

YOUR ULTIMATE GUIDE TO

SELLING YOUR HOME





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01

CHOOSE YOUR *Agent Team*



Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

-Maddie Rimkus



Madison Rimkus

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ABOUT ME

Hey there! I'm a licensed Realtor in Michigan, and I'm all about bringing enthusiasm, dedication, and a client-first vibe to every real estate adventure. Whether you're buying, selling, or investing, I'm here to make navigating the local market feel easy and stress-free. Think of me as your guide to finding that dream home or getting the best value for your property, always with your goals front and center.

On top of my love for real estate, I'm also working on my Bachelor of Business Administration (B.B.A.) in General Business. I combine what I learn in school with a keen eye on market trends to give you solid, strategic advice. I'm passionate about what I do and always eager to learn more so I can make your experience as smooth and rewarding as possible.

Let's chat! I'm here to make your real estate journey fun, easy, and totally exciting. Ready to get started? Let's make those goals a reality together!

What you can expect working with me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

02

PREPARE FOR THE *Market*

Consider home repairs

Most buyers gravitate towards homes that are move-in ready.

Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

Property walk through

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. Think about your home from a future buyer's perspective.

Small improvements that make a big difference

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Carpets |
| <input type="checkbox"/> | <input type="checkbox"/> | Windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Hardware |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean backsplash |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |

LIVING & DINING

| TO DO | DONE | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

EXTERIOR

| TO DO | DONE | |
|--------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash concrete or driveway |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint doors |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways & patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Trim hedges |

BEDROOMS

| TO DO | DONE | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

03

Strategic *pricing*

Pricing Your Home

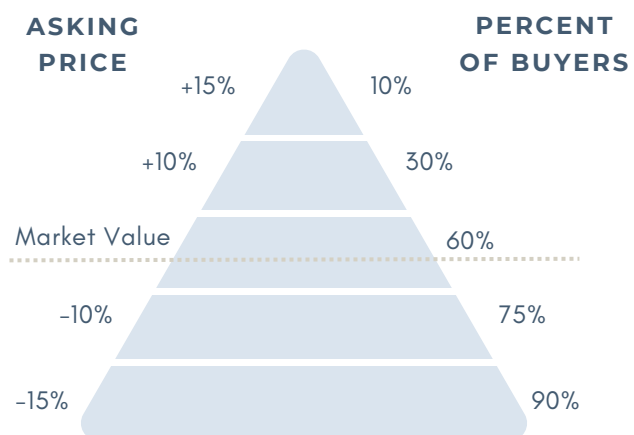
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.



PRICING STRATEGIES PRICING STRATEGIES



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender



What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

The photos to the left are examples from previous listings of my team.

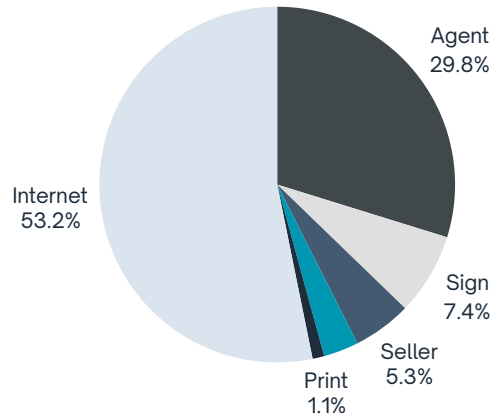
What's Included in my Marketing Plan

- Flyers
- Postcards
- Professional photography
- Professional videography
- Yard sign captures
- Notify surrounding neighbors
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses

Modern Marketing

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home *is on the internet*.



Work with an agent who will maximize your home's visibility online with things like:

- Photo & video
- Email marketing
- Social media marketing
- Targeted ads

02 TRADITIONAL MARKETING

Equally important are traditional marketing strategies that work hand-in-hand with digital marketing.



Work with an agent who offers a robust traditional marketing package - things like:

- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



Showing Prep Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

THE

Closing Process

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

Escrow

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

Buyer's Due Diligence

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

Loan Approval & Appraisal

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

Final Walkthrough

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

Closing Day

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

Packing & Moving

The owner can start packing up their belongings and planning to move! Congratulations!

What's Next?



Know what your home is worth

Get a free market analysis tailored to your home and neighborhood. See what similar homes are selling for & understand what buyers in your city are looking for.

Next Step: Reach out to me with your address & I can provide a complimentary market analysis.

Ready to list ASAP?

Let's create a custom selling strategy to get your home sold quickly and for top dollar.
Personalized pricing strategy.
Marketing plan tailored to your home.

Next Step: Shoot me an email or text to set up a time to chat

Not selling anytime soon?

That's okay!

Next Step: Follow along on Instagram or Facebook - I'm always sharing local recommendations, market updates, and tips