



Information Guide for Sellers

A step-by-step guide to getting your home sold





Stage 1: Prior to listing

Hire a good listing agent

Don't choose an agent based on quoted list price

The biggest mistake sellers make when hiring a listing agent is to base their decision on the list price that the agent promises. No agent can get you a higher price for your home just by quoting a higher number. The market sets the value of your house, not your listing agent. By quoting you an attractively but unrealistically high price for your home, an agent may actually cause you to get less for your home than if you had priced it correctly (based on market data) in the first place.

There are only two things that an agent can do to get you more for your house:

1. Market your property more strategically and aggressively, and
2. Negotiate better on your behalf to get you the best possible terms and price.

Therefore there are only two reasons why you should hire one listing agent over another:

1. Because that agent has the best marketing plan, and
2. You're confident that agent can and will negotiate the hardest on your behalf.

Accountability

One of the biggest concerns for sellers is being locked into a long-term contract with an agent that over promises, under delivers, never communicates, and does not do their job.

It is my company's policy to work under an employment contract, whether we're working for buyers or sellers because it formalizes the agency relationship so that it's clear to both the agent and the client what each side owes to the other and what each side can expect from the other.

That being said, I have a personal policy of total accountability. I take my career and every client very seriously and I don't believe that I deserve to work for someone unless I'm effectively doing what I was hired to do. So, if at any point, you don't feel that I'm living up to the expectations that I set, you are free to fire me and I will agree to cancel the employment contract without any hassle.



Plan

Before you list your house, it's important to have a clear plan for the following three factors. Planning appropriately can save you time, money, and a lot of stress.

1. Where are you going?

Are you moving locally? Are you planning to rent or buy? If you are staying local, having your listing agent also be your buyer's agent can make the process much smoother since they can help you manage both sides of your move and you only have to coordinate with one person. If you are moving out of state, unless you already know a quality agent to help you buy in your new location, make sure to ask your listing agent for a referral for a good local agent so you can be confident you'll have a true professional helping you.

Buying and Selling Simultaneously

Unless you're planning to rent instead of own your next home, you'll be faced with the situation of coordinating the two transactions of buying and selling more or less simultaneously. This is very doable but can be complicated depending on your situation, so it's crucial to understand the options and plan accordingly.

Option 1: Buy first, then sell

If you a) own your current house outright, b) are paying cash for your new house, or c) can qualify for a new mortgage and your current mortgage at the same time, this is the most convenient option. You can take your time finding your new house, purchase it, move in, and then list your house. This is more convenient for you because there is no rush, and you do not have to keep your house you're selling in show-ready condition and coordinate showings while you're living there.

Option 2: Sell first, then buy

If you're not financially able to do Option 1, or if you don't like the idea of owning two houses at the same time (even briefly), the next simplest option is to focus only on getting your home sold, then move into a temporary living situation (family, short-term rental, Airbnb, etc.), then once your old home is closed and "off your plate," focus on buying your new house. This is much simpler from a real estate standpoint because you only have one open transaction at a time and the buying and the selling processes do not depend on each other. The obvious downside to this is that you have to move twice and you have to find a temporary housing situation.



Option 3: Sell and buy simultaneously

By far the most complicated and most difficult option is to try to buy your new home while you are in the process of selling your current home. This involves submitting an offer on your potential new home while your current home is in some stage of the selling process (Ready to list, Listed, Under contract). The advantage of this option over Option 2 is that, if you're able to coordinate things successfully, you may be able to time the closings on your old home and your new home close enough together that you can move right from your old home to your new home with no gap and no temporary housing needed.

What makes this option much less desirable (especially in a strong seller's market) is that it puts you at an automatic competitive disadvantage compared to other buyers that may be offering on the same properties you are. If you can't qualify for both mortgages at the same time, your financing (and therefore your offer) for a new property will be contingent on you being able to successfully sell your current house. That adds a significant layer of complexity and more opportunities for failure that will make your offer much less attractive to sellers.

Because of this, if at all possible, Options 1 or 2 are highly recommended. If neither of those options is possible, however, Option 3 is still possible even though it may take more time and creativity and may limit your options for what you're able to purchase.

2. When do you want/need to be moved into your new home?

In addition to deciding whether you're renting or buying, and in which order you're going to sell and buy, you'll want to have a clear goal for when you would ideally like to be pulling the moving truck into the driveway of your new home, as well as the latest acceptable date you could close without compromising your plans/deadlines.

Once you know those dates, work backwards to figure out when you need to list your house and how quickly you need to sell. You can, of course, choose when you list your house. You also have limited control over how quickly your home sells based on how competitively you price it, how well you prepare it for the market, etc. What you don't have any control over is the market, so make sure to discuss the market with your agent so you have some expectations for how much time on the market you need to budget in your overall timeline.

Keep in mind that, if the buyer is getting a mortgage, it typically takes approximately 45-60 days from the day you accept an offer to the day of closing. (If the buyer is paying cash, that process can be compressed to as short as a week or so depending on various factors, but it's usually better to leave more time than that.) The time between when you list and when your property goes "under contract," or the time between when you start



viewing properties to when you submit a successful offer can vary greatly based on the market and many other factors.

3. How much money do you need to make it happen?

Any listing agent who presents you with a proposal to sell your house should include a “net sheet.” This will list the most likely sale price for your home based on an in depth market analysis and a careful look at the condition of your property, then subtract the balance of your mortgage (if you have one) and a good estimate of all your closing costs (including commissions) to give you a very good estimate of your true proceeds from the sale of your home.

Below is a sample net sheet to show you how this works and to give you some idea of what expenses will be involved in selling your home. Some of these expenses are fixed fees but most (like commission, title insurance, etc.) are proportional to the sale price of the property.

SAMPLE NET SHEET

Most likely sale price of property	\$285,000
Closing Costs (due at closing)	
Title insurance policy	\$1377
County transfer tax	\$315
State transfer tax	\$2140
Interest	\$30
Lien Release	\$45
Wire/Document delivery fee	\$25
Broker compliance fee	\$295
Buyer’s broker fee (commission)	\$8550
Listing broker fee (commission)	\$8550
Total Closing Costs	\$21,327
Loan Balance	\$205,000
NET PROCEEDS	\$58,637





Other expenses you will want to consider include:

- Any repairs/improvements you want to have done to your property before listing it
- Any professional landscaping
- Any professional cleaning/staging
- Any required daycare for children or pets for showings
- Hiring movers or a moving truck
- Lodging or short-term housing between closing on your current home and your new home
- Fee to HOA to provide condo association documents to buyer (may be a few hundred dollars)

The Listing Commission

Since the commission that you pay to your listing agent is almost always your biggest expense associated with selling your house, you may appreciate a detailed accounting of where all that money goes so you better understand what you are receiving in return for that expense.

There are no standard commission rates between different brokerages, but for purposes of this discussion we will use 6% of the sale price as the commission rate that you pay to your listing agent.

When your listing agent lists your property for sale in the MLS (Multiple Listing Service, a proprietary database used by Realtors to share properties and information with each other), they will advertise a percentage amount that is being offered to a buyer's agent who brings a qualified buyer and successfully guides their client to close on the purchase of your property.

The vast majority of buyers buy their home through the representation of a buyer's agent, so by offering compensation to a buyer's agent, your listing agent is tapping the entire local network of buyer's agents and therefore the vast majority of qualified buyers for your property. So when you hire a listing agent who offers to split their commission with a buyer's agent, you are effectively also hiring all the local buyer's agents who have qualified buyers who are looking to purchase a house like yours.

In most cases, your listing agent's commission will be split 50/50 with a buyer's agent, so in this case, 3% goes to your listing agent, and 3% goes to the buyer's agent representing your buyer.

Most often your listing agent and the buyer's agent work for a brokerage and owe some split (or a flat fee) to their brokerage, although they may be a solo broker. Agents' commission split with their brokerage or team varies greatly from 50/50 (1.5% to the agent, 1.5% to the brokerage) or even lower, up to the full 3% going to the agent who pays some flat fee per transaction or per month or some other arrangement.



With whatever percentage/amount each agent keeps, they have to pay all their business expenses and all of their personal/living expenses. Unless an agent has another job or some other source of income, they make their entire living from this commission.

In the case of your listing agent, some of their business expenses will be to support their overall business and some will go to directly accomplish the goal of getting your home sold, such as: professional photography, marketing, printing professional brochures, etc.

To better illustrate all this, here is an example of how the total commission amount could be allocated in a particular situation:

	PERCENTAGE	AMOUNT
Sale price of property		\$245,000
Total commission	6%	\$14,700
Commission to listing side	50%	\$7350
Split to brokerage	50%	\$3675
Expenses: Admin staff salaries, office space, etc.		
Split to listing agent	50%	\$3675
Taxes	30%	\$1103
Selling your property		
Professional photos		\$75
Marketing		\$25
Printing for professional brochures		\$10
Secure lockbox		\$25
Business expenses: Marketing, business growth, insurance, board dues/fees, technology fees, etc.	10%	\$368
Living expenses (mortgage payment, groceries, etc.)	60%	\$2204
Commission to buying side	50%	\$7350
Split to brokerage	30%	\$2205
Split to agent	70%	\$5145



Steps to get your home listed

Once you have made your plans for where you're going, when you need to be there, in what order you're going to buy and sell, understand the financial side of things, and are ready to list your property, you and the listing agent you have selected will need to perform the following steps:

1. Fill out appropriate documents
 - a. Listing contract
 - b. Property profile info sheet
 - c. Seller's disclosure
 - d. Lead-base paint disclosure
 - e. Etc.
2. Prepare your home for the market**
3. Price your home**
4. Take professional photos**
5. Install lockbox to facilitate convenient and secure showings
6. Install professional for sale sign
7. List your home in the MLS and on all major real estate sites
8. Launch strategic marketing plan**

**(I go through my strategic action plan for the preparation, marketing, and pricing of your home in my Marketing Proposal. If you would like me to prepare a marketing proposal for your property, please let me know.)



Stage 2: On the Market

Once your home is on the market, the goal is to get as many qualified buyers out to view it as possible. Most of these qualified buyers are working with their own buyer's agent who will schedule showings on their behalf and guide them through your property.

