

A GUIDE FOR SELLERS

ALL THE DETAILS YOU NEED TO
SUCCESSFULLY SELL A HOME



RELATIONSHIPS. OPPORTUNITIES. WEALTH.

WELCOME

Home is more than just a physical space. It's where you create countless memories, share moments with loved ones, and where you feel most comfortable. The process of selling your home and starting a new chapter is exciting! We are ready to walk along side you in this transition in order to make it as smooth and comfortable as possible.

Real estate transactions can change the quality and direction of lives in a very meaningful way. We are in the people business, and our goal is to make your home-selling experience easy and fun.

--the BlueHouse Properties team





Ryan Ogle

Broker & Realtor

I have been a licensed Realtor since 2000. Since then, my team has sold over 4000 properties for almost \$1 Billion in total sales volume. These numbers put us in the top 1% of agents in West Michigan. Real estate is our full time job and we are constantly helping clients win when it comes to their real estate needs. I founded Blu House Properties in 2008 and filled my team with energetic professionals who are well-educated in business & real estate matters and who focus on providing memorable home buying & selling experiences. Our hard work, dedication to quality service, and value of client needs has allowed 95% of our business to come from referrals. Personally, I work and reside in Grand Rapids with my wife and 3 kids. I am committed to showcasing the community and lifestyle in West Michigan by selling and investing in local residential & commercial real estate.

Specialties: Residential & commercial property sales, Negotiations, Rental properties, House flipping, Land development, investments, Transaction closing specialist and Urban listing expertise



Allyson Warners

Realtor

I have been a full time realtor for 4 years, helping both residential buyers and sellers. I have a passion for people & their stories, and I love helping clients accomplish their real estate goals! I have personally helped 200+ buyers & sellers make their dreams come true. I also enjoy showcasing West Michigan real estate on social media! I live on the West side of Grand Rapids with my husband, Emmett.

Specialities: Residential property sales, First-time homebuyers, Social Media, Marketing

WHY PARTNER WITH US?

2 DEDICATED AGENTS ON EVERY DEAL

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. We have 2 agents working on every deal, so not only will we always be available to take calls and show your home, but we also bring double the experience and expertise to the table.

DEEP LOCAL RELATIONSHIPS & EXPANSIVE NETWORK OF AGENTS

Our broad network of agent relationships gives you insider access to off-market opportunities, and increased visibility on your property. We will utilize our local and national networks to attract buyers from all areas to your listing. This includes reaching out to agent contacts in cities across the country to market your home!

FIRST-LOOK OPPORTUNITIES

In addition to helping buyers, we list hundreds of homes each year. If you also need to purchase a home, we will do everything we can to give you a “first look” at properties before they hit the market. This includes our own listings and listings of agents in our network. A first look can be an amazing opportunity to get an off-market deal and avoid the competition! On the flip-side, if you are interested in selling your home off-market for any reason, we can often help you find a buyer willing to pay a premium for a chance to purchase without competition!



YOUR OPTIONS

When it comes to selling your home with us, you have options! We will help you consider what is most important to you and advise you on the option that best fits your needs.

CASH OFFER

We will reach out to our network of investors, walk a few of them through your home, and get you a cash offer--quick close, no contingencies.

OFF-MARKET SALE

Using our "first look" program, we will quietly market your property within our personal networks to find you a buyer without listing or advertising, minimizing showings & exposure.

TRADITIONAL LISTING

We will list your property publicly and advertise it on all relevant platforms. Buyers & buyers agents will be encouraged to tour the home either through private showings or at an open house.

THE HOME SELLING ROADMAP

1

DETERMINE YOUR NEEDS

Why do you need to sell your home? What is your ideal timeline? Do you need to purchase another home? How much do you need to make in order to sell?

2

HOME ASSESSMENT

We will work together to evaluate the home's condition, determine a competitive listing price, and develop a marketing plan. We will also decide what needs to be completed before listing the home for sale.

3

PREPARE YOUR HOME

Clean, declutter, and make necessary repairs or improvements to enhance appeal. Potentially stage your home to highlight its best features based on our consult.

4

LISTING CONTRACT

Review and sign a listing agreement outlining the terms and conditions of your sale. A lockbox is hung and a sign is installed.

