

GRESHAM
REALTY

THE HOME SELLER'S GUIDE

Let's get your home *sold.*

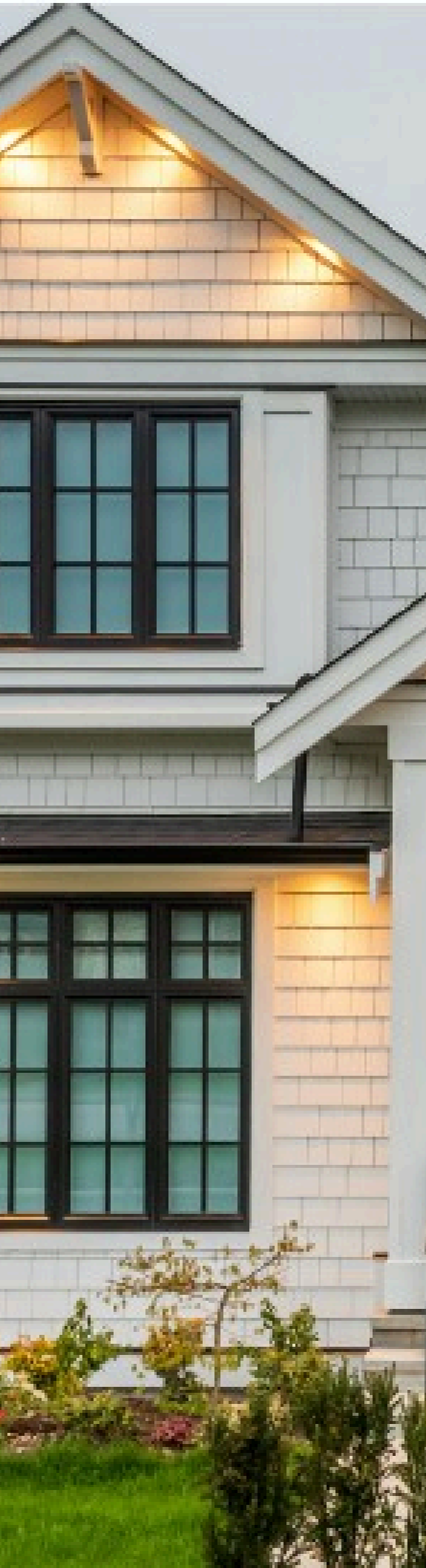
A step-by-step guide to preparing, pricing, marketing and selling your West Michigan home for top dollar.



Austin & Traci Gresham

GRESHAM REALTY · BROKERED BY FIVE STAR REAL ESTATE LEADERS

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WELCOME

There's a difference between *listing* and *selling*.

Anyone can put a sign in the yard. Selling your home for the best price, on your timeline and with as little stress as possible, takes preparation, smart pricing and marketing that makes buyers stop scrolling.

This guide walks you through exactly how we do it, from the first walk-through of your home to the moment you sign at closing. As a family-run team, you'll have two agents working for you, clear updates at every stage and honest advice, even when it's not what you expected to hear.

Austin & Traci

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MEET YOUR TEAM

Two agents. One family. *One standard of care.*



Austin Gresham

REALTOR® · GRESHAM REALTY

SE HABLA ESPAÑOL

With a background in hospitality and public education, Austin brings a calm, service-driven approach and clear communication to every real estate experience. Known for his patience and ability to simplify complex decisions, he helps clients move forward with confidence. He is also fluent in Spanish, allowing him to serve a broader range of clients throughout West Michigan.

As a real estate investor and rental property owner, Austin has a strong eye for value and a practical understanding of the numbers behind every purchase. Whether guiding a first-time buyer or working with an investor, he offers thoughtful insight and steady advocacy every step of the way.



Traci Gresham

ASSOCIATE BROKER · GRESHAM REALTY

Traci is one of the most trusted agents along the lakeshore and ranks among the top agents in West Michigan. She is known for her marketing expertise and for communicating clearly and often with every client she serves. When representing sellers, she pairs professional photography, virtual tours and a strategic launch plan to get your home in front of the most qualified buyers.

Originally from Michigan, Traci earned her Master's Degree in Social Work from the University of Michigan, and it shows in how she listens. Away from work you'll find her exploring Lake Michigan beaches or exploring local biking trails.

