERAGE TIME:  
A COUPLE HOURS TO A DAY



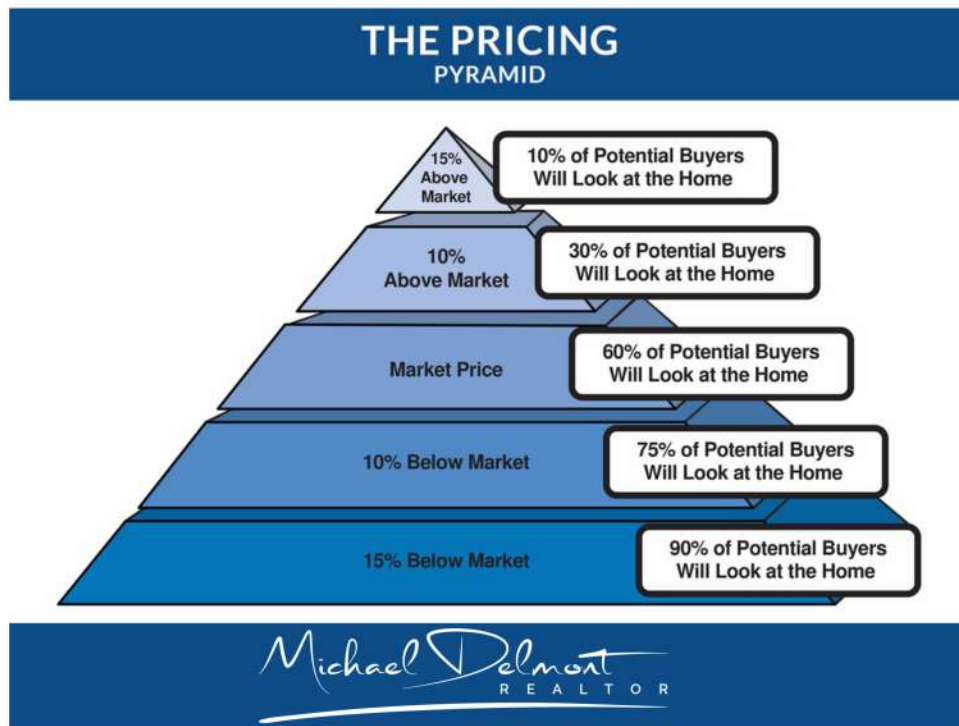
Figuring out how much your house is worth is an important step that should not be rushed. To start, you can check one of many automated valuation models, or AVMs, for real estate available online. These, however are notoriously inaccurate.

The absolute best way to learn the value of your home would be to get an appraisal by a professional appraiser, which would cost between \$300 and \$400. The next best thing is something called a Broker Price Opinion or Comparative Market Analysis (CMA) done by a real estate professional. I will compare your home to comparable properties (also called comps) in your neighborhood or area to get an idea of what other homes have been selling for and are listed at in order to competitively price your home. As the seller, though, you are the one that ultimately makes the decision on how much to list your home for.

## **The “A” in Zillow stands for Accuracy**

Automated valuation models (AVMs) like Zillow’s Zestimate can provide a quick estimate of a home’s value, but they often lack the accuracy and nuance of a professional appraisal or real estate agent's market analysis. These models rely on algorithms that use public records, recent sales, and neighborhood data, but they can’t account for unique features of a home, such as recent renovations, condition, or specific location details like proximity to amenities or schools. Additionally, inaccuracies in public data or market fluctuations can skew results, making AVMs a helpful starting point but not a reliable tool for determining a home’s true market value.

*Michael Delmont*  
REALTOR



### What is this?

This is the pricing structure pyramid Realtors use to illustrate the power of properly pricing homes. The market value of your home is determined by a Comparative Market Analysis (a.k.a. CMA). The CMA summarizes the pricing of homes similar to yours that have sold or are on the market in your area.

### How does it work?

When a property is listed at the current market value, it is more likely to appeal to around 60% of active buyers who are willing and able to purchase your home. In accord with the real estate pricing pyramid, listing the property 10% to 15% below market value expands the prospective buyer demographic to 75% to 90%, which is a good technique to create more visitors when your property is unique or your neighborhood has few prior competitors.