5

PHOTOGRAPHS

Your home will be photographed by a professional photographer and videographer.

6

LIVE LISTING & SHOWINGS

Your home is officially listed on the Multiple Listing Service (MLS) and other platforms. Ensure your home is clean and staged for each showing. You will receive an automated text to confirm each showing.

7

RECEIVE OFFERS

Receive and review offers. Once all paperwork is signed, you are under contract.

8

INSPECTION & APPRAISAL

Home inspections take place and an appraisal supports the value of the property. If any repairs need to be negotiated, that will happen at this time.

9

FINAL WALKTHROUGH

The Buyer will complete a final walkthrough of the home before closing.

10

CLOSING DAY

Paperwork is finalized and signed, funds and keys are transferred. Congrats you are closed!

PREPARING YOUR HOME FOR MARKET



CLEANING

- Dust Shelves & Artwork
- Dust & Clean Light Fixtures
- Wipe Down Vent Covers & Air Returns
- Deep Clean Bathrooms & Kitchen
- Clean Kitchen Appliances
- Clean Kitchen Cabinets
- Wash Windows
- Wipe Down Walls
- Clean Switch Plates
- Wipe Down Baseboards
- Clean Window Sills & Ledges
- Make and Tidy Beds
- Clean Carpets
- Clean Out Fireplace If Applicable

EXTERIOR

- Clean Window Wells & Wash Windows
- Sweep or Pressure Wash Patio & Deck
- Clean Up After Pets in Yard
- Paint Front Door
- Add Plants & a New Doormat to the Front Porch
- Pull Weeds & Add Fresh Mulch or Rocks

PAINTING & DETAILS

- Touch Up Interior Door Paint
- Re-caulk Baseboards & Touch Up Paint
- Remove Nails In The Wall and Patch
- Re-caulk Showers & Tubs
- Replace Lightbulbs
- Replace Air Filters
- Remove Personal Portraits & Decor
- Add Plants or Greenery Around The Home

ORGANIZE & DECLUTTER

- Pantry, Fridge & Freezer
 - Drawers in Kitchen
 - Bookcases
 - Closets
 - Storage Areas
 - Linen Closet
 - Surfaces & Counters
 - Dressers & Shelves
 - Floor Space
 - Garage & Shed
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MARKETING

We will provide you with a property-specific marketing plan targeting local & national buyers through our wide-reaching networks & social media.



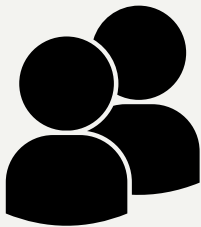
Professional Photography: We will hire one of professional photographers to take beautiful photos, video & drone pictures of the property.



Professional Staging: We may suggest you use one of our professional stagers to make your home more appealing to buyers.



Social Media: We will blast your home all over our wide-reaching social media platforms.



Online Advertisement: We will advertise your home on all major real estate sites including Zillow, Realtor.com, Trulia, etc.

Technology: We will utilize state-of-the-art technology to facilitate the sale of your home, including Dotloop & Showingtime software for e-signing & showings.



Agent-to-Agent: We will market your home to top agents in our target market and reach out to our connections in other states to draw in out-of-area buyers.

Custom Signage & Marketing Materials: We will place our recognizable sign in your yard and create custom marketing pieces to share about your property.

Open Houses: Our team will hold open houses on your property as needed.

LOCALLY OWNED:

Resident agents
Area experts
Proven reputation
Immersed in market trends
Community connections
Rich history in West Michigan

NATIONALLY-BROKERED BY EXP REALTY

State-of-the art technology
Continuous training
Nation-wide referral network
Global collaboration
Professional legal & transaction compliance
Top brokerage in the country

You've received an offer on your home! Now what?

REVIEWING OFFERS

When evaluating offers, it's essential to look beyond just the highest price. Several factors can significantly impact whether an offer aligns with your goals and needs as a seller. Here are key considerations to weigh:

PRICE: Obviously price is the big one! We will review every offer based on what it NETS you. This can vary based on the terms of the offer, meaning the highest purchase price is not always the highest net to you!

ESCALATION CLAUSE: An escalation clause automatically increases an offer price up to a specified maximum should you receive a higher offer. This comes into play in multiple offer situations.