MARKETING THAT SELLS

Professional photography, virtual tours and a launch plan built to create buyer demand.

AN INVESTOR'S EYE

Pricing strategy grounded in real numbers, comps and what buyers will actually pay.

ALWAYS REACHABLE

Two agents means showings, feedback and offers get handled quickly and carefully.

CLIENT STORIES

In our clients' *own words*.

★★★★★

"When we sold our home, we had multiple offers within a day, and ended up selling over asking price. She is always completely on top of every detail, and takes the stress out of the process. If you want someone who will fiercely advocate for you and feel like family while doing it, call Traci."

Lisa Moore

BOUGHT TWO HOMES, SOLD ONE

★★★★★

"She has represented me on both the buying and selling sides, and each experience has been outstanding. After years of being involved in real estate, I can honestly say that Traci is the best realtor I have ever worked with. When you've found the best, the rest simply won't do."

D. C.

THREE-TIME CLIENT

★★★★★

"As a Sellers agent, she provided excellent advice on pricing and market timing. Her accessibility is unparalleled. Her relationships with contractors is extensive and makes prepping for market a seamless process."

Wendy Inlow

BUYER & SELLER

★★★★★

"Austin consistently goes above and beyond to ensure his clients are well cared for, and it's evident that every decision he makes is with his clients' best interests at heart. His communication is outstanding, he's reliable throughout the entire transaction. If you're looking for a real estate agent that truly puts people first, I can't recommend Austin Gresham enough!"

Emily Paul

LENDER PARTNER

Multiple offers

within a day, sold over asking

\$10K over

asking in Norton Shores

Sold in 3 days

in Nunica

Five-star reviews shared on Google. Lightly excerpted for length.

FOUR STEPS TO SOLD

The home selling *process*.

We break selling into four clear steps, so you always know where you are, what's next and what we're doing for you behind the scenes.

01

Prepare it

- ◇ Listing consultation and walk-through
- ◇ Clean, declutter and complete repairs
- ◇ Staging plan and professional photos

02

Price it

- ◇ Comparative market analysis
- ◇ Pricing strategy for your goals
- ◇ Seller disclosures and paperwork

03

Market & show it

- ◇ Launch on the MLS and online
- ◇ Social media and virtual tour
- ◇ Showings and buyer feedback

04

Sell it

- ◇ Review and negotiate offers
- ◇ Inspections and appraisal
- ◇ Closing day!



STEP 01 · PREPARE IT

First impressions *are everything.*

“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.”

BARBARA CORCORAN

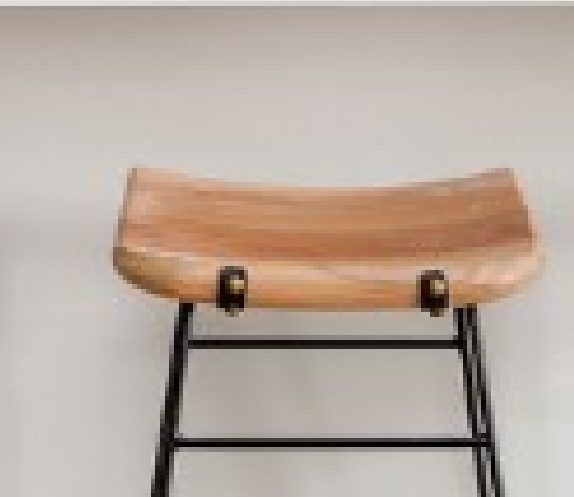
Most buyers first meet your home online, then walk through the front door with high expectations. A clean, bright, well-kept home tells buyers it’s been cared for. A cluttered or dirty one makes them wonder what else was neglected.

Today’s buyers want move-in ready. A long list of chores and repairs can feel daunting and often turns into lower offers or longer time on the market.

HOW WE HELP

- ◇ A room-by-room walk-through with honest, prioritized recommendations.
- ◇ Referrals to our trusted cleaners, painters, handymen and landscapers, so prep goes quickly.
- ◇ Staging guidance, from simple rearranging to full professional staging when it makes sense.
- ◇ A realistic prep timeline that works backward from your ideal list date.