There are a number of different ways that showings can be coordinated depending on your specific needs/preferences. By far the most convenient way is through a showing service. We use an online showing service called ShowingTime which enables licensed real estate agents to request showings of your property on days/times that are convenient for their clients. If you are still living in your house while you sell it, ShowingTime can be configured to notify you of these requests by email, text, and/or phone call so you can approve or decline these requests as you're able to check your schedule.

Normally it's best if you, your family, and any dogs (cats are usually fine) are not at home during the showings. Buyers are usually uncomfortable looking at and talking about your house while you are there and we want to make them feel as "at home" in your home as possible so that their showing is the best experience possible.

Security During Showings

Some homeowners are uneasy about the idea of people they don't know walking through their house while they're not there. This is definitely understandable, but you can be confident in the security of these showings because a) there will be a record of exactly which agents were in your house at what times, so you do actually have a good idea of who's in your house; b) in order to request a showing through the showing service, someone has to be a fully licensed agent who has committed to the Realtor Code of Ethics and who has a professional reputation to uphold.

While you should not be concerned with the safety of showings, it is important to take some precautions and place any valuables or dangerous items out of sight or in some secured location. Such items include: prescription drugs (the most commonly stolen item), cash, expensive jewelry, firearms, etc.



The Importance of Access

While your house is on the market, the goal is always to maximize the number of qualified buyers who come view it. Because of this, it's important to make your house as accessible as possible to potential buyers. This means:

1. Having a lockbox installed on your front door for Realtors to use to access the property
2. Having pet-sitting lined up if necessary
3. As much as possible, always keeping your home in show-ready condition so that you can accommodate showings on short notice if necessary.
4. Allowing showings during as much of the day as possible and not placing restrictions on the times showings are allowed unless absolutely necessary.

The goal is to get your home sold as soon as absolutely possible so that you don't have to stay in this inconvenient situation any longer as possible.

Feedback and Course Correction

When buyer's agents request showings through ShowingTime, they will be automatically sent a survey to give us feedback on how their showing went. The survey typically includes a few questions about how they would rate your home, whether they think it is priced fairly, whether their buyer is interested, etc. If they do not submit feedback in a timely manner, your agent should call them to ask for this feedback as it is crucial in knowing whether any changes need to be made in how your property is being presented and/or whether a change to the list price would be a good strategic move to sell your house more successfully.

Receive/Compare Offers

Once you receive one or multiple offers on your property, there are different strategies that you can employ. Some sellers prefer to respond to each offer immediately after it is received. If, however, your property has not been on the market long and it is very likely that you will receive multiple offers, it may be a good strategic move to set a deadline for any new offers and notify any agents who have shown the property of that deadline. Once the deadline has past and any offers are collected, you can make a decision about which offer has the most potential to get you the result you want.



Elements of a strong offer

In comparing offers, it is important to remember that price, though most likely the most important factor, is not the only factor in a good offer. The following factors should also be considered in light of your specific circumstances/needs/goals:

1. Price
2. Earnest Money Deposit amount (a larger amount is typically indicative of a more serious and more financially able buyer)
3. Financing type (a cash buyer is almost always preferable to a buyer obtaining a mortgage: there are fewer hoops to jump through, fewer people involved, no need to worry about the appraisal value, quicker close time, etc.)
4. Financing terms (a buyer putting down 20% may be more financially solid than someone only putting down 5%, a conventional mortgage is quicker and easier to close than an FHA mortgage, etc.)
5. Closing date (depending on your situation, closing sooner or later may be preferable)
6. Buyer's ability/willingness to cover an appraisal shortfall

Your agent should advise you on the pros and cons of each offer, but the decision will always be yours.

Negotiate Offers

Once you select the best offer, you may accept the offer as is or you may still want to make some modifications to various terms of the contract in which case the buyers will have an opportunity to accept or decline or counter-offer again.

My Principles of Negotiation

I always have two goals in any real estate negotiations: First, to get the best possible price and terms for you; second, to keep the deal together if at all possible unless it becomes clear that it is no longer in your best interest to continue with that particular buyer.

Although all negotiations will go through your agent and the buyer's agent, you are always in charge and have the final say about whether to accept the current offer, walk-away, or counter-offer again. In order to know how best to negotiate on your behalf, it is important for your agent to have a clear sense of your goals/priorities.

"Winning" is not the goal

While I will always strive to get you the best possible price and terms, it's important to remember that negotiations are about arriving at a arrangement that is mutually agreeable to both parties. They are not about



winning or having the last word. Often the more times negotiations go back and forth, the less willing each side is to accept the other's offer as each side gets more focused on "having the last word." My goal is always to stay focused on the real outcome we want which is a mutually agreeable situation that will enable the transaction to move forward.

The 2% Rule

It's important to have some sense of where to stop in negotiations so you know when you need to just walk away. That being said, it's also important to have some sense of what's worth "fighting over." My "2% Rule" is that, if the difference between each side's last counter-offer is 2% or less of the list price of the property, it's time to stop negotiating and just take the offer. So, for example, if the list price is \$200,000, they offer \$185,000, you counter at \$196,000, they counter at \$193,000; at that point, the \$3000 difference between their latest (\$193,000) and your latest (\$196,000) is less than 2% of the list price (\$4000), so it's time to just take their counter-offer instead of coming back with some number in between.

The exception to this "rule" of course is when that gap actually makes the difference between being financially feasible for you or not.

Be the one to "give in"

By this I just mean that, in order to not risk losing out on what could be a successful real estate transaction, it's important to be willing to be the one to take the other side's latest offer instead of insisting that they take your latest offer, as long as that means coming to a mutually agreeable situation.

"Good will points"

Sometimes it is the smart thing to do to not negotiate quite as hard as you could and to try to "give something" to the other side. I like to think that each side starts out with a certain number of "good will points" that are gradually used up by negotiating. If you use up all your good will points in the first round of negotiations, you might not have any left later on in the process when you really need them. For example, if you don't negotiate as hard as you could when they first submit their offer but tried to accommodate the buyer's situation in some way that you were able to, then the buyer may be better disposed to accept some inspection items "as is" instead of insisting that you pay for repairs.

I work for you

With all these other principles in mind, my job is always to represent you in the goals and priorities that you have. So if your priority is to get the best possible deal regardless of how hard or how long we have to negotiate to get it, and regardless of the risk of losing the deal, I will always do whatever it takes to get you the outcome you want provided of course that it's legal and ethical.



Stage 3: Under Contract

Once you have successfully negotiated the offer with the buyers and all parties agree on terms, we say you are “under contract” and the buying/selling transaction starts.

Backup Offers

If you had more than one good offer, you may choose to pursue the next best offer as a “backup offer.” In this case you would negotiate with those buyers as you did with the first and then conditionally accept their offer as a backup offer. If everything goes well with the primary offer, nothing ever happens with the backup offer. If the primary offer falls through for any reason, the secondary offer automatically becomes primary.

Accepting a backup offer can give you more confidence that you will still sell your property even if your current deal fails. You may feel more confident negotiating harder with the primary offer at various points during the transaction since you know you can fall back on the backup offer.

The backup offer is also advantageous for the backup buyer because they are guaranteed to be “next in line” rather than having to compete again with other buyers should the primary deal fail.

Receive EMD

The buyer will offer some amount of money, usually between \$1000-5000, as an “earnest money deposit” (EMD). These funds will be held in an escrow account with their agent’s brokerage or a title company. If the transaction closes successfully, these funds will be credited towards the buyer’s closing costs. If the buyer backs out of the deal for a legitimate reason provided for in the terms of the sales contract (inspections, financing, etc), the EMD funds will be refunded to them. If the buyer fails to close for some reason that is not allowed for in the contract, you can attempt to claim all or part of the EMD to make up for the loss of time on the market and any expenses you incurred during the transaction.



Order Title Work/Condo Documents

It is the the seller's responsibility to provide a Title Insurance Policy to the buyers at closing that insures against future problems relating to your legal ability to actually convey the ownership of the property to the buyer. If the buyer is obtaining a mortgage to finance the property, they will have to provide a similar title insurance policy for their lender.

If your property is a condominium, you will also be expected to provide the buyers with the following documents pertaining to the condo complex/homeowners association:

- Master deed
- Bylaws
- Minutes from most recent annual meeting
- Current financial statements
- Annual budget
- Disclosure of any and all fees payable to the association at the time of sale

Your agent should coordinate getting all these title and condo documents for the buyers.

Contingencies

In almost all cases, the sales contract will have a number of contingencies. As long as no objection is raised during these contingencies, or any objections are successfully negotiated, the sale will continue and close.

The contingencies could be anything agreed upon by both buyer and seller, but the most common contingencies are for:

- Buyer's satisfaction with the results of inspections (contractor's inspection, sewer scope, radon test, pest/termite inspection, well/septic inspection, etc.)
- Buyer's ability to obtain a mortgage
- Approval or contract, title insurance documents, condominium documents, etc by buyer's attorney
- Approval or contract and related documents by seller's attorney
- Buyer's ability to successfully close on the sale of their property

Inspections

Any savvy buyer and buyer's agent will perform at least a general contractor's inspection on your property within the first few days of you accepting their offer. They may do any inspection they consider relevant. All



inspections are at the buyer's expense with the exception of a well and septic inspection for properties located in counties where required.

The inspections will almost always reveal some issues with your property. The buyer may elect to just back out of the deal, or they may request that you fix some issues, discount the sale price to compensate, or offer a credit towards their closing costs.

You have the option to agree, refuse, or counter-offer. If you do not agree, the buyer may choose to move forward regardless, or may choose to back out of the contract.

Attorney review

It is recommended but optional that you hire a good real estate attorney to review the sales contract, the title documents, and any other associated legal documents.

Financing

If the buyer is paying cash for your house, there will be no financing contingency and the only thing that has to happen is that they provide proof of funds when they present you their offer so you know they actually have the funds. Then they'll wire the funds to the title company shortly before closing.

If the buyer is obtaining a mortgage, however, the contract will be contingent on their ability to obtain a mortgage for your property within a given amount of time. A crucial factor in accepting a financed offer is reviewing the buyer's pre-approval letter that they should have obtained from a reputable lender and that they should provide to you with their offer as evidence of their ability to get financing.