Many sellers want to list their property 10% to 15% above the market value, figuring that buyers will want to negotiate the price down. This is not advisable as it limits the number of potential buyers to 10%. If an over priced property isn't openly rejected, the home will certainly slip to the end of the consumer's selection of homes to view because it is costly.

The ideal pricing strategy is to price the home about 5% to 10% below what the CMA shows the market price to be. This will encourage more potential buyers to visit the property and submit offers, resulting in a multiple offer situation which then causes the buyers to compete for your home and raise their offers in an attempt to submit the winning bid.

# PROFESSIONAL PHOTOGRAPHY

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AVERAGE TIME:  
ONE HOUR TO TAKE PHOTOS

Making a first impression is key to selling your home quickly & for the best price possible. That first impression is most likely coming to buyers via the internet. Professional photography is a powerful marketing tool that leads buyers to click on your listing and ultimately make the decision to see your home in person. Professional photography isn't just about having a camera. Its about telling a story through pictures that make the buyer feel like they are in your home.



**Decluttering and staging a home before real estate photos are taken is crucial for several reasons:**

- Most buyers start their home search online, and high-quality, well-staged photos can grab their attention. A clean and organized home appears more appealing and increases the chances of potential buyers scheduling a showing.
- Decluttering removes distractions, allowing buyers to focus on the home's best features, such as spacious rooms, natural light, or updated finishes. Clutter can make spaces look smaller and less inviting.
- Professionally staged homes tend to photograph better, which leads to more enticing online listings. Well-presented homes often receive more interest and may sell faster and at a higher price.
- Decluttering and staging show that the seller is serious about presenting the home in its best light. It signals that the property has been well-maintained, giving buyers confidence.
- By investing time and effort into decluttering and staging, sellers increase their chances of making a strong impression, attracting serious buyers, and achieving their desired sale outcome.

The next page contains a pre-photoshoot checklist of things you can do to make your home ready for photos, created by my partners at Next Door Photos

*Michael Delmont*  
REALTOR

# PRE-SHOOT CHECKLIST

Most of these are recommendations, some are simply suggestions.  
The more you can do, the better your photos and showings will be!

## EXTERIORS

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim, rake)
- Remove visible water hoses
- Clean up dog waste
- Remove dog leashes
- Put trash bins in garage
- Clear snow from driveways, walks, and decks
- Clean deck furniture, tidy cushions
- Clean pool, remove cover and hoses
- Remove toys, dog toys, soccer goals, etc.

## INTERIORS

- Open window shades, curtains
- Turn all lights on
- Replace burned light bulbs
- Hide shoes from entries
- Clean windows
- Fresh flowers make a great impression

## LIVING/FAMILY ROOM

- Remove stacks of magazines, papers, etc
- De-clutter fireplace mantle
- Arrange furniture pillows neatly
- Remove kid toys

## DINING ROOM

- Clear table, dust
- Straighten all chairs
- Remove booster seats
- Stage the table with tableware, placements

## KITCHEN

- Clear countertops completely
- Clear off refrigerator
- Hide garbage cans in closet or pantry
- Put all dishes away
- Remove rags and sponges from sink
- Remove scatter rugs to show flooring

## BEDROOMS

- Make beds
- Tuck in all sheets, straighten comforters
- Clear nightstands of personal items, remotes
- Hide computer/phone charging cables
- Remove clutter from tops of dressers
- Clean under bed, remove items that may show
- Remove posters/stickers from walls, doors

## BATHROOMS

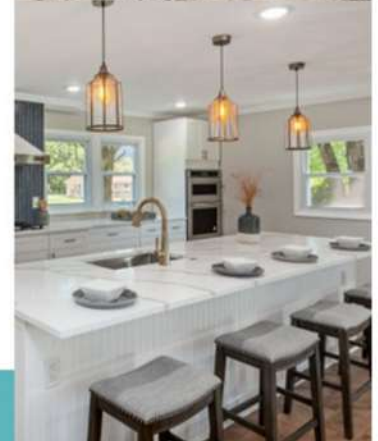
- Clear countertops completely
- Put toilet seats down
- Close cabinet doors
- Remove shampoo, soap, razors, etc. from showers and bathtubs
- Leave out neatly arranged, clean or new towels
- Empty visible garbage cans
- Remove towels, robes from back of doors
- Remove scatter rugs to show flooring