Use the checklist on the next two pages to get your home market-ready.



STEP 01 • PREPARE IT

Staging *checklist.*

Create a game plan

- ☐ Walk through each room as if you're a buyer and take notes
- ☐ Consider a pre-listing inspection to catch surprises early
- ☐ Donate, sell or toss anything you don't need (packing gets easier, too!)

Repairs to consider

- ☐ Repaint in light, neutral shades that appeal to most buyers
- ☐ Freshen trim, baseboards and kitchen cabinets
- ☐ Add color to the landscaping, keep the lawn mowed and pull weeds
- ☐ Swap in brighter bulbs and add lamps to darker rooms
- ☐ Replace aging appliances so buyers can say yes to the address
- ☐ Refinish floors or replace worn carpet for a great return

Clean, clean, clean

- ☐ Deep clean the entire home, or hire professionals
- ☐ Steam clean carpets, or replace if stained
- ☐ Patch cracks and holes in walls
- ☐ Remove excess furniture to open up each room
- ☐ Organize closets and remove out-of-season clothes
- ☐ Stow small appliances, knickknacks and personal items. Less is more!
- ☐ Remove valuables like cash and jewelry



STEP 01 · PREPARE IT

Staging checklist, *continued.*

Kitchen & bathrooms

- ☐ Mop and polish floors
- ☐ Clean appliances and fixtures
- ☐ Organize the pantry and show off storage space
- ☐ Replace old caulking
- ☐ Remove stains from sinks, toilets and tubs
- ☐ Keep toilet lids closed
- ☐ Put away personal soaps, toiletries and medications

Finishing touches

- ☐ Replace any burned-out bulbs
- ☐ Add fresh flowers or plants
- ☐ Remove personal photos and items
- ☐ Tidy closets and storage areas (buyers look there, too)
- ☐ Put away pet and kids' items
- ☐ Wipe down all surfaces

Curb appeal

- ☐ Touch up exterior paint, trim, doors and shutters
- ☐ Power wash siding, walks and decks
- ☐ Refresh the front door with paint, a new mat and planters
- ☐ Inspect the roof
- ☐ Sweep the entryways
- ☐ Clean gutters and downspouts
- ☐ Keep the yard mowed and pick up after pets
- ☐ Open blinds and turn on every light before showings



STEP 01 · PREPARE IT

Should you *stage*?

Staging helps buyers imagine themselves living in your home and fall in love with it. Done well, it's much more than new throw pillows. It can help your home sell for more, in less time.

83%

of buyers' agents say staging makes it easier for buyers to picture the home as their own.

49%

of sellers' agents say staging reduced a home's time on the market.

29%

of sellers' agents saw offers rise 1% to 10% when a home was staged.

Source: National Association of Realtors®, 2025 Profile of Home Staging. The rooms buyers care most about: living room, primary bedroom and kitchen.



THE UPSIDE

- ◇ Listing photos look phenomenal and draw more buyers in
- ◇ Buyers can envision their life in your space
- ◇ Often leads to a higher price in less time

THE TRADE-OFFS

- ◇ Takes time to set up and take down
- ◇ Professional staging has a cost
- ◇ Poorly done staging can miss buyers' tastes, which is why we guide the process

STEP 02 · PRICE IT

Price it *right*.

Pricing is the single biggest factor in how quickly your home sells and how much you net. Here's why getting it right from day one matters:

- ◇ Homes priced right from the start typically sell for more in the end.
- ◇ Your home gets the most attention in its first days on the market. That's when the right price creates urgency.
- ◇ Overpriced homes sit. The longer a home sits, the fewer showings it gets and the more buyers wonder what's wrong with it.

ASKING PRICE

SHARE OF BUYERS WHO WILL LOOK

+15%

10%

+10%

30%

Market value

60%

-10%

75%

-15%

90%

Illustration: the further above market value a home is priced, the smaller the pool of buyers who will consider it.

STEP 02 • PRICE IT

What is my home worth?

We prepare a comparative market analysis (CMA) to set your list price. We study recent sales of comparable homes, homes currently under contract and active competition in your price range, then compare size, style, age, condition, updates, lot and location.

Note: your tax assessment is not the same as market value, and online estimates like Zillow's can be far off because they can't see inside your home.

