



FROM LISTED *to* SOLD

A STEP BY STEP GUIDE TO SELLING YOUR HOME



WEST MICHIGAN LIVING
—RACHEL BROEKSTRA—

ABOUT US, BY THE NUMBERS



West MI Living was created to showcase not only homes, but the incredible communities, lifestyle, and experiences that make West Michigan such a special place to call home. Through strategic social media marketing, I connect with local, out-of-state, and relocating buyers by highlighting everything from neighborhoods and local businesses to Lake Michigan sunsets and hidden gems throughout the area.

When it comes time to sell, my goal is to provide a level of marketing that helps your home stand out. From engaging video content and professional photography to compelling listing descriptions and targeted exposure, every detail is designed to attract the right buyers and maximize your home's value. Selling a home can be stressful, but with a proven process, clear communication, and a customized marketing strategy, I'm here to make the experience as smooth and successful as possible.

2025 SALES

- 15+ million in sales
- 45+ transactions
- Average Sales Price: \$376,000

OVERALL:

- 400+ Transactions Assisted & Closed
- 5+ Years of Experience
- Top 300 Realtor in Greater Grand Rapids
- 1,000+ Buyers in My Network
- Nationally Recognized Marketing Presence

AUDIENCE PERFORMANCE SOCIAL MEDIA



3.1M
Reach



16k+
Followers



75K
Engaged



@RACHELBROEKSTRA



WHY ME?

SELLING WITH CONFIDENCE

Selling a home is more than putting a sign in the yard—it's about having the right strategy, marketing, and guidance from start to finish.

When you hire me, you're getting a hands-on agent who is invested in your success every step of the way. I take the time to understand your goals, create a customized marketing plan for your home, and leverage both modern marketing strategies and my extensive network to attract the right buyers.

From professional photography and social media exposure to pricing strategy, negotiations, and contract management, every detail is carefully handled to help you maximize your home's value while minimizing stress.

I believe every home deserves a personalized approach. No cookie-cutter marketing plans, no one-size-fits-all strategies—just thoughtful guidance, clear communication, and a plan tailored specifically to your property.

My goal is simple: to make the process as smooth as possible while helping you achieve the best outcome for your home.

SUCCESSFUL SELLING PROCESS



WE KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

GET THE HOME
READY FOR THE
MARKET

SET THE
PRICE

CONTINGENCY
REMOVAL
PERIOD

CLOSE ON THE
HOUSE (AND
CELEBRATE)

PROFESSIONAL
PHOTOS AND
VIDEO

ONLINE DEBUT
| LISTED FOR
SALE

OPEN HOUSE |
OFFER
PRESENTATION





GETTING YOUR HOME MARKET READY

CLEANING & PREPPING YOUR HOME TO SELL CAN INCREASE ITS VALUE BY 3%-5%

Kitchen

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

Family Room

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

Bedrooms

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

Bathrooms

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

Backyard

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

Front Entry

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

Throughout

- Wipe down all blinds
- Wipe down all baseboards and trim
- Touch up any drywall or paint

Final Clean

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



HOME SERVICES

STAGING | HANDYMAN

Selling your home is likely the biggest sale of your life, so getting it right is pretty important. One way to get ensure you are getting top dollar for your home is to hire a professional stager.

Staged homes sell 76% faster and often above asking price. Buyers tend to connect emotionally with well-decorated spaces. According to the NAR, 90% of buyers start their search online, which makes it crucial to showcase beautifully staged rooms with modern accessories rather than empty spaces or outdated décor.

Staging sets your home apart from the competition.

We offer a “fluff” package or can reccomend a third party company that we trust for full on staged home.

If you have projects that need to be done before your home is listed, we have great vendors we can help scheudle to ensure your home is market ready!

