

Listing Your Home to SELL!



Don Poterek – Realtor®

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45609 Village Blvd.
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Mission Statement



“My goal is to make every client feel like they are my only client.”

Thank you for giving me the opportunity to discuss the future sale of your home.

I am confident you will feel that the programs I outline for you will provide you with the greatest possibility of selling your home for the *highest price* in the *shortest period of time* all while making the entire process seamless.

I have enclosed a number of useful documents about the home-selling process and the benefits I can offer you.

It is my ultimate goal to exceed your expectations with superior real estate consulting services. I look forward to getting your home sold and helping you, your friends and your family with all of your real estate needs.

Sincerely,

Don Poterek



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About ME

Professional

- I graduated from Wayne State University with a Bachelor in Computer Science. My focus was business information systems.
- Accredited Buyers Agent (ABR®)
- Certified Real Estate Negotiation Expert (RENE®)
- Certified Short Sale and Foreclosure Expert (SFR®)
- Top producing individual agent at Keller Williams Lakeside (no teams to shuffle you from agent to agent)
- Being a REALTOR is my livelihood!
- I believe in building long lasting business and personal relationships. I am in it for the long haul.
- I am a great communicator and hold communication as a key factor in any relationship.
- I use new technology to market your property more effectively and to provide a seamless sales process.
- I always have my client's interest at heart. I work hard for my clients and deliver on my promises!

Personal

- Born and raised in Metro-Detroit.
- I am a married professional with no children which allows me more time to focus on my career.
- I am a marketing, advertising and social media enthusiast.
- I love the outdoors! Mountain biking, boating, swimming, fishing, hiking, kayaking etc.
- I enjoy engaging in philosophical conversations that expand my awareness and consciousness.
- I love the arts and attend many concerts and theater performances.
- I love humor and comedy. As Mark Twain said "Humor is mankind's greatest blessing."
- I have made it my life's purpose to try to make a positive difference in all my interactions whether personal or professional.



What sets ME Apart

Proactive Marketing— I use an integrated marketing plan to ensure your property gets the most exposure. More exposure means more buyers and more buyers mean a higher sales price! Below are a few of the techniques I use.

✓ MLS – Multiple Listing Service provides instant exposure to all local and international REALTORS who are looking for properties for their buyers. Yes I know, every REALTOR has this but not every REALTOR knows how to use it effectively.



✓ Traditional Marketing – From direct mailers to cold calling the neighborhood. When I list your property you can be rest assured that everyone will know about it. I also provide outdoor signage and flyers to showcase your property.



✓ Email Marketing – I have an extensive professional and personal email list that allows me to promote your property to REALTORS, my friends, my family, past buyers and past sellers. That's over 1,000 contacts!

✓ Online – Our office spends thousands of dollars each month marketing our services and my client's properties online.



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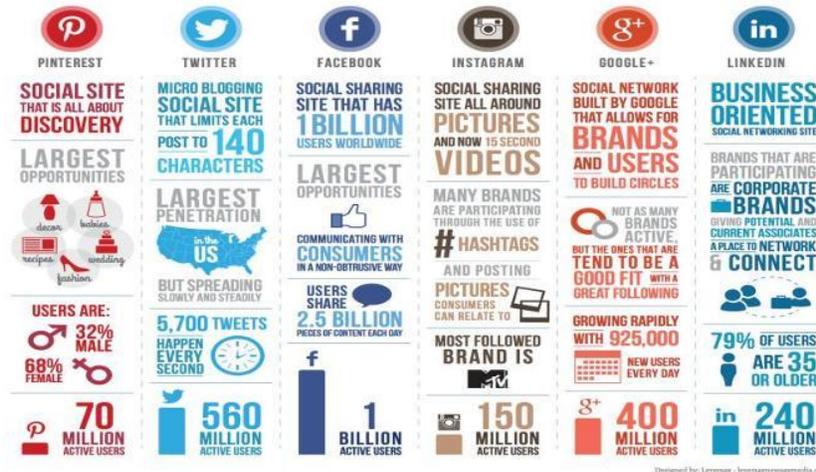
What sets ME Apart



✓ Networking Events – Each and every month I attend various networking events, charity events and professional gatherings. And guess what I am always raving about? My newest listings and the great properties I have to offer!



