
THE
SPOTLIGHT
HOME TEAM
Your Move Takes Center Stage
SELLERS GUIDE

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OVER 500 REVIEWS

HOUR MEDIA Real Estate All-Star

RE/MAX TOP 50 RE/MAX PLATINUM

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Why We Are #1 Small Team in Michigan: Our focus is YOU!

Comprehensive Market Analysis

At Spotlight Home Team, we provide an in-depth market analysis. Our main marketing focus is to understand precisely what buyers are looking for. This enables us to accurately price your property and market it specifically to those buyers. We don't just put a sign in the ground and post a few photos. To us, this is personal—this is our neighborhood and our community.

Tailored Marketing Plan

Our marketing plan is comprehensive and goes beyond simply listing your home on the MLS. We personally market your home to our entire database of A-list agents and past clients, letting them know about the wonderful opportunity your home represents. Our full marketing plan includes customized marketing materials, social media campaigns, professional photography, floor plans, drone footage, and videography.

Expert Negotiation

We work tirelessly to negotiate and structure your sale to get you the highest possible price in the shortest amount of time. Our negotiation efforts always prioritize your best interests. We handle all dates and deadlines in the contract to suit your needs perfectly.

Transparent Communication

We believe in crystal-clear communication. Every week, you'll receive a detailed report on your listing activity, along with a personal call or email from us regarding feedback from showings and current market conditions. We guarantee you will always be informed and never left wondering about the status of your property.

Dedicated Support Team

When you list your home with Spotlight Home Team, you have more than just your agent working hard for you. You have an entire team of marketing, mortgage, and real estate experts dedicated to getting your home sold for the best possible price in the quickest amount of time.

Ongoing Client Appreciation and Follow-Up

We highly value our client relationships and strive to maintain them long after the paperwork is signed. Through our Client Appreciation Program, we host team events and offer local business discounts to show our gratitude for your trust and business.

102% List to Sale Price

500+ Zillow Reviews

1200+ Sold since 2018

Spotlight Tips for Getting Maximum Value

EXTERIOR GENERAL

Making sure your home is looking it's best for the season you are listing.

- [ ] Check for rotted wood and peeling paint
- [ ] Clean windows, gutters and power wash
- [ ] Trim any bushes, trees touching home and add mulch if necessary

INTERIOR GENERAL

Cosmetic items can add the most value for the money spent.

- [ ] Evaluate paint and flooring
- [ ] Upgrade outdated light fixtures
- [ ] Declutter (So important!)

KITCHEN

The most important area for many buyers. Keep clean and maximize counter space.

- [ ] Deep clean appliances
- [ ] Check cabinets for scratches, wear. Add hardware or paint cabinets for value
- [ ] Consider upgrading sink or countertops

BIG TICKET ITEMS

To entice buyers into spending top dollar for your home evaluate these items.

- [ ] Check windows for broken seals, defects
- [ ] Have HVAC company service furnace, AC
- [ ] Evaluate roof for leaks and life expectancy
- [ ] Fix all plumbing leaks
- [ ] Check attic for mold, bats and mice

BEDROOMS

Bedroom size is important to buyers. Maximize space by decluttering.

- [ ] Evaluate flooring and paint
- [ ] Upgrade window treatments
- [ ] Remove excess posters, pictures and fill nail holes if necessary (consult agent)

BATHROOMS

Cleanliness is most important to buyers. Stained grout, tubs could cost you money.

- [ ] Check caulk on toilets, sink and tubs
- [ ] Clean stained tubs and grout
- [ ] Replace builder grade fixtures and mirrors

LIVING ROOM/GREAT ROOM

Gathering spaces for friends and family should feel open and welcoming.

- [ ] Remove any unnecessary furniture
- [ ] Add area rugs for warmth. Arrange furniture conversationally.
- [ ] Floor/walls should be super clean

OTHER THINGS TO CONSIDER

Consult your Spotlight Agent for tips unique to your home.

- [ ] Consider professional staging
- [ ] Offer seller credits if necessary
- [ ] Have ducts professionally cleaned especially if you have pets

Your home isn't brand new and most buyers will understand that. Because we work with buyers every day we will help you make decisions that buyers in your neighborhood and price point will find most appealing. We even have the contractors to do the work!

THE SPOTLIGHT HOME TEAM

your move takes center stage

Listing Timeline

Monday

Photos

Please complete the photo preparation checklist. We will be there to make sure it's perfect!

Tuesday

Listing Detail

We will work on inputting listing to the MLS and writing the description.

Wednesday

Coming Soon

We will pre-market your listing as "Coming Soon" this is also our rough draft period to make corrections, fix errors, etc.

Thursday

Deep cleaning

Get your home show ready for the weekend. We can help arrange cleaners too!

Friday

Showings Begin

It's showtime! You should now have access to the Showingtime app for requested viewings and feedback.

Saturday

Private Viewings
Open House

Buyers visit with fully licensed accompanied agents.

Sunday

Private Viewings cont'd

Buyers visit with fully licensed accompanied agents.

Monday

Offer Deadline

Review any offers and set multiple offer deadlines if necessary.

Selling your home is a team effort. Through every stage of the process we encourage and welcome your feedback. Thank you for your cooperation!

THE SPOTLIGHT HOME TEAM

your move takes center stage

PHOTO PREPARATION CHECKLIST

- [ ] BEDS MADE WITH CLEAN SHEETS
- [ ] CLEAN TOWELS IN BATHROOMS
- [ ] REMOVE ALL ITEMS FROM BATHROOM COUNTERTOPS
- [ ] WIPE DOWN KITCHEN SURFACES AND APPLIANCES
- [ ] REMOVE SMALL ITEMS FROM KITCHEN COUNTERTOPS
- [ ] PARK CARS IN GARAGE OR STREET
- [ ] CLEAN MIRRORS
- [ ] REMOVE ALL MAGNETS AND ITEMS FROM REFRIGERATOR
- [ ] OPEN CURTAINS AND BLINDS
- [ ] HIDE FOOD BOWLS, LITTER BOXES, TRASH CANS, TOILET BRUSHES
- [ ] DUST BASEBOARDS, DOOR FRAMES, AND CEILING FANS
- [ ] TURN OFF FANS, TVS AND MONITORS
- [ ] LIGHTLY DUST AREAS
- [ ] DEEP CLEANING IS NOT NECESSARY - WON'T SHOW IN PICS
- [ ] USE STORAGE AREAS, GARAGE AND CLOSETS TO DECLUTTER
    - WE DO NOT TAKE PICTURES OF THE GARAGE INTERIOR OR CLOSETS UNLESS THEY HAVE UNIQUE FEATURES OR A MAJOR SELLING POINT. NO NEED TO FOCUS ON THESE AREAS.