Should we price high “just to see”?

It's tempting, but it usually backfires. An unrealistic price leads to longer market time, price reductions and a home that looks stale to buyers. Our job is to find the price that brings you the most money in the shortest time.

PRICING STRATEGIES COMPARED

Slightly below market value. High interest and a quick sale, with a real chance of multiple offers above asking.

At market value. Fewer appraisal issues, buyers and agents recognize a fair price, and your home shows up in the right searches.

Above market value. Only makes sense if you must reach a certain number. Expect longer market time, a likely price reduction and possible appraisal trouble.



STEP 03 · MARKET IT

Strategic *marketing.*

Buyers almost always meet your home online first. Our goal is to reach every qualified buyer and make that first impression unforgettable.

Here's the truth: every listing on the MLS is syndicated to thousands of websites automatically. What sets a home apart is how it's priced, how it's presented and how it's described. That's where we focus.

YOUR MARKETING PLAN

- ☐ Professional photography, paid for by us. Never cell phone photos on the MLS.
- ☐ Virtual tour so out-of-town and serious buyers can walk through anytime
- ☐ Compelling listing copy and accurate, complete MLS details
- ☐ Syndication to Realtor.com, Zillow, Redfin and thousands of other sites
- ☐ Targeted social media promotion and email to our network of agents
- ☐ Yard sign, open house strategy and a coming-soon plan when it fits



88%

of buyers purchased their home through a real estate agent.

Source: National Association of Realtors®, 2025 Profile of Home Buyers and Sellers.

91%

of sellers sold with the help of an agent, tied for the highest on record.

10

weeks is how long the typical buyer searched before finding their home.

STEP 03 · SHOW IT

How showings *work.*

We'll decide together how to handle showings, including which days and hours work and how much notice you'd like. Homes show best when the owners are away, but if that's not always possible, we'll create a plan that fits your life.

Buyer agents access the home through a secure electronic lockbox that records every entry, so no one is in your home without our knowledge. If you have pets, we'll work out the best way to handle them. We request feedback from buyer agents and share it with you.

HEADS UP

Michigan law limits recording private conversations, and buyers often talk openly during a tour. Please turn off any cameras or devices that capture audio before showings.

QUICK SHOWING CHECKLIST

- ☐ Clear clutter and put away personal items
- ☐ Empty the sink and wipe down counters
- ☐ Take valuables, medications and firearms with you or lock them away
- ☐ Pick up kids' and pets' toys
- ☐ Turn off cameras or devices that record audio
- ☐ Empty the trash
- ☐ Freshen the bathrooms
- ☐ Open blinds and turn on all the lights
- ☐ Clear walkways and the front entry
- ☐ Set the thermostat to a comfortable temperature

STEP 04 · SELL IT

Offers, contracts & contingencies.

HOW WE EVALUATE OFFERS

The best offer isn't always the highest. We compare price alongside cash vs. financing, loan type and down payment, earnest money, inspection terms, closing date and any contingencies, then help you choose with confidence.

BUYER AGENT COMPENSATION TODAY

Since August 2024, offers of compensation to buyers' agents no longer appear on the MLS. Buyers now sign their own agreements with their agents, and some will ask you to contribute toward that cost or their closing costs as part of their offer. We'll talk through the pros and cons before you list, so you can decide what makes sense for your home and your market.

COMMON CONTINGENCIES

Inspection contingency

If the inspection turns up issues, the buyer may ask for repairs, a credit or a lower price. If you can't agree, they can usually cancel within the inspection period.

Financing contingency

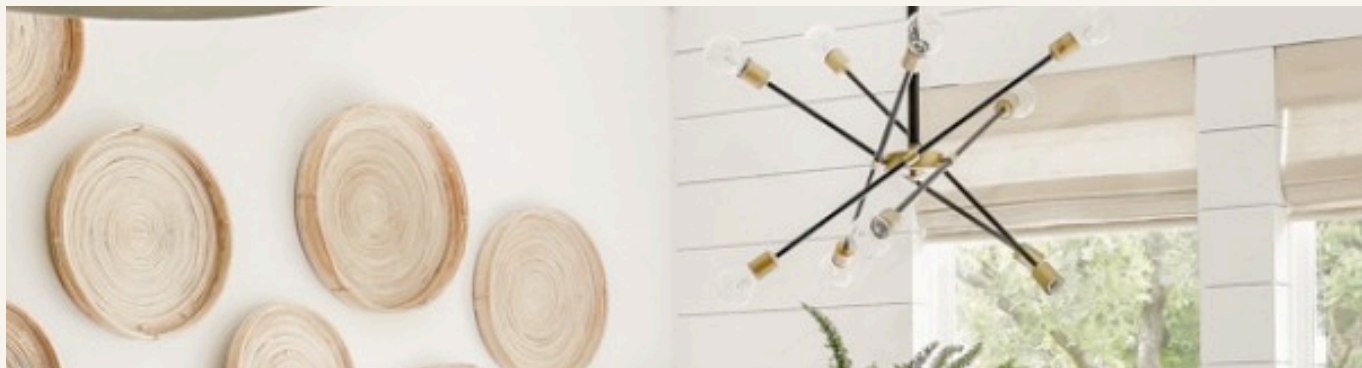
The buyer's purchase depends on final loan approval. Their pre-approval shows they're qualified, but the lender still has work to do before clear-to-close.

Appraisal contingency

If the appraisal comes in below the price, the buyer may renegotiate or walk away. One more reason to price it right from the start.

Home sale contingency

The buyer needs to sell their current home first. Less common, and something we'll weigh carefully with you.



Once we're under contract, we manage every deadline, keep you updated and work with the buyer's agent, lender and title company so the path to closing stays smooth.

STEP 04 · SELL IT

Costs & paperwork.

No one likes surprises at the closing table. Here's what Michigan sellers typically pay:

Real estate commission	As agreed in your listing agreement, plus any buyer agent compensation or concessions you agree to in the contract.
State and county transfer tax	Paid by the seller in Michigan: \$8.60 per \$1,000 of the sale price (\$7.50 state, \$1.10 county). Some sellers qualify for an exemption from the state portion, so ask us or your title company.
Owner's title insurance	In Michigan, the seller typically pays for the buyer's owner's title policy.
Mortgage payoff	Any remaining balance on your mortgage or home equity line is paid off at closing.
Property tax proration	Taxes are divided between you and the buyer based on the closing date.
Closing and recording fees	Title company settlement fees and document recording costs.

Seller disclosures

Michigan requires most home sellers to complete a Seller Disclosure Statement describing the home's condition. If your home was built before 1978, a lead-based paint disclosure is also required. Be upfront about anything you know regarding the roof, foundation, plumbing, electrical, HVAC, appliances or property lines. Buyers will inspect, and honesty keeps deals together.

YOUR NET SHEET

Before you list, we'll prepare an estimated seller net sheet showing what you can expect to walk away with at different sale prices, so you can plan your next move with confidence.

SELLER FAQ

Questions we *hear* often.

Should I offer incentives like a home warranty or closing costs?

We decide case by case. A home warranty can reassure buyers when appliances or systems are older. Help with closing costs is usually most powerful during negotiation, not upfront.

What if my home doesn't appraise at the contract price?

We go back to the table with the buyer to adjust price or terms. You never have to lower the price, but a second appraisal often lands in the same place, so it's usually worth finding middle ground.

How do you handle multiple offers?

It's a great position to be in! We'll organize every offer side by side, compare the terms that matter, and help you decide whether to accept, counter or ask for highest and best.

How long will it take to sell my home?

It depends on your price point, location and the season. We'll share current days-on-market data for your neighborhood. A well-prepared, well-priced home sells fastest.

Do I need to be home for showings?

No, and it's usually better if you're not. Buyers relax and linger when owners are away, and lingering buyers make offers.



AUSTIN GRESHAM

Questions about selling? Austin and Traci are always a call or text away at 616.268.9900.



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Thank *you.*

Thank you for trusting us with the sale of your home. We're honored to represent you. Helping our clients sell for top dollar, with as much ease as possible, is what we love to do, and our goal is for you to feel comfortable every step of the way.

Have a question? Call or text us anytime. We're always happy to help.

Austin & Traci

CALL OR TEXT

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EMAIL

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