✓ Social Media – I use social media to market your property. Both organic and through paid advertising.



✓ Mobile App – Your property will also be featured on my Keller Williams Mobile App which is shared and used by all Keller Williams past and current clients.

✓ Text Blasts – As soon as I list your property I let everyone in my personal and professional contacts know via text blasts.

My proactive integrated marketing approach is a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines including advertising, public relations, personal selling, sales promotion and combines them to provide clarity, consistency, and maximum communication impact.

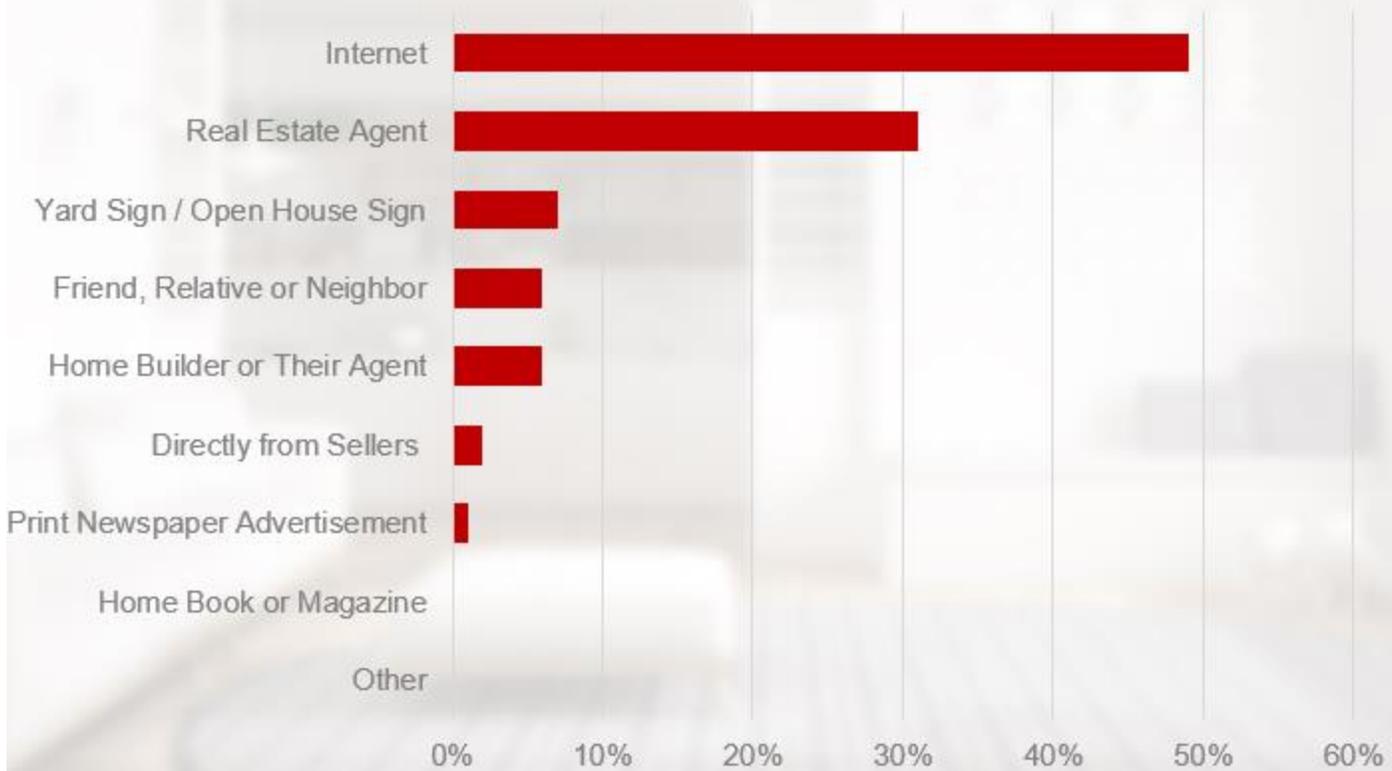


FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



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Am I Priced to SELL?