LOAN TYPE: If the buyer cannot pay in all cash, they will use a loan. Conventional loans are most common, but there are other types of loans, including FHA & VA, that you might see. Each of these comes with its own set of contingencies.

INSPECTIONS: Inspection periods can vary in length up to 10 days. In a competitive offer situation, you may see pre-inspections, pass/fail inspections, or limiting of inspection repairs. Buyers may also waive the inspection contingency altogether!

APPRAISAL GAP COVERAGE: The appraisal is when the bank verifies that the house is worth what they are loaning the buyer! If this number comes in below your sale price, you have an appraisal gap, which opens things up for renegotiation. In order to strengthen an offer in a competitive scenario, a buyer might agree to cover any potential gap up to a certain number. Note: a cash offer does not have an appraisal.

EARNEST MONEY DEPOSIT: Consider this a "security deposit" on your home. Usually 1% of the purchase price, this money is held in escrow at the title company until the end of the transaction. This motivates the buyer to stay in the transaction, as they will forfeit this money if they back out for any non-contractual reason.

POSSESSION: Offering possession after close can be a strategy to strengthen an offer. This means the buyer is letting the seller live in the house for an additional 30-45 days after close for free, giving them you to move out. They will be responsible for the mortgage, but you will continue to pay utilities.

WHAT WE OFFER

Choose us for our experience, expertise, strategic marketing, & skilled negotiation. We offer personalized service to ensure a seamless transaction and maximize your investment.



Expert Listing Strategy: We ensure that your property is positioned competitively in the market by crafting a listing strategy that not only meets but exceeds expectations, attracting potential buyers and maximizing your sale price.



Comprehensive Market Knowledge: Our deep understanding of local market trends, history and property values ensures that your listing is priced strategically to attract serious buyers and achieve the best possible return on your investment.



Networking: Through extensive networks and industry connections, we provide listing information to potential buyers agents across the country who may not be reached through traditional marketing channels, giving your property exclusive exposure.



Risk Management: Our expertise helps identify and address potential issues before they arise, guiding you through the selling process to avoid costly mistakes and ensure a smooth transaction.



Team Support: Backed by a trusted team, we handle all aspects of the sale, including marketing, logistics, paperwork, and client communications. This comprehensive support ensures a seamless process and allows us to address any challenges promptly.



Legal & Contractual Guidance: We ensure compliance with legal requirements and efficient handling of all paperwork, minimizing delays and ensuring that all documentation is completed accurately and on time.



Negotiation Skills: With extensive negotiation experience, we work to secure the best possible terms for your sale, including favorable conditions for repairs and other contract terms, safeguarding your investment.



Financial Guidance: We assist in evaluating and understanding financial offers, ensuring that you receive the most advantageous terms and facilitating a smooth financial transaction.



Post-Sale Assistance: We provide support with transition needs and any post-sale requirements, offering peace of mind and ensuring a smooth process from listing to closing and beyond.

NEGOTIATIONS



WHEN YOU RECEIVE AN OFFER ON YOUR HOME, YOU CAN...

- **Accept the Offer:** You agree to the terms outlined by the buyer, and the transaction moves forward to the next stages.
- **Decline the Offer:** You reject the offer outright, indicating you're not interested in the proposed terms.
- **Counter the Offer:** You propose new terms to the buyer, such as a different price, closing date, or other conditions. This restarts the negotiation process.

If you counter the offer, the buyer then has the following options:

- **Accept the Offer:** The buyer agrees to your new terms, and the contract is accepted.
- **Decline the Offer:** The buyer rejects your counteroffer, ending the negotiation.
- **Counter the Offer:** The buyer can respond with a new set of terms, continuing the negotiation.

Once an offer is accepted and signed by all parties, you are officially under contract. This is the point where inspections, appraisals, and any other conditions outlined in the contract begin to take place.

INSPECTIONS & APPRAISAL



INSPECTIONS:

Typically, the following areas are inspected during a home evaluation:

Roof, Exterior, Septic System, Structure, Heating and Cooling Systems, Plumbing, Electrical Systems, Windows and Doors, Appliances, Garage Door, Water Quality & Water Pressure among other things.