Appraisal

As part of the financing process, the buyer's lender will hire a professional appraiser to determine your home's value for purposes of the lender's willingness to lend the funds for the purchase. If the appraised value is at least as much as the agreed upon sale price, the financing process will continue. If the appraised value is less than the agreed upon sale price however, the lender will not give financing unless one of the following happens:

1. The appraiser is presented with relevant market data and information about the property that is sufficient evidence to warrant changing the appraised value (this option is not likely to be successful)
2. The buyer is willing to make up the difference between the appraised value and the sale price in cash
3. You agree to reduce the sale price to match the appraised value.

If none of these options are possible, the buyer will fail to get financing and the transaction will be cancelled.



Transfer utilities

Shortly before the scheduled closing date you will want to call all relevant utility companies to notify them to cancel service in your name effective the date of closing.

Buyer's Walk-through

The buyer has the right to visit the property again within 48 hours prior to the scheduled closing so that they may ensure that the property is in substantially the same condition it was when they did their inspections. This walk-through is not another inspection but an opportunity for the buyer to verify that there has not been any substantial damage or change to the property in the meantime. If the buyer is satisfied with the condition of the property, the closing may proceed as planned. If the buyer objects to something, any issues will need to be resolved prior to closing or the closing may have to be postponed.



Stage 4: Closing

Closing is coordinated by the title company as they are a neutral third-party to the transaction. Most often closing will be held at the title company's office, but it may be held at either broker's office or any other convenient location.

A title representative will explain all the closing documents to the buyer and seller and guide them in signing where required.

Once the documents are signed, the buyer will receive keys to their new property, and you will receive a check for the proceeds from the sale.

Congratulations, you just sold your property!

Pre-sign

If you are unable or for any reason do not wish to attend the closing in person, you are free to sign all of your documents ahead of time. At closing, the title company will receive the buyer's funds and have the buyer sign their side of all the documents. Once the buyer's funds are received by the title company and the buyer has signed all required documents, the closing will be complete. The title company and/or your agent will coordinate how to deliver the proceeds of the sale to you.



Stage 5: After Closing

If relevant, the title company will give you a tax form that you need to file with the relevant municipality in order to rescind the homestead exemption if the property was your primary residence.

If you arranged ahead of time with the buyer that you would be able to stay in the property for some time after closing, the buyer will perform another walk-through of the property after you have moved out. If everything is satisfactory, usually there are a few documents for you and the buyer to sign authorizing the title company to refund any damage deposit to you and to acknowledge your surrender of the keys to the buyer.

Ongoing Client Relationship

Although, at this point, my official duties as your seller's agent would be complete, I do not consider this the end of my services to you. I consider all my clients as clients forever and I always hope that you will feel comfortable reaching out to me if there is anything you need or any resources or advice that I can provide to you or your family or friends.

Questions?

I hope this guide been informative for you about the process of selling your home. If you have any questions about anything in this guide and/or if you are interested to discuss my services to get your home sold, please do not hesitate to reach out.

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Marketing Proposal

What it takes to sell your home a) for the most money, b) in the least amount of time, c) with the least amount of stress

PREPARED FOR

John and Mary Homeowner

FOR THE PROPERTY LOCATED AT

123 Main St.

Ann Arbor, MI 48104

PREPARED AND PRESENTED BY

Luke Tillotson

REALTOR®

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Introduction

The result that you get from listing your home for sale depends on a great number of factors, some of which we can control and some of which we can't.

Factors that we can't control include the location of your home, current market conditions, etc. The factors that we can control can be organized into the following three categories: **Preparation, Marketing, and Pricing.**

This proposal will outline my strategy and plan for these three elements.



Preparation

The preparation of your home for the market deals with all aspects of cleaning, tidying, repairs, staging, etc that affect how your property looks to buyers and buyers' agents in photos online and in person when they come view your property.

The following guide will walk you through all aspects that you will want to consider when getting your property ready to list. I am happy to be as involved as you want me to be in advising you on whether and how to best implement these suggestions.

Preparing Your Home For the Market

A Step-by-Step Guide

When you prepare to place your home on the market for sale it becomes a product. Just like any product on the shelves at your local store it has features and benefits, pluses and minuses, and there are other products to compare yours to. To gain an edge in your marketplace you must be priced right and look better than the competition. Sometimes it is difficult to think of your home as a mere product, but it helps to think about it that way so that you can get top dollar for your property and sell in a reasonable amount of time.

When you sell your home, you are going to have to move. When you move, you are going to have to pack. Most of the principles of staging just mean that you are going to pack up some of your things early. It is a little bit of work, but you are going to have to do it anyway- so let's do it now so that you can get top dollar for your property.

First Impressions

People make snap decisions in new situations. This is especially true during a showing of a home they are considering. In preparing your home for the market, we need to put this trait of human nature to work for us. Your home needs to make an impression such that the snap judgments of potential buyers are favorable. During



the showing, the buyer will make judgments about your home as they view it through the “lens” formed in those first 15 seconds.

Remember, people judge what they cannot see by what they can see. There is so much of what a home has to offer that you cannot see. So we need to make sure that what can be seen is presented perfectly. That’s the purpose of this guide.

4 Factors That Control The Sale Of Any Property

1. Price

2. Terms

This refers to market conditions: Interest rates, employment levels and confidence. We do not control any of these but they impact us as we market your home.

3. Marketing

Our team will be working very hard on the marketing for your property.

4. Condition

This can be as important as price. If condition is not model home perfect, price will have to be adjusted. If you have ever been in a model or show home, you know how great they look. When homes have that kind of appeal, they sell quickly and usually for the highest price possible. Another interesting characteristic of good-looking homes is that, usually, the transaction is remarkably free of problems.

Price and Condition

It is most important to have price and condition perfected when your property first goes on the market.

Implement the suggestions in this booklet as soon as possible because you cannot duplicate the debut of your property on the market. After the initial surge of interest, the only people to look at it will be those buyers who are new to the marketplace. The initial impression we make with your property is critical.



Fix What Needs Fixing

If you have a “honey-do” list or know of items that need to be addressed at your home, do them up front. Do not let the buyer wonder if you have cared for your home. Fix anything that needs to be addressed upfront and avoid headaches later.

We Will Help You

Our experience in the marketing and sale of homes will allow us to guide you in making low cost, high value enhancements to the positioning of your property.

Presence and Stature

The impression your home makes when you drive up the road or driveway to your home

Any agent will tell you that one of the worst things that happens to them in the course of showing property to qualified buyers is to drive up to a home and have them say: “I don’t want to look at this house” - before you have even put the car in park. This impression is nearly impossible to overcome.

General Exterior

Start by standing in front of your home with this checklist and pen. Jot down anything that leaps out at you. Then, walk around the outside of your home with this checklist in hand.

Front Yard

- ☐ Shrubs and landscaping should enhance, not hide, the home. Shrubs should be lowered to, at most, the height of the home.
- ☐ As a rule of thumb, all tree limbs should be far enough from the ground so you can walk under them.
- ☐ Flowers add color and beauty to the home. Flowerbeds should be clean, and look good in all seasons. Make sure all beds have a sharp edge and are free of leaves and debris.
- ☐ Keep the lawn mowed and neatly edged. A perfectly mowed lawn does wonders for presence. You may have to mow twice per week during growing season.
- ☐ Aerate and seed any bare or thin spots in your lawn. Consider using sod if necessary.
- ☐ Arrange for a lawn fertilization company to set up an accelerated program to keep your lawn a deep green color and weed free.



- ☐ Mulch will do wonders to boost the presence and stature of your home at any time of the year. Always make sure all beds are freshly mulched. During the winter, at the very least, front yard and approach beds should be mulched.
- ☐ Check your flower beds, lawn areas, and driveway for weeds. It is better to pull them than to use chemicals. Chemicals take a long time to work and the dead and dying weeds look awful as they go from yellow to brown. Only use herbicides to maintain these areas once the main weeding has been complete.
- ☐ In the fall, be sure to rake leaves from your lawn and from planting beds. This may need to be done every couple of days.
- ☐ Inspect your property and remove all trash cans, discarded wood scraps, and trash. Re-stack wood piles if necessary and remove all storage containers, children's toys and other unnecessary objects.
- ☐ Make sure windows are spotless. This includes frames around the windows, the sills and shutters.
- ☐ Consider painting or cleaning any ornamental fences, light posts and railings.
- ☐ Vacuum out and clean the glass on all the exterior light fixtures.
- ☐ If you have a covered entryway, add a bench or attractive set of chairs to help people imagine themselves relaxing here. If these items already exist, make sure they are clean, inviting and some place a person could actually sit.

Other Yard Areas

- ☐ Mow, open up, and clear any pathways to water or other Amenities on your property. This includes trimming low hanging branches. It is important to remove these items as they should not line the path.
- ☐ Keep driveway swept. If not paved, rake and add more gravel if needed.
- ☐ Clean gutters & wash or paint the trim if needed.
- ☐ Consider an exterior low pressure washing.

Your Front Door

- ☐ Consider a fresh coat of paint or varnish on the front door. At the very least, clean the door and hardware.
- ☐ Make sure your doorbell not only functions but is not cracked or broken.
- ☐ Keep your porch swept.
- ☐ Have an attractive welcome mat for people to wipe their feet. A second mat inside is important during bad weather.
- ☐ Make sure the mailbox is clean, consider cost of rust proof paint.
- ☐ Verify house numbers are large and visible. We want to make sure buyers and agents are able to find your home.



Inside Appeal

You see your home through your heart. To get the highest price, you have to appeal to potential buyers who will see your home through cold, calculating eyes. If buyers have the choice between two comparable properties that are similar in price, they will choose the one in the best condition.

The following checklist will help you give the inside of your home the greatest presence.