CLEANING | PAINTING | MAINTENANCE | & MORE



@RachelBrackstra

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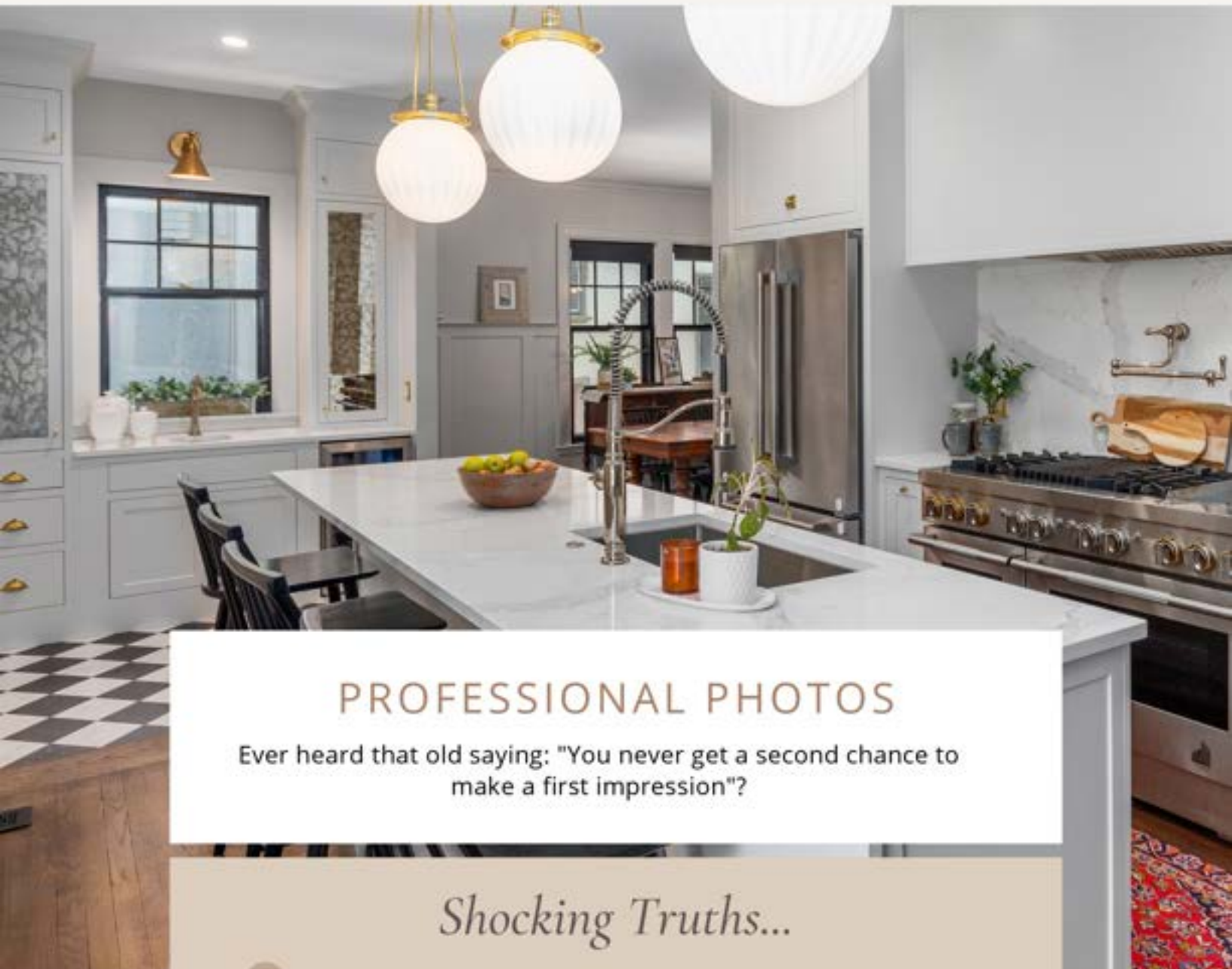
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PROFESSIONAL PHOTOS

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

Shocking Truths...

- ✓ Homes listed with professional photography sell 32% faster.
- ✓ 68% of consumers say that great photos made them want to visit the home.



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.

OUR STRATEGIES

FLASH SALE

- List home on a Wednesday or Thursday
- Hold offers until the following Monday or Tuesday
- List home at Competitive Price (value based on neighboring comparable homes) or just under Competitive Price

SET IT

- Best used in higher priced neighborhoods, areas that don't have many comparable properties
- List based off price of comparable properties, appraised value of the home or the sellers desired listing price.

FEEL THE MARKET

- Used in rural areas or areas where listed homes have sat on the market before selling
- Set the price based on what the seller is looking to net from the sale of their home
- Leave it up to seller to call for offer deadline if multiple offers are received



OFFERING COMMISSION

Why you should pay a buyers agent:

- **Attract More Buyers:** Offering to pay the buyer's agent's commission makes the property more appealing to a wider pool of buyers, who might otherwise hesitate if they have to cover this cost themselves.
- **Smoother Transaction:** A buyer's agent ensures the transaction process is smooth, from paperwork to closing, reducing the chances of delays or issues that could arise if the buyer is unrepresented.
- **Reduced Legal Risks:** Buyer's agents ensure their clients understand the contract, which reduces the risk of misunderstandings or legal issues that could derail the sale.
- **Increased Buyer Confidence:** Buyers often feel more confident purchasing a home knowing they have an experienced agent guiding them, which can lead to a more committed and smoother transaction.
- **Avoid Double-Dipping:** When the seller doesn't pay the buyer's agent commission, some buyers might approach the listing agent directly to save money, leading to a dual agency situation that might not be in the seller's best interest.