## PETS

- As much as we love pets, there should be no evidence of them in your home
- Remove foods bowls, beds, litter boxes and toys
- Remove pet hair from furniture

## GREAT HIDING SPOTS

Closets, washer/dryers, cupboards, pantries, dishwasher, garages, sheds



NEXT  
DOOR  
PHOTOS

# LISTING YOUR HOME

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AVERAGE TIME: ABOUT A DAY



Once we have decided on a listing price and other terms of the sale of your home we will complete and sign a Listing Agreement together. A listing agreement is a formal contract between a property owner and a licensed real estate broker or agent. Its primary purpose is to outline the terms under which the agent will market and sell the property on behalf of the seller. Here's a breakdown of its purpose and key elements:

1. **Define Representation:** It establishes the agent's authority to act on the seller's behalf in marketing, showing, and negotiating the sale of the property.
2. **Set Terms and Conditions:** The agreement specifies the listing price, commission structure, and the duration of the contract.
3. **Detail Marketing Responsibilities:** It outlines the agent's obligations, such as advertising the property, conducting open houses, listing it on the MLS (Multiple Listing Service), and using other marketing strategies.
4. **Protect Both Parties:** By detailing the expectations and responsibilities, the agreement provides legal protection for both the seller and the agent, reducing potential disputes.
5. **Ensure Compensation:** It secures the agent's commission, usually a percentage of the final sale price, ensuring they are compensated for their work.

Other documents that will need to be completed by the seller include a Seller's Disclosure which describes the condition of the property and a Lead-Based Paint Disclosure if the home was built before 1979.

As a part of my job I will walk you through all of these forms and explain everything thoroughly. After I have all of the necessary agreements and forms I will enter the Listing on the Multiple Listing Service (MLS)

*Michael Delmont*  
REALTOR



# MARKETING & SHOWINGS

AVERAGE TIME:  
ONE TO FOUR WEEKS

While the homeowner has total control over the scheduling and showings of the property, you should make every effort to be flexible with potential buyers wanting to view the home.

Gone are the days of listing a property on the MLS, putting a sign in the front yard and taking an ad out in the local newspaper. In today's competitive real estate market, an effective marketing strategy for listing a home begins with creating an irresistible first impression through professional photography, videography, and, if appropriate, virtual tours. Buyers often start their home search online, so high-quality visuals and compelling property descriptions are essential to capture attention.

Targeted digital marketing is a game-changer—leveraging social media platforms like Facebook, Instagram, and YouTube, as well as search engine optimization (SEO), ensures your listing reaches the right audience. Highlight the home's unique features and benefits tailored to your target buyers, such as proximity to schools, local amenities, or potential investment value.

Hosting open houses, both in-person and virtual, can generate buzz, while using direct email campaigns to reach qualified buyers or agents amplifies exposure. Partnering with a realtor who understands the power of analytics to track interest and refine strategies ensures your property gets maximum visibility, leading to a faster sale at top dollar.

We will use the first week or so as a gauge to see if we have priced the home properly. If we have priced the home competitively, once your property hits the market, a swarm of home showings can occur, and we should receive one or many offers by the end of the first week of showings.

We can also reference the Pricing Pyramid if showings are slow and we haven't received any offers after the first week. This usually means that the home was overpriced by 10% to 15% and we will have to adjust accordingly.

# MARKETING EXAMPLES








*Just Listed!*  
**68 Hickory Nut Ln, Springfield, MI 49037**  
 3 Beds 2 bath bi-level 1,904 sq ft living area \$249,900  
 Michael Delmont, Realtor® (269) 274-2870 michaeldelmont@kw.com

Just Listed Social Media Advertisement







*Price Improvement*



*Open House!*  
 Fri 11/22 - 5:00 - 6:30pm & Sat 11/23 1:00 - 2:30pm  
**2005 1st St. Jackson, MI 49203**  
 2 Beds 1 bath 1.8 acres 10 car garage 1332 sq ft \$225,000  
 Michael Delmont, Realtor® (269) 274-2870 michaeldelmont@kw.com

Open House Social Media Advertisement





*Just Listed!*  
**338 N 28th St, Springfield, MI 49037**  
 3 beds 1 bath 1095sqft \$174,900  
 Michael Delmont, Realtor® (269) 274-2870 michaeldelmont@kw.com

Just Listed Postcard

Michael Delmont  
 REALTOR



## RECEIVE OFFERS & NEGOTIATE DEALS

An effective realtor® must be an expert negotiator. This comes through the use and knowledge of the local market, clear objectives, active listening, being professional, being proactive, the proper use of questions, timing, documentation and possibly most importantly, being prepared and knowing when to walk away.