- ☐ Get the home aired out. Someone who lives in a place is the last person to notice any peculiar odor that may be obvious to visitors. However, if you do notice any bad odor, search for and eliminate its source.
- ☐ Wash all the windows inside and out. Clean the window sills and the bottoms of the window jams. Wash the blinds and vacuum the drapes.
- ☐ If your carpets look dirty or have not been cleaned in over a year, clean them. Buyers only know what they see, not the way it is going to be. Unless your home is a “fixer”, badly worn or very out of date carpets should be replaced before coming on the market. Offering a buyer a credit to pick their own new carpet or discount off the price is far less effective and usually ends up costing more money and slowing down the selling process. Pick a light colored short plush or Berber carpet. Realtor beige is a safe color.
- ☐ Clean and/or polish all floors.
- ☐ Clean all the closets, cabinets, and drawers. Get rid of things you have not used in the past 5 years and pack everything that you have not used the past year (this will also give you a head start on moving).
- ☐ Make sure the closets look like they have enough room to hold additional items. Make sure doors do not stick and nothing will fall out when opened. Get everything off the floor (unless very neatly arranged) and do not have the shelves piled to the ceiling. If necessary, box up off-season clothes (this is another head start on moving). All coats should be facing in the same direction.
- ☐ There should not be too much furniture in the rooms. You will be far better off selecting the pieces that look best and putting the others in the garage or in storage.
- ☐ Make sure fireplace mantels are not overloaded with items on display. A couple of well-placed items like a vase or small flower arrangement are all that is needed.
- ☐ Make the fireplace a focal point, the star of the room. Arrange seating to face the fireplace. Remove the television, if large and in a formal living room.
- ☐ Clear the ashes out of any fireplace if it is not being used.
- ☐ Clear out family photos and all other personal items that say “You do not live here” to a potential buyer. Fill any nail holes and touch up paint from taking them down.
- ☐ Put maximum safe wattage of light bulbs in all fixtures.
- ☐ Clean all wall switches and replace broken plates.
- ☐ Make sure that any pull-down staircase is strong enough to be used safely.



- ☐ Consider whether the posters currently in your children's rooms are likely to offend any buyers. If so, store those posters for now.
- ☐ Remove all ashtrays. If there is a smoker in the residence, all smoking must be outside (not in garage) while property is on the market.
- ☐ Invest in some new and luxurious bedding (comforter, sheets, and accent pillows). You can take them when you move, and they will improve the look of the bedrooms while your current house is on the market.
- ☐ If your house is the least bit dated, consider changing items that will increase your home's desirability such as dated wallpaper, light fixtures, etc.

Kitchen

The kitchen may be the most important room in the home. Clean this room like your sale depends on it- because it does!

- ☐ Clean the oven and keep it clean; even if this means eating out (or getting deliveries) more often.
- ☐ After cleaning the range, put new drip pans under the burners or foil over the old ones.
- ☐ Clean around the seal of the dishwasher door.
- ☐ Look at the kitchen as if you were a health home inspector. Paying particular attention to:
 - ☐ Garbage area
 - ☐ Cracks
 - ☐ Corners
- ☐ Make certain you get rid of all junk, broken or cracked dishes. Also remove disorganized items that have accumulated in the kitchen drawers and cabinets.
- ☐ Keep everything put away that can be put away, especially on counters.
- ☐ Check the cabinet doors and door handles for fingerprints.

Laundry Rooms

- ☐ Put soaps and supplies in cabinets or containers.
- ☐ Keep counters and sink clean and empty.
- ☐ This is one room to take special care with lighting. Many laundry rooms are way too dark. Upgrade wattage in light fixtures if safe to do so.
- ☐ Make sure that any pull-down staircases, such as to an attic are working. Be sure that there is a working light in the attic, if equipped.

Bathrooms

- ☐ Repair all leaky faucets.



- ☐ Caulk bathtubs, showers, and sinks.
- ☐ Coordinate towels in one or two colors. Fold clean towels in thirds and hang onto racks each day. Purchase new towels if necessary.
- ☐ Clear all items out of shower stalls and tubs except for necessities.
- ☐ Clean or replace shower curtains.
- ☐ If necessary, remove the shower door for cleaning. Use solution of one part muriatic acid to 10 parts water (use goggles when mixing), then scrub with plastic scouring pad and rinse clean.
- ☐ Fresh flower arrangements do wonders for a bathroom, both in appearance and aroma. No plug-in air fresheners or scented candles.
- ☐ If you have pets, be sure to clean around their food areas and empty litter boxes frequently.

Garage

- ☐ Clean and sweep garage. Consider painting walls flat white and floors light gray.
- ☐ Store any dangerous tools and arrange others neatly. Use containers and tool boxes as necessary.
- ☐ Vacuum pipes around heating system which are visible.
- ☐ Check garage windows and screens. Windows should be clean and screens free of rips and tears. Windows should be checked for cracks and holes. Replace as needed.
- ☐ Remove all “junk” from the attic, basement, closets, garage, and tool shed. Large storage areas appeal to buyers. Rent a storage unit and clear out as much as possible to make your home feel open and roomy.

Preparing for Your Photography Appointment

To produce the best possible listing brochure and internet tour, we recommend completing the following before we arrive to photograph your home. The interior and exterior of your home will be photographed from multiple angles. Every room will be photographed, including bathrooms, laundry room and garage.

Exterior

- ☐ Front and rear yards should be clear of lawn equipment, toys and debris.
- ☐ Schedule a mowing for the day before if possible.
- ☐ Garage doors should be closed.
- ☐ Cars should be in the garage or parked on the street away from the front of the house, if possible.
- ☐ Clear lawn and gardens of leaves and fallen branches.
- ☐ Close lid on grill and open any deck or patio umbrellas, no matter the time of year. Built-in grills need to be spotless.
- ☐ Tidy piled up hoses, lawn decorations, etc.



- ☐ If you have a pet, please pick up any messes in the yard and remove the pet from the home for your photography appointment.

Interior

- ☐ Turn on all lights to make the home as bright as possible.
- ☐ Open all window cover-ups and shades completely.
- ☐ Clear all unnecessary articles from counter tops, coffee tables, dressers and bathrooms.
- ☐ Remove items that would impact the buyer's ability to focus on the home such as family photos, collectibles, piles of magazines/books, coats, boots, etc.
- ☐ Beds should be made and all unnecessary articles should be removed from floors and doorways.
- ☐ If you have any photos, reading materials, videos or other items that would not be appropriate for all age groups to see, please put them away.
- ☐ Put pet food dishes and litter boxes out of view of the camera.

Showtime

Your property looks great and you have a scheduled showing appointment. Here's how to get ready quickly.

- ☐ Open all drapes and window shades.
- ☐ Open all doors between rooms to give an inviting feeling.
- ☐ Turn on all lights including lamps.
- ☐ Turn off the TV.
- ☐ Look around for clutter, including newspapers and magazines and clear it away.
- ☐ See that the kitchen counters are free of unnecessary items and that any dirty dishes are put away.
- ☐ Remember to take out the trash. If you have pets, get them out of the way and take care of their food and/or litter area.
- ☐ Make sure beds are made and clothes are picked up.
- ☐ Verify that the bathroom is straightened up: toilet lids down, countertops cleared off, towels hung neatly, etc.
- ☐ If it is fireplace season or you have a gas log, light the fire as buyers arrive.
- ☐ NO air fresheners or scented candles. They can aggravate allergies and create an image of covering up or masking issues.
- ☐ Keep your home well light. Buyers will drive by at odd hours and you want your home to stand out. Keep ample lights on-both inside and out-until at least 9:00pm every day.

Whenever you leave the house in the morning or during the day, please leave it as if you are sure it is going to be shown.



Yes, it is difficult sometimes and it might mean you have to get up a little earlier in order to take care of these important items, but you never know when the right people are going to look at your home. This way, you will always be ready for them!

Please try to accommodate all showings. Buyers tend to look at multiple properties during each outing and may find another before you are able to reschedule.

If your electric bill does not go up while your house is on the market, you are doing something wrong! While on the market, your house will have the lights left on in case of a showing and a comfortable temperature should be maintained.

Keep pets out of the way during showings, preferably out of the house. Many people are uncomfortable around animals even if they are in crates and may even be allergic to them.

During a showing, leave the premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyers be at ease, and let the agents do their jobs.

Agents should leave the home exactly as it was when they arrived. They do not know if you have another showing after they leave. So, if you would like certain lights turned off or blinds closed, please leave a note at your home.

If you need the name of a painter, house cleaner, handyman, roofer, electrician, etc... just give us a call. We would be glad to refer you to vendors we have worked with and from whom we have received excellent service.

Questions?

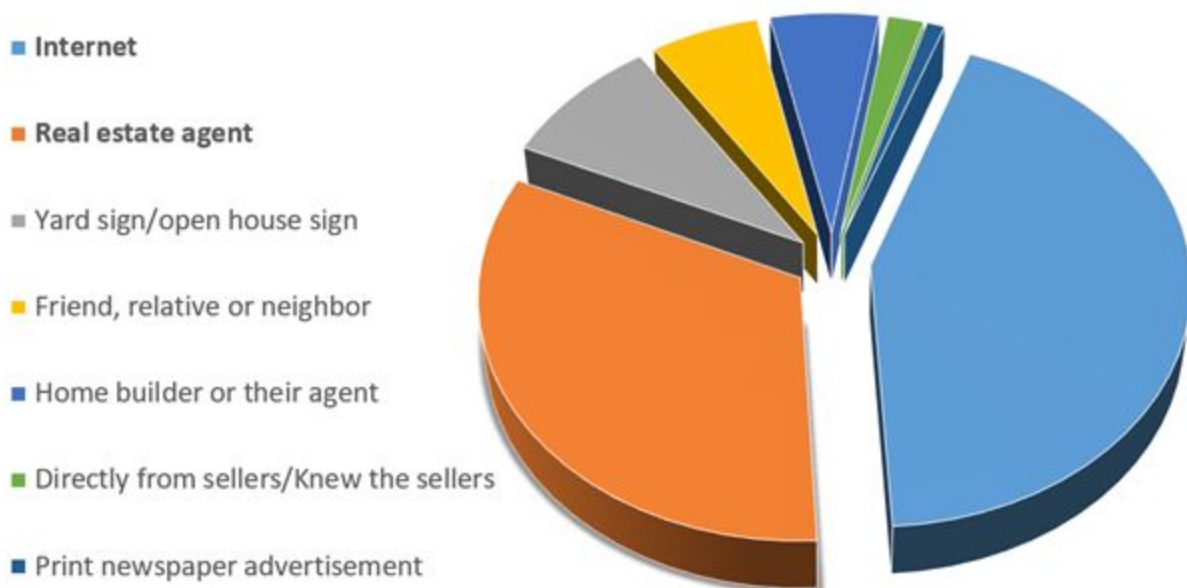
If you have any questions about this guide or about whether or how to implement any of these suggestions with your property, let me know. I am happy to help with this process in whatever way I can.