Paying the buyer's agent's commission is a strategic move that can ultimately lead to a faster, smoother, & more profitable sale.

ONLINE DEBUT 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.



*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*

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



MEDIA DAY

PROFESSIONAL PHOTOS | FILMING CONTENT

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning, photos, & video need to be taken about a week prior.

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

- Your custom home website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials
- Home Layout, drone photos



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SOCIAL MEDIA



EXPOSING YOUR HOME

Social media is one of the most powerful tools for selling a home. It allows us to showcase your property to thousands, if not millions, of potential buyers like no other resource can. Our team is skilled at creating unique videos that ensure your home reaches the most local audience.



@RachelBrockstra



IMPORTANT FLYERS

BEYOND THE AVERAGE MLS INFO

We go beyond the basics of a typical MLS listing. It's essential to provide potential buyers with as much information as possible to help them fall in love with your home.

Our listings include the following materials:

- Easy to read Home Feature lists
- Area Guides
- Appraisal Packet - to maximize your home's appraised value





ADDITIONAL RESOURCES

SIGNAGE | SHOWING TIME

Once we're ready to go to market, we'll install a "For Sale" sign in your front yard, along with directional signage on main roads. A special feature of our signs is the solar-powered lights, ensuring that passersby can see your home is for sale at any time of day.

We use ShowingTime to schedule showings, track activity, and gather feedback. This ensures we can monitor everyone who visits your home and prevent overlapping showings.

Whenever a showing is requested, you'll receive a notification directly on your phone, allowing you to approve or decline the time based on your schedule. We recommend keeping your schedule as open as possible to accommodate potential buyers.



@RachelBrockstra



OPEN HOUSE



Open houses are essential when selling a property.

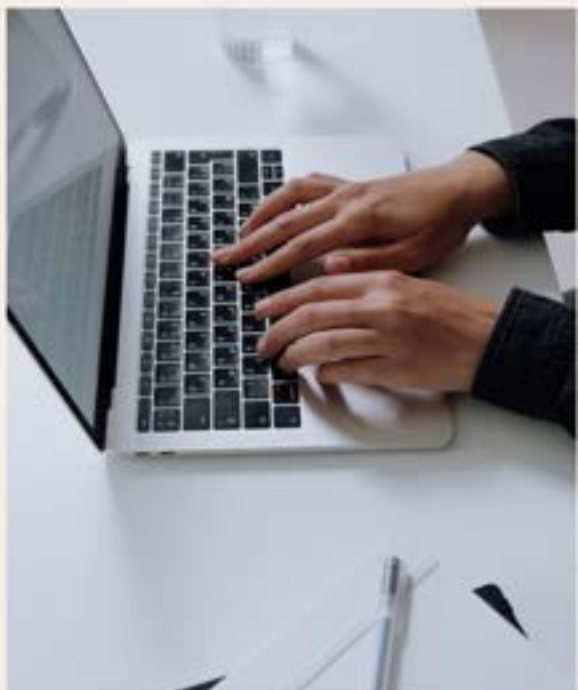
Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because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

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

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.



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COMMON CONTINGENCIES

Inspection Contingency

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

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.

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 purchase price.

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.

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CLOSING DAY

This is it! The big day!!! We've done this hundreds of times and we 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. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

@RachelBrockstra



What you **CAN EXPECT**

Selling your home is about more than just getting top dollar—it's about having a smooth, stress-free experience. While every transaction has its challenges, I'll be there to navigate obstacles, avoid unnecessary delays, and keep everything moving forward.

With the support of a dedicated transaction coordinator, every detail is carefully managed behind the scenes. You can expect honest guidance, clear communication, and regular updates every step of the way.


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what others **ARE SAYING**

“

Rachel Broekstra was an absolute dream to work with. Her knowledge and expertise made our first-time home buying experience as smooth and stress-free as possible. Thanks to Rachel, we were able to purchase our dream home off-market—something we genuinely couldn't have done without her. She was professional, responsive, and incredibly supportive every step of the way, always advocating for our best interests. I can't recommend Rachel highly enough—truly a 10/10 experience.

- Steefgh W

“

Rachel guided us every step of the way. Her honesty and compassion were the driving force in finding us the perfect home. She was very accessible and knowledgeable.

- Ashley B

“

Working with Rachel to sell my elderly mother's home was a breeze! They took care of staging, pictures, marketing, etc. It was a very smooth and stress-free process. It sold for \$80k over the appraised value!

We were thrilled to say the least.

- Jason B

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1171 PLAINFIELD AVE NE, GRAND RAPIDS,
MI 49503