Receiving offers and negotiating deals is one of the most critical aspects of my role as your realtor. When offers come in, I carefully review every detail, including the purchase price, contingencies, financing terms, and proposed closing timeline. My first priority is ensuring the offer aligns with your goals and protects your interests. I provide a comprehensive analysis of each offer's strengths and potential risks, empowering you to make an informed decision.

If multiple offers are on the table, I strategize to leverage the competition, often using counteroffers to drive up price or improve terms. During negotiations, I act as your advocate, skillfully balancing firmness and flexibility to create a win-win scenario while ensuring you achieve the best possible outcome. I maintain clear communication throughout the process, keeping you updated every step of the way, and work diligently to resolve any challenges that arise, such as inspection or appraisal issues, so we can move seamlessly toward closing.

Effective agents will go out of their way to fight hard for their clients' best terms and conditions. This, after all, is what we are paid to do. A great Real Estate agent will never think about their pocketbook but what makes the most sense for their client. Real Estate agents who advocate for their clients always strive for the best possible terms for the transaction.

Everything in Real Estate contracts is negotiable. Excellent listing agents, when warranted, don't hesitate to counteroffer with a price that is more favorable to their clients. They have the negotiation skills necessary to get the job done right.

# AFTER THE OFFER IS ACCEPTED

AVERAGE TIME: 10 TO 45 DAYS



The period between accepting an offer and closing day is a crucial phase in the home sale transaction, requiring coordination, attention to detail, and proactive problem-solving. Throughout this process, my role is to manage deadlines, communicate with all parties, and address any issues that arise, ensuring a smooth transaction and giving you peace of mind as we approach closing day.

Here's how the process unfolds:

- 1. Opening Escrow:** Escrow is opened with a neutral third party, often a title company or escrow agency. The buyer deposits earnest money, demonstrating their commitment to the purchase.
- 2. Inspection Period:** The buyer arranges for a home inspection to assess the property's condition. If issues arise, the buyer may request repairs, a price adjustment, or credits. As your realtor, I'll negotiate on your behalf to ensure fair terms while keeping the deal intact.
- 3. Appraisal Process:** If the buyer is financing the purchase, their lender will order an appraisal to confirm the home's value aligns with the purchase price. If the appraisal comes in lower than expected, I'll help navigate potential solutions, such as renegotiating the price or addressing value disputes.
- 4. Title Search and Insurance:** The title company performs a title search to verify ownership and ensure there are no liens, disputes, or claims against the property. They also prepare the title insurance policy to protect the buyer and lender.
- 5. Buyer's Financing:** The buyer works with their lender to finalize loan approval. This involves underwriting, where the lender evaluates the buyer's financial documents. I stay in touch with the buyer's agent to monitor progress and address any delays.
- 6. Final Walkthrough:** A day or two before closing, the buyer conducts a final walkthrough to ensure the property is in the agreed-upon condition and that any negotiated repairs have been completed.

*Michael Delmont*  
REALTOR

## CLOSING THE DEAL



It all comes down to this moment. Closing on the sale of your home is the final, exciting step in the transaction process, and as your realtor, I'll guide you through every detail. Selling a home involves a lot of work. So many little details must be taken care of. My job is to take care of those little details and tie up the loose ends.

My job is to coordinate with all parties involved—buyers, their agent, the title company, and sometimes the lender—to keep everything on track. As we approach closing day, the title company will conduct a title search to ensure the property is free of liens and prepare all final paperwork. On closing day, you'll sign documents to officially transfer ownership, and once the transaction funds, you'll receive the proceeds from the sale. I'll be there every step of the way to ensure the process is smooth, efficient, and stress-free, so you can focus on celebrating this milestone.

Selling a home can also be stressful; that is why I am here. I am familiar with the process and I'm here to guide you through every step of the process.



Michael Delmont  
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# For Sale

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