Marketing

In order to know how to successfully market your home, we need to know where buyers look for properties:

The following chart is from a study performed by the National Association of Realtors in 2015:



The Importance of Marketing Online

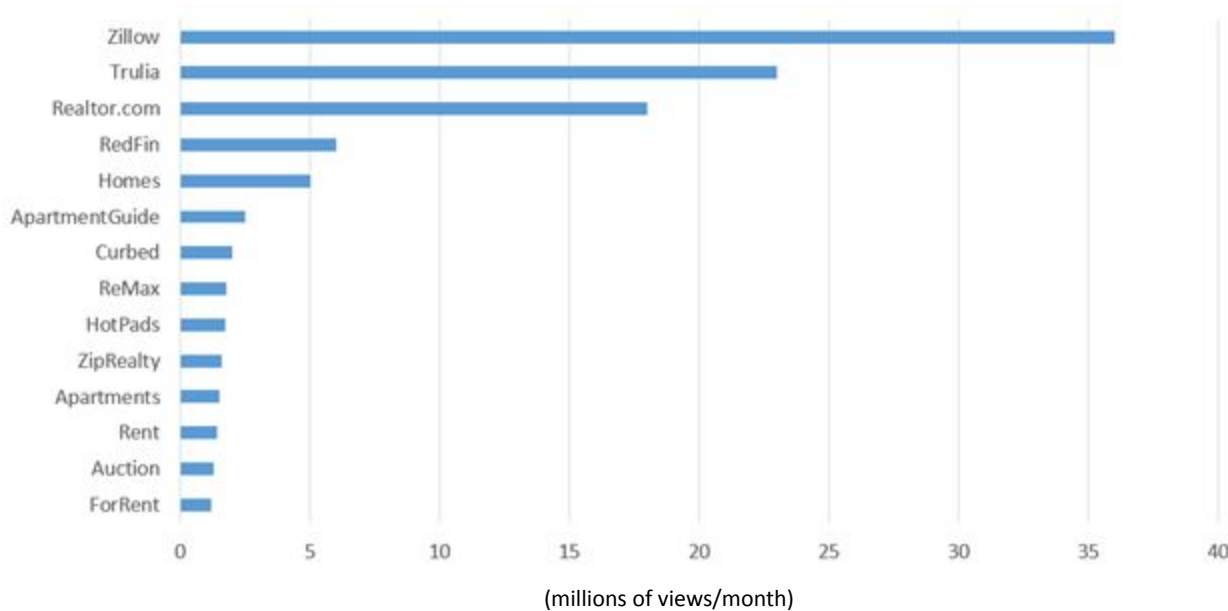
It only takes one buyer to get your home sold. Since we don't know where that one buyer will come from, we want to cover all of these sources.

That being said, it is clear that by far the most effective avenues of promotion are the **internet** and **buyer's agents**. Buyer's agents find properties through the MLS (Multiple Listing Service, a proprietary database used by Realtors to share information about properties with other Realtors), which is an online source, so in essence, marketing your home online is the single most important factor in a successful marketing strategy.



Elements of a Strong Online Marketing Strategy

Getting on the right sites



Zillow, Trulia, and Realtor.com receive a combined 79,000,000 visitors/month.

Of course that is the total visitors to the whole site, not a single property or even a single state, but this statistic serves to emphasize both the importance and the power of a strong online marketing strategy.



Facebook

Facebook is of course not a real estate site, but it's a very powerful way to reach a huge number of potential buyers. I will post ads for your property in local Facebook groups which will get exposure to potentially thousands of people.

Here is a sample ad from one of my previous listings:

A screenshot of a Facebook post by Luke Tillotson. The post includes a profile picture of Luke Tillotson, a timestamp of "June 8 at 5:28pm", and a link. The text of the post describes a 3-bedroom Ann Arbor condo with a lake view, privacy, and an attached garage. Below the text is a photograph of the property, a light blue house with a green door and a grey garage. The address "621 Watersedge Drive, Ann Arbor, Michigan" is displayed below the photo. The post also includes a short description of the location's convenience and a link to "SEARCH.LUKETILLOTSON.COM". At the bottom of the post are interaction buttons for "Like", "Comment", and "Share", and a comment section with one comment.



Immediate response to online inquiries

Any time a potential buyer requests additional information or a showing on your property from me on any of these websites, I will receive a notification and will call and/or email them back as soon as I'm able.

Compelling Description

Each of these sites will feature a compelling description of your property written by me and approved by you that highlights the best features of your home to attract as many showings as possible.

Sample Property Description

Unbeatable location for a medical professional, North-campus grad student, or commuter, this outstanding Geddes Lake condo is just minutes from UM Hospital, St. Joe's, North Campus, multiple freeway access points, shopping/dining, and downtown. This unit is right on the lake and the newer living room door-wall gives you a spectacular view of it, as do the windows in two of the three bedrooms. Plenty of privacy with your own backyard by the lake, no neighbors above or below you, and your own entrance and attached garage. Brand new water heater and newer included washer contribute to the value of this affordable Ann Arbor condo.

The importance of high-quality professional photos

The single most important factor in a successful online marketing strategy is the quality of the photos. It doesn't matter how compelling our description of your property is, if the photos does not do justice to the quality of your home and show it in its best light, we will not attract as much attention as we could.

Photography in general, and real estate photography specifically, is an art, and I am not a professional real estate photographer. Because top-quality photography is so crucial to the outcome of this process, I work with a phenomenal photographer and hire this service at my own expense.



What **unprofessional** photos look like

Of course I was looking for particularly bad photos to make a point, but these are actual listing photos that I pulled from the MLS





What **professional** photos look like

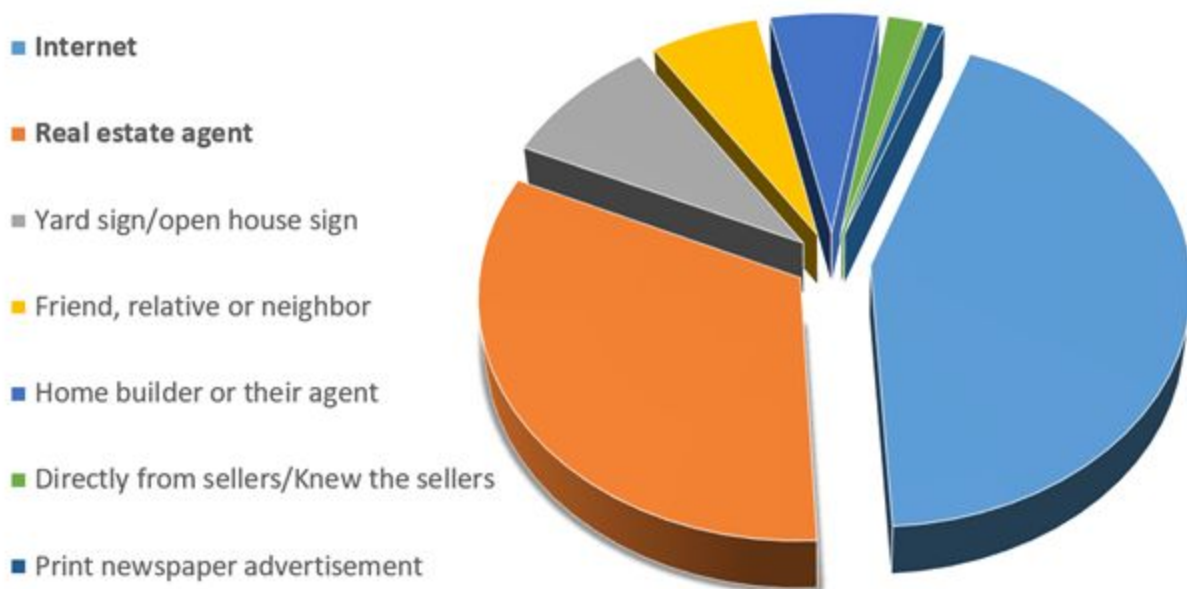
These are photos of one of my previous listings taken by the photographer that I work with





Other avenues of promotion

Although online marketing is the most powerful and important avenue of promoting your listing and attracting the greatest number of qualified buyers for your property, since we don't know where the one buyer for your home will come from, we don't want to neglect the other channels buyers use to find properties:



Real Estate Agent

The most powerful way for me to market your home to buyer's agents (who will suggest your property to their buyers whose criteria match your property) is by listing it in the MLS. But I will also network with all the agents within my company by emailing them a special announcement shortly before listing your property and by promoting your listing at our weekly sales meeting.

Yard Sign/Open House Sign

I use a professional sign company who will come install a high-quality professional for sale sign on a sturdy and attractive wooden post in your yard, not a cheap wire-framed sign that is constantly at risk of blowing away.

Depending on your preferences/etc, we may decide to host an open house at your property which I will promote in the local newspaper, on the major real estate sites, and with 10 open house signs at strategic street corners.



We may also decide that an open house is not a good fit for your property or for your circumstances.

Friends, relatives, neighbors

I will either mail out “just listed” announcement postcards or personally knock on the doors of your 50 nearest neighbors to make sure they know that your property is on the market in case they have any friends or family that may be interested in moving to your neighborhood.

I also recommend that you reach out to all of your friends and family members for the same reason. I am happy to follow up with any leads who you feel it would be appropriate for me to reach out to.

Print Newspaper Advertisement

We advertise all of our new listings in the local paper to make sure we cover the small percentage of potential buyers who still look here.



Pricing

Pricing your property correctly when we first list is critical. If we underprice your property we risk selling it for less than we could have. If we overprice your home, we risk it sitting on the market too long and getting “stale” and not selling for as much as it would have if we had price it right the first time.

The goal then is to price your home as close as possible to “market value.”

What **doesn't** affect market value?

The following factors certainly may be important factors in your financial decision of whether to sell now or not, but they do not have any impact on the actual market value of your home:

- How much you paid for your property when you bought it
- How much you think/feel it's worth
- How much you need to net from the sale
- How much money you put into updates/renovations/improvements
- Zestimate (although not totally irrelevant)

What **does** affect market value?

- Overall housing market
- Local housing market
- Location
- Condition
- “Updating”
- Pricing



Principles of Correct Pricing

Maximum exposure to qualified buyers will get the best result

If we price your home too low, not only do we risk not getting as much for it as we could, but we also attract buyers who may believe they are financially qualified to purchase it but who wouldn't actually be able to get a mortgage for its true market value.