Any required repairs or associated costs can be negotiated between the buyer and seller with our help.

APPRAISAL:

If the buyer is using a mortgage to finance the purchase, the lender may require an appraisal to confirm the property's value. If the appraisal comes back at or above the agreed-upon price, you're on track to close the sale. If It does not, here are your options:

Buyer covers the difference: The buyer may choose to pay the difference between the appraisal value and the agreed-upon sale price.

Re-negotiate the sale price: You and the buyer can discuss adjusting the sale price to align with the appraisal.

Dissolve the contract: If applicable, you may explore offers from buyers who are not dependent on financing, which might not require an appraisal.

These outcomes and negotiations will help determine the best path forward to complete the sale.

CLOSING DAY

Closing day marks the official transfer of ownership from the seller to the buyer. The title company oversees the process, ensuring all documents are reviewed and that communication with the lender (if applicable) is handled appropriately to prepare for closing and facilitate the correct transfer of funds.

Transferring Funds

The title company will pay off your mortgage (if applicable), settling local taxes, purchasing title insurance, distributing real estate commissions, and providing the final number for proceeds to the seller.

Signing Documents

The signing process involves multiple documents, including the deed to the house, a bill of sale, a certificate of title, various addenda, and a closing statement. These documents formalize the transfer of property ownership. You will sign these either in-person at the title office, or via mobile notary.

Next Steps

After all documents are signed and funds are properly transferred, the keys to the home are handed over, signaling the completion of the transaction. If you have received possession time after close, the clock begins. Ensure you have all utilities transferred out of your name and personal belongings removed from your home when the buyers take possession.





HOW DO WE GET PAID?

HOW IT USED TO BE:

In the past, sellers paid their listing agent a set fee, which the listing agent then split with the agent who brought a qualified buyer (buyer's agent). So for example, the seller may pay 6% to their listing broker, who would then split it 3% & 3% with the buyer's agent. When you bought a home, you didn't pay your agent, and when you sold a home, you paid both agents. The number the seller was offering to the buyer's agent would be advertised on the MLS.

WHAT CHANGED:

In recent years, there was a lawsuit brought against the National Association of Realtors (NAR), alleging that sellers felt forced to compensate a buyer's agent a set amount. In response, agents are no longer allowed to advertise a set amount of commission offered to a buyer's agent on the MLS.

HOW THIS AFFECTS YOU:

As a result of the lawsuit, we have decided to recommend that our sellers no longer officially offer a set amount of commission to a buyer's agent. This puts the pressure on the other agent to negotiate their own paycheck, and allows us to give pushback on that number if necessary. That being said, many agents will include their commission into their offer. This is especially common in lower price ranges, as most of these buyers do not have the extra cash to compensate their agent. We will review all offers with you and go over the way the included commission (if any), affects your proceeds.

WHAT YOU PAY A BUYER'S AGENT:

We advise starting by offering nothing to buyer's agent. This way, you are not tethered to specific number up front! This puts the burden on them to write-in or negotiate their own commission into the offer OR to have the buyer pay their commission directly. We will make it clear to agents with interest that we are reviewing all offers and that buyer's agent commission is negotiable with an offer.

WHAT YOU PAY US

We charge 4% of the sales price to list a home. This covers our services, professional marketing, and any other costs we may incur in listing & advertising your home. We will also use our negotiating tactics to keep your buyer's agent commission costs low. Rest assured, if we accept an offer with a full buyer's agent commission, we will lower our fee to 3%, so the most you will pay is **6% total**.

WHAT MATTERS MOST:

What matters most is your net! Sometimes an offer WITH buyer's agent commission included will net you more money than an offer without. We will provide you with a net sheet for each offer that comes in, so you know how much you're walking away in every situation!

OUR TEAM



Glenna Novack

Transaction Coordinator

Glenna is the star behind the scenes! She assists with all of our paperwork and serves as your personal transaction coordinator



Sun Title

Title Company

Sun Title ensures the legal & smooth transfer of property ownership by performing title searches to verify clear ownership, managing the escrow process to hold funds securely, & issuing title insurance to protect buyers and lenders from future claims on the property title



READY TO SELL?

WE ARE READY TO HELP.

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