What affects your asking price?

- Urgency. How quickly must you sell?
- Competition. How many homes are available in your price category and area?
- Available Financing. Does your home come with an assumable loan that is below today's current interest rates? What financing alternatives are available for your home and area?
- Competitive Market Analysis. Do you know what similar homes in the area sold for within the last six months?

What doesn't affect your asking price?

- Original Cost. Your price is determined by today's market.
- Investment in Improvements. Potential buyers will evaluate your home and may include the cost to remove or replace in their offer.
- The cost to build your home today. A replacement value is determined for insurance purposes only.
- Personal attachment. Prudent buyers purchase based on their emotions, not yours.
- Neighbor's Claims. Don't listen to what your neighbors tell you is the fair market value for your home. Other homes in your neighborhood may not be as similar as you think. Also the terms accepted by both the buyer and the seller will greatly affect the sale price.
- Expenses. What are your selling costs?

What happens to an overpriced house?

- You'll help sell the competition. Most buyers are competitive shoppers.
- Your home will stay on the market a long time. Did you know that 80% of your potential buyers see your house in the first four to six weeks after it comes on the market. If you don't sell them, it takes approximately three months to replace them with an equal number of newcomers.
- You'll lose market interest and qualified buyers. Serious buyers use the value, quality and price of similar properties as deciding factors.
- A negative impression is created. People will wonder why your house is still on the market. They'll believe that something is wrong with your home.
- You (the seller) may have to accept less money. Studies show that the longer a house is on the market the greater the discount off the list price. Often a seller will accept less than fair market value in order to sell because of an approaching deadline.
- There is a potential for appraisal problems. The appraiser from your buyer's lending institution must agree that the home is worth the asking price. If the appraiser believes the price is inflated, the loan may not be approved.



Pricing Your Home

The four factors to consider in selling your home are location, condition, market and price...and they are all related.

1) Location – You know the saying... LOCATION LOCATION LOCATION! Your home's location and setting influences its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than closed-in areas. Views, lagoons, and trees usually enhance value. You obviously have no control over location.

2) Condition - New homes enjoy a marketing edge over resale homes because they are shiny and clean. Builders enhance their appeal by offering model homes (clean, bright, decorated in current colors and amenities) for buyers to examine. Your goal is to make your home as close to a model as possible while being sensitive to costs. You have control over condition and you can increase value and decrease marketing time by having your property be in the best possible condition.

3) Market – Is it a buyer's market or a seller's market? The real estate market is a dynamic phenomenon, always in flux, with prices moving constantly, sometimes quickly, sometimes less so. If you can't correctly gauge the market's direction and speed, you may also fail to assess your home's correct value. This effectively renders you "out of market" and results in selling unnecessarily cheaply or - until you correctly assess your home's worth - overpricing it and waiting.

4) Pricing - If a stock is trading between 104 and 108, it does no good to insist on 112. Likewise, your home must be priced within the appropriate range. You must actually "sell" your property twice: to a buyer and to an appraiser. The buyer is more subjective and compares amenities you offer to what other sellers in the same price range offer. The appraiser is more objective and compares age, size, and cost identifiable features in your home against other properties that have sold.

I will work with you to evaluate your property's location, make recommendations on your property's condition, and pinpoint your property's appropriate pricing.



Prepping Your Home

Reality VS. Perception

HOME REPAIR ITEM	SELLER'S REALITY	BUYER'S PERCEPTION
Stained Roof	Thorough cleaning	Roof needs to be replaced
Dirty Carpet	Steam cleaning	Carpet needs to be replaced
Exterior Mold/Mildew	Pressure wash	House needs to be repainted
Old Stains in Ceiling	Stain needs to be painted	Roof needs to be replaced
Minor Wood Rot	Minor carpentry work	Termite infestation/Poor construction
Fogged Glass	Simple glass replacement	Cheap Construction
Scuffed/Marked Wall	Touch up paint	Whole house needs to be repainted
Old/Worn Appliances	Replacement	Outdated Property/Not Interested

Perception is stronger than reality! The typical home buyer will always tend to inflate in their mind the anticipated cost of any home repair. This translates into deductions off of what the buyer is willing to offer on your home. As a result, it is only prudent to spend the reality repair dollars ahead of time instead of negotiating perception repair dollars at the time of an offer.