If we price your property too high, some buyers who are actually qualified at true market value will not even look at your property because the list price is above their financial cut-off.



Don't count on people offering low

It's tempting to think "Shouldn't I just price my house a bit on the high side and let people offer lower if they want to?" While this train of thought is understandable, the reality is that most buyers will just think that your house is overpriced and that perhaps you aren't willing to sell it for fair market value and will just move on to another property. Most buyers won't offer low until your home has been on the market for a while.



Time on market can lead to stale house syndrome

In order to get the most money for your house, it's crucial to avoid "stale house syndrome."

The majority of qualified buyers who are serious about purchasing and are actively looking will see your property within the first few days or week that it's on the market and will come see it promptly if they're interested. That means that after that initial surge, most of the people coming to see your property are the few serious buyers who are new to the market since your property got listed or the buyers who aren't that serious or are "bargain hunting."

Interest in a listing dwindles significantly after that initial surge. If it's on the market for "too long," people start to assume:

- It's over-priced
- There's something wrong with it
- The seller isn't motivated
- They can low-ball offer

If comps aren't clear enough, start high and reduce aggressively

All that being said, some properties are easier to price correctly than others depending on the amount of relevant market data available, the uniqueness of the property's features, etc.

If your property is very difficult to price correctly with a high degree of certainty, it may be appropriate to price it higher in our estimated range of values and then aggressively reduce the price if needed according to the feedback that we can infer from our showing activity and the direct feedback we receive from buyers/agents.



How I Determine Market Value

Market Data-Driven

The method I use to determine the market value of your property depends on a deep dive into the market data that's relevant for your property. I select properties that are fairly close to yours in terms of location, size, age, etc. We refer to these comparable properties as "comps."

Not Just Sold Comps

Most agents (and appraisers) just use comps that have sold recently. I believe it's important to also use comps that are currently on the market (your competition) and properties that have pending sales. Though the data from these properties is less reliable since we only know the list price and not the sold price, I believe factoring them in as well presents a truer picture of the market since these "on market" properties are what buyers will primarily be comparing your property to.

Especially in an appreciating market, if we only look at "sold" data, we risk using slightly outdated market conditions to price your home.

Adjust For Individual Differences

Once I select the best comps for your house, I do a side by side comparison of each property with your property and make value adjustments to the sale price of the comp to compensate for any pros or cons the comp has relative to your property. The goal is to come up with the best educated guess as to what each comp would have sold for if it had the same size/features as your property.

Best Strategic Price

Once I make all these value adjustments, I average the adjusted sale prices of the comps to come up with the most strategic estimate for the market value of your home. We can then tend a bit higher or a bit lower in the range of adjusted values to account for your specific goals/circumstances and your property's condition and updating as compared to the comps.



About Me

Accountability

One of the biggest concerns for sellers is being locked into a long-term contract with an agent that over promises, under delivers, never communicates, and does not do their job.

It is my company's policy to work under an employment contract, whether we're working for buyers or sellers because it formalizes the agency relationship so that it's clear to both the agent and the client what each side owes to the other and what each side can expect from the other.

That being said, I have a personal policy of total accountability. I take my career and every client very seriously and I don't believe that I deserve to work for someone unless I'm effectively doing what I was hired to do. So, if at any point, you don't feel that I'm living up to the expectations that I set, you are free to fire me and I will agree to cancel the employment contract without any hassle.

My Client Promise

1. I will always treat you the way I would want to be treated.
2. I will never try to pressure you into anything you don't want.
3. I will always provide you with expert advice. If I don't know the answer to your question, I will find the answer.
4. I will always treat others fairly while never compromising my responsibility for your best interest.
5. I will always give you 100%.

Testimonials

John and Alainna Walsh (Chelsea, MI)

"Our experience with Luke was spectacular! He is a refreshingly honest and dependable realtor. He is incredibly responsive and a good communicator, whether via email, phone, or in person. Luke gave us a lot of information for comparison, general market data, and current rates. He was respectful of our needs and desires as we sought to purchase our first home. He asked a lot of great questions to help us clarify our own preferences, and kept those in mind when making recommendations. We never felt pressured by him, and when we made an offer, he took the time to make sure that we understood each phase of the sale. We highly recommend him!"



Info about Reinhart

40 consecutive years as Washtenaw County's market leader

Reinhart is an independent broker, founded in Ann Arbor in 1971. We've since grown to 175 sales associates and seven offices, in Washtenaw County. We assist buyers in Washtenaw, Jackson, Lenawee, Monroe, Livingston, Oakland and western Wayne Counties.

Professional, highly trained sales associates

Reinhart agents are full-time Realtors who have been through our in-house training program, considered a model for the industry. They stay abreast of the latest developments in real estate law, environmental issues, market conditions, and financing, through ongoing classes and workshops. According to data provided by the National Association of Realtors, Reinhart agents sell more than twice as much real estate as the average Realtor.

Experience with all types of properties

Whether you plan to purchase a house, condo, new construction, vacant land, or investment property, Reinhart has the expertise to guide you to a successful closing.

A premier closing department

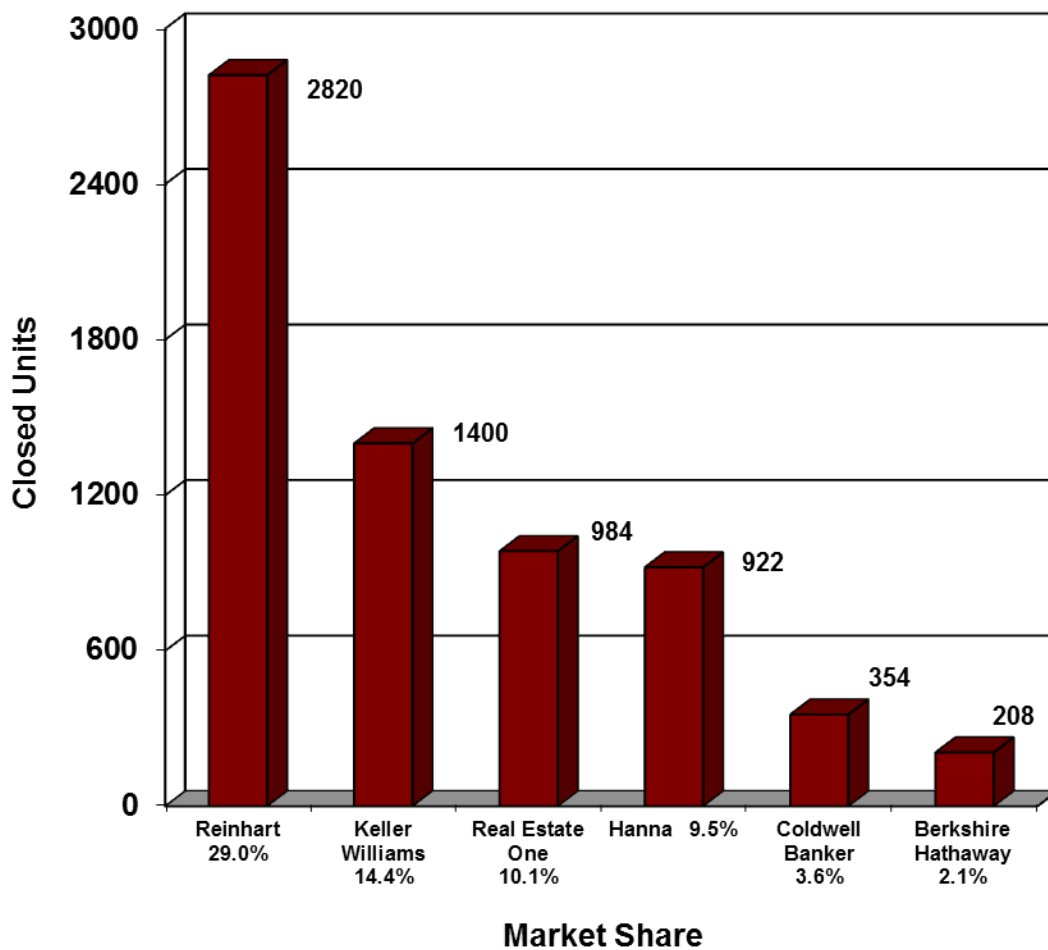
Reinhart's closing team is recognized by local lenders, real estate attorneys, and title companies as the best in the business. This personal attention means smooth closings for Reinhart clients.

Experienced support staff

Reinhart sales associates are backed by a group of staff dedicated to assisting agents in providing service of the highest quality, and to making each client's experience the best it can be.

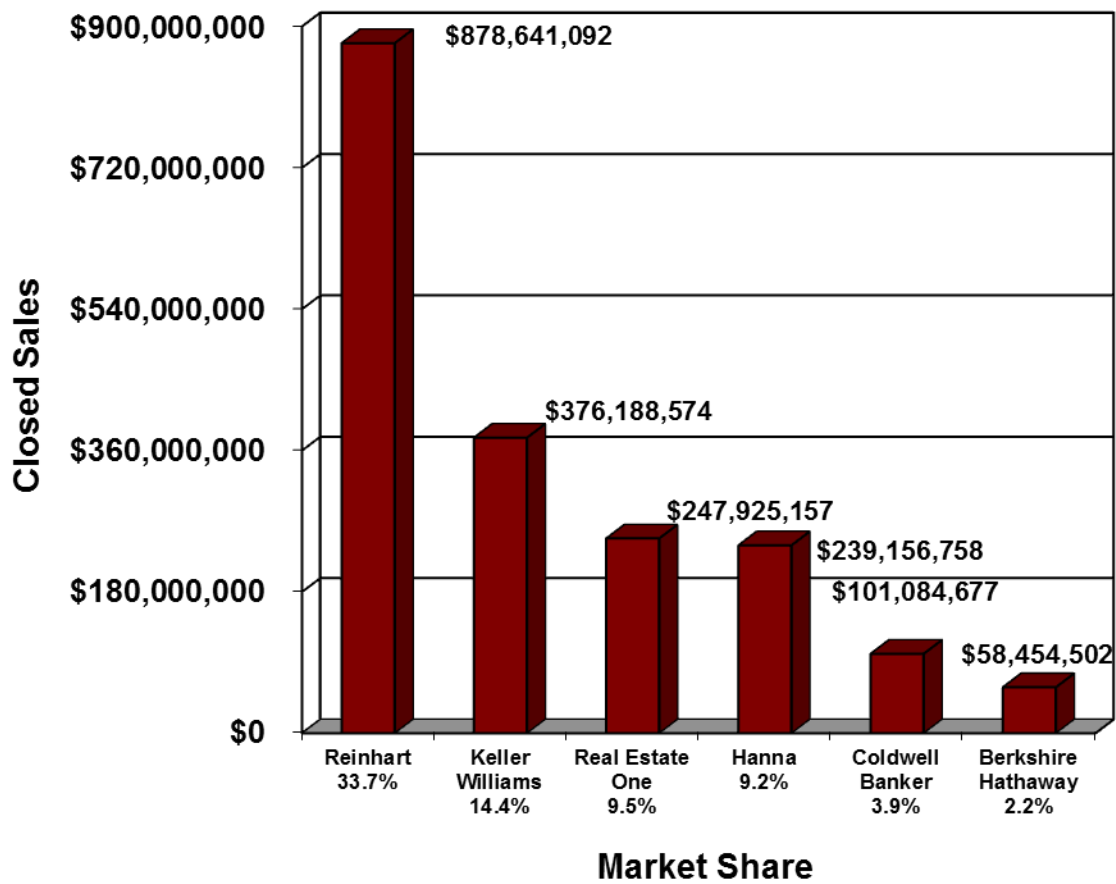


Total MLS Sales and Percentage of Market Share as of December 31, 2016



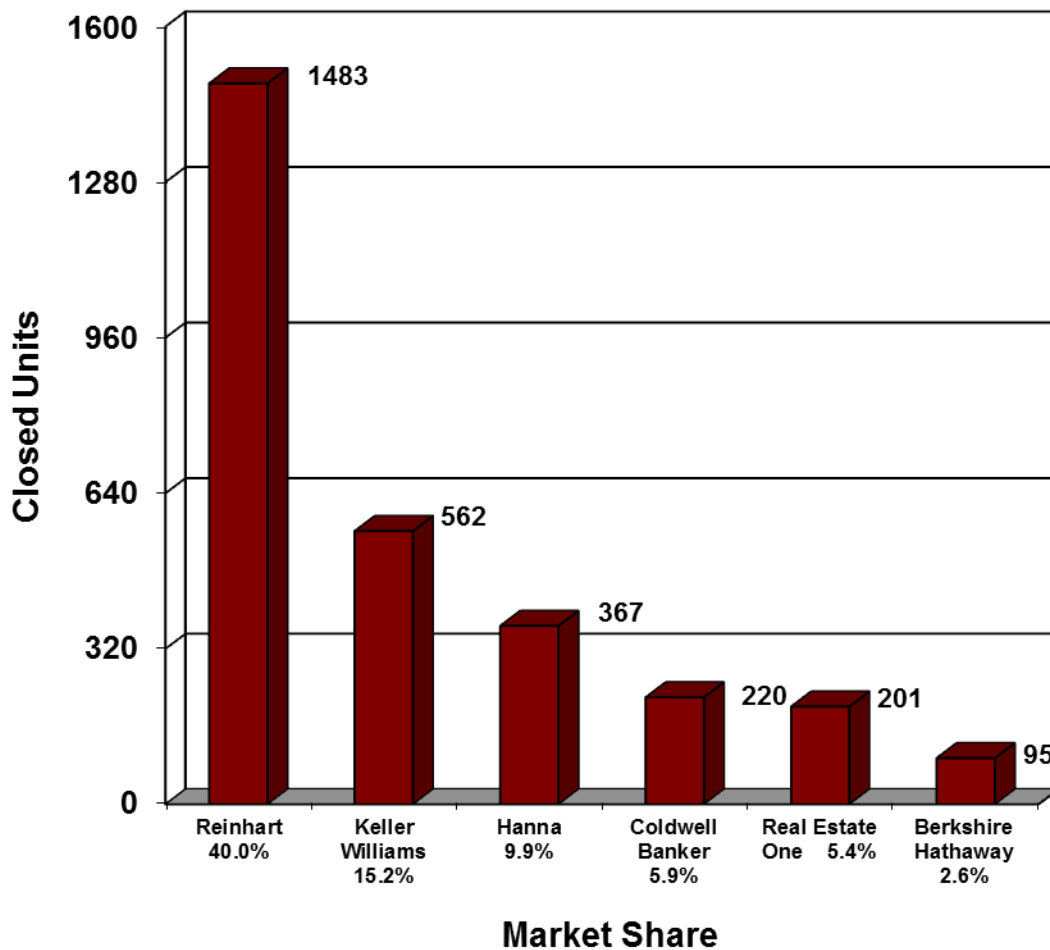


Total MLS Market Share by \$ Volume as of December 31, 2016



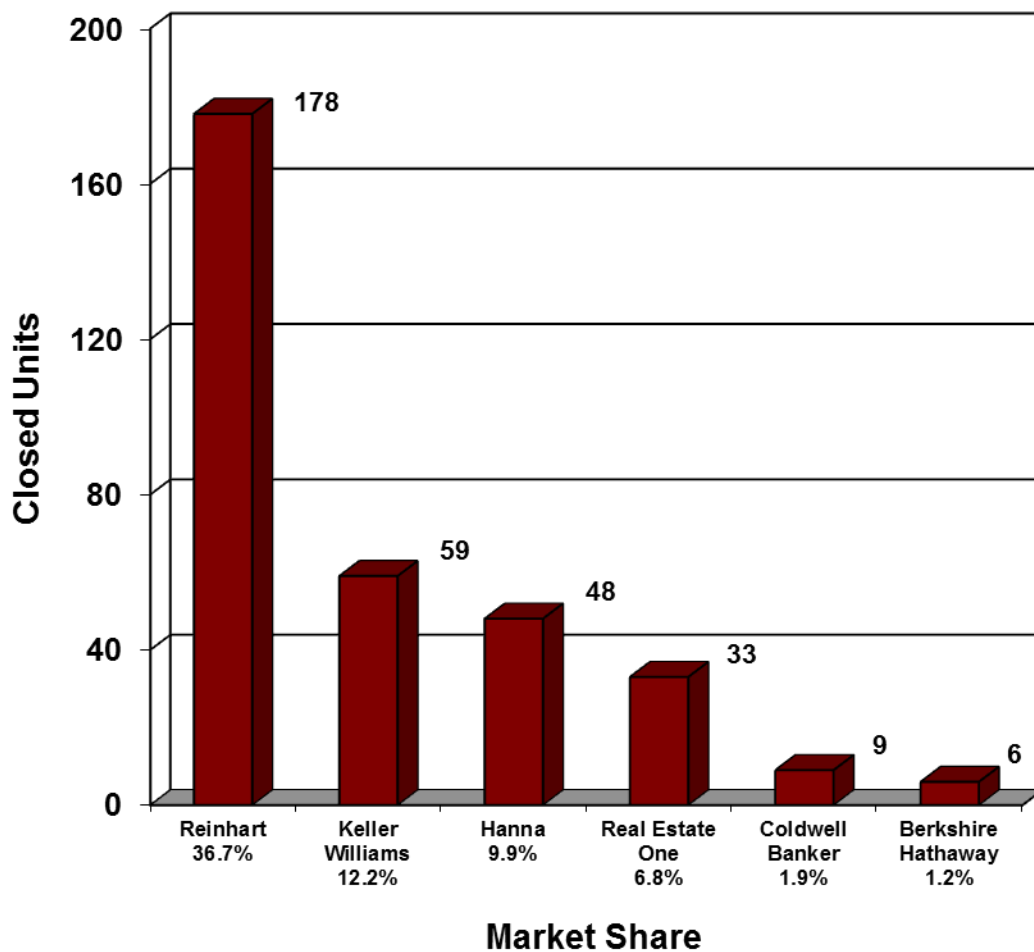


Ann Arbor Sales and Percentage of Market Share as of December 31, 2016



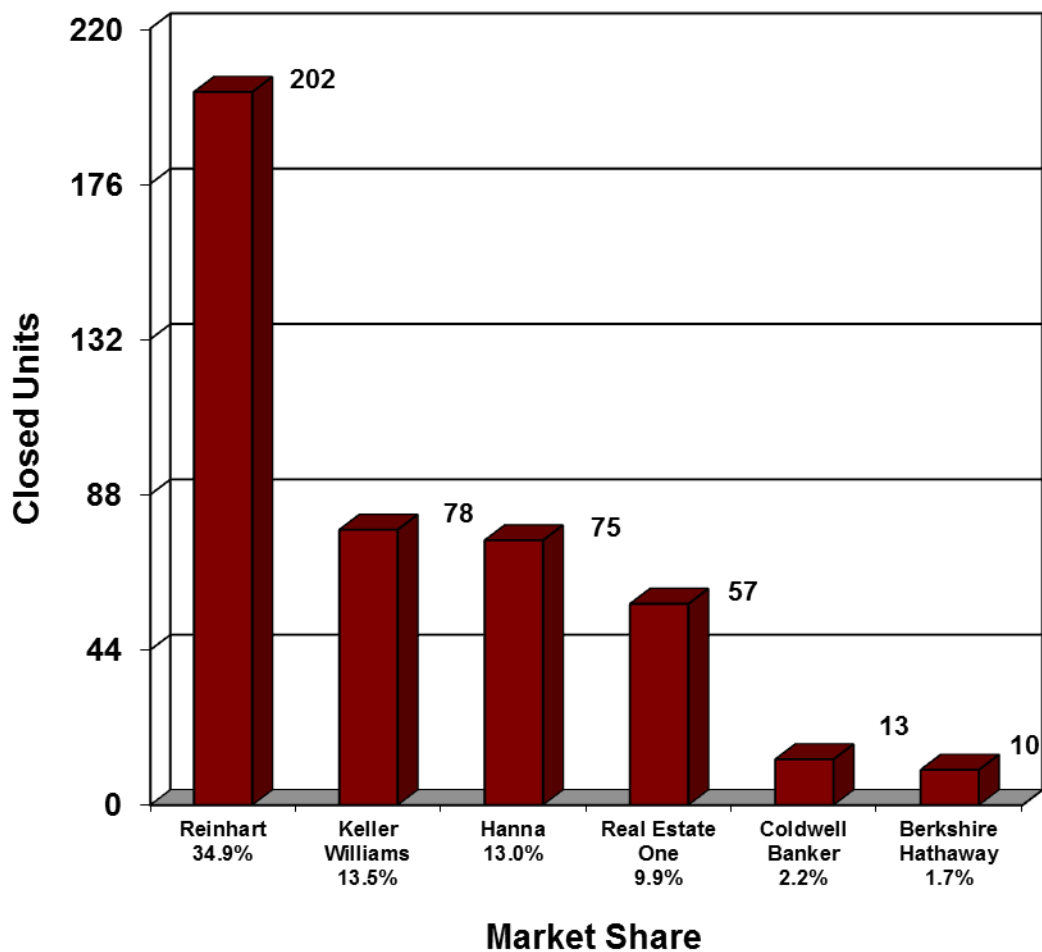


Chelsea Sales and Percentage of Market Share as of December 31, 2016



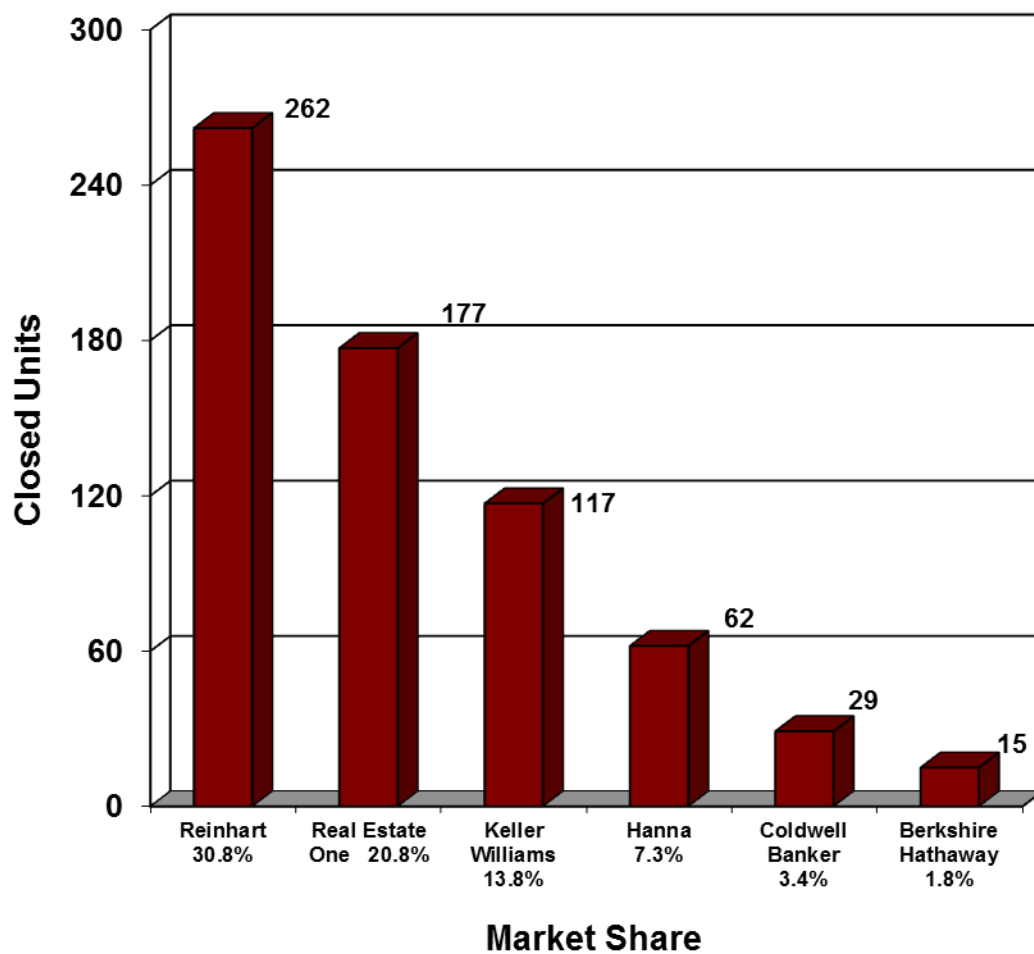


Dexter Sales and Percentage of Market Share as of December 31, 2016



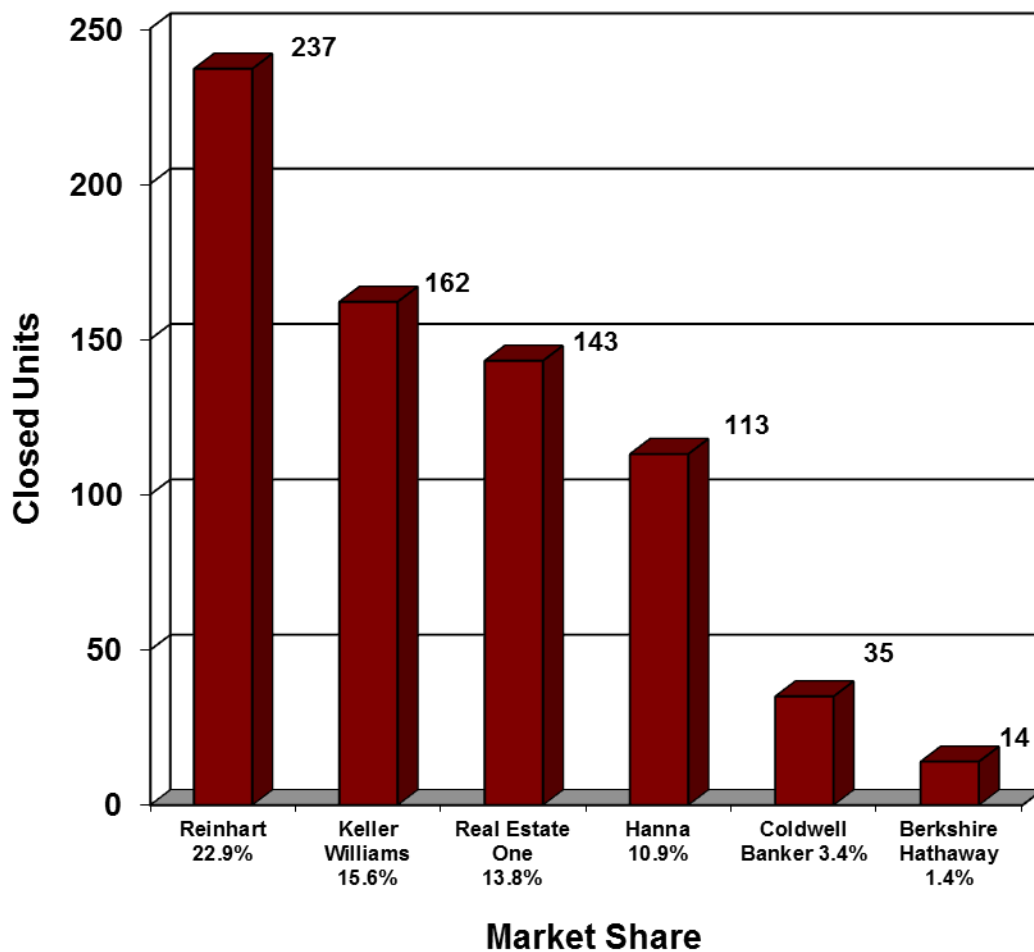


Saline Sales and Percentage of Market Share as of December 31, 2016





Ypsilanti Sales and Percentage of Market Share as of December 31, 2016





Reinhart 2016 ACCOMPLISHMENTS

SALES

2016 Reinhart Sales were the best we've ever achieved both in the number of Closed Transactions and the total \$ Volume.

3,552

Closed Sales - Up 75 from 2015

**\$1.039
BILLION**

Closed \$ Volume -
Up 55 Million from 2015

#1 REINHART LEADS THE MARKET

in the Following Residential Market Share Categories (By Volume, % of Total Market Share)



BY SCHOOL DISTRICT





Info about Real Estate One

(Real Estate One is the parent company of Reinhart Realtors)

The Real Estate One Family of Companies makes the complex process of buying or selling a home as simple as possible. Ranked as the 8th largest broker in the nation, every day is spent striving towards our mission of creating the best real estate experience through our family of services. Above being the largest broker in Michigan, one of our proudest achievements is being ranked in the top ten Top Workplaces for the past four years. For the year of 2014, we ranked as the lucky number 7 Top Workplace in the state.

Established in 1929 by Staunton Elsea, the first office of Elsea Realty and Investment Company was opened on Fort Street in Detroit. Forty years later, Elsea Realty became Real Estate One when Staunton's son, Dick, negotiated a merger with three other well-established metro firms. These firms included Mathers, Stevens and Martin Inc. Realtors, Deremo and Sons Realtors as well as Gordon Williamson Co.

In 2013, the family company grew from a total of seven to eight companies with the acquisition of The Charles Reinhart Company. Reinhart was founded in 1971 by Charles Reinhart. With the largest market share in the greater Ann Arbor and Washtenaw County area, Reinhart has a solid history of being an area sales leader.

Since its beginning the company has been known as a market leader. Many of the common marketing tools used throughout the country started here. Real Estate One was the first company to have multiple offices, to create homes books, to initiate a computerized MLS, and to host Open Houses. We evolve as our clients' needs progress. Our website attracts over 1.9 million unique visitors a year and continues to grow at a rapid pace. We also launched a mobile app, which allowed us to provide GPS-enabled maps featuring a search of Michigan MLS properties.

Our sales associates represent you with professionalism as trained experts in the market. The Real Estate One Academy was created in 1929 to assist people who wanted to start a real estate career as well as offer a variety of courses designed to build experienced sales associates' careers. Educating our sales associates with quality classes reflects in their performance. Year after year our sales continue to grow. This past year we were involved in over 24,406 homes sales, demonstrating the ambition our agents possess.

Our clients receive quality, family-grown service when working with a Real Estate One Family of Companies employee. Serving our state for over 80 years, Michigan is more than our market. It's our home.



Questions?

Thank you for allowing me to present this proposal for my strategic marketing and pricing plan to get your home sold for the most amount of money, in the least amount of time, with the least amount stress.

If you have any further questions about this proposal or you would like to discuss my services further, please reach out in whatever way is most convenient for you.

Sincerely,

Luke Tillotson

REALTOR

The Charles Reinhart Co.

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