Remember: A well maintained home will always retain and earn its value in the market.



Preparing for a Showing

How to Prepare for a Showing In Ten Minutes or Less...

1. Put the dishes in the dishwasher (or quickly wash the dishes)
2. Make the beds
3. Wipe the counters
4. Empty the garbage
5. Hide dirty clothes in the washer or hamper
7. Take a deep breath
8. Run a quick vacuum
9. Turn on the lights
10. Leave the house before showing
11. Smile! You did it!

***I'm working hard to get your home sold and I
appreciate your hard work too!!***



Testimonials

★★★★★ Highly likely to recommend 

09/02/2020 - bbryer30

Bought and sold a home in 2020 in Shelby, MI.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Don is a top notch agent who is knowledgeable in various facets of buying and selling a home. He was patient, professional, resourceful and performs with a high level of integrity. We feel fortunate to have found him. He sold our home in 2.5 days and helped us find a new home quickly thereafter. Many agents may consider their job complete at closing but Don continued to support us, stand by us and see us through a very stressful occupancy and transition made more difficult by very challenging buyer's and an unprofessional and unethical buyer's agent. I honestly don't know where we'd be without Don's continued support or even if we had chosen another agent. I have also made some great relationships and benefited from other service provider recommendations that Don made. He will be the first person I call if/when we buy or sell again and the first person I will recommend to friends or family looking to buy or sell. I have the utmost respect for Don. He and Keller Williams Lakeside both respect their clients and will always do right by them. Thank you![Less](#) ^



★★★★★ Highly likely to recommend



08/22/2020 - kzschnitz2

Bought and sold a Single Family home in 2020 in Westland, MI.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Don helped us buy our first home and then helped my father-in-law sell and buy his homes. Even after the purchase was finalized, months later, Don still answered questions and helped with anything I needed. He's very patient and knows his stuff.

★★★★★ Highly likely to recommend



03/31/2019 - user80786081

Bought and sold a Single Family home in 2019 in Sterling Heights, MI.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Buying and selling a home can be very stressful and time consuming. We were pleasantly surprised when we began working with Don. He was very professional and easy to work with and is very knowledgeable in real estate. We would recommend him as a real estate agent.



A Portfolio of Excellence



22103 Sandalwood Macomb Twp.
List Price: \$399,900 Sales Price: \$392,450
6 Days



47482 Brennan Macomb Twp.
List Price: \$419,900 Sales Price: \$425,000
3 Days



47742 Brennan Macomb Twp.
List Price: \$389,900 Sales Price: \$385,000
27 Days



47609 Bucci Macomb Twp.
List Price: \$409,900 Sales Price: \$395,000
9 Days



51506 Deborah Circle Chesterfield Twp.
List Price: \$221,900
Sales Price: \$226,500
1 Day



22818 Canterbury St. Clair Shores
List Price: \$219,900
Sales Price: \$219,900
4 Days



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What NOW?

TIME TO MEET!

This will allow me to see your property and conduct a full analysis. In our meeting I will go over some of the most important factors concerning the sale of your home.

- ✓ We will go over your needs, goals, expectations and concerns.
- ✓ I will answer any questions you may have.
- ✓ We will go over the market in your area including past sales, pending sales and active sales.
- ✓ We will discuss a pricing strategy that fits in with your specific goals and needs.
- ✓ We will go over your terms.
- ✓ We will each decide if working with each other is a good fit.

Please have the following items ready:

1. Extra house key
2. Seller Disclosure Completed
3. Description of your house with all items that you would like featured in your brochure
4. Any surveys that show the dimensions of the property

I am looking forward to meeting you, seeing your home and discussing the sale of your home!

Call/Text me anytime at 586.549.0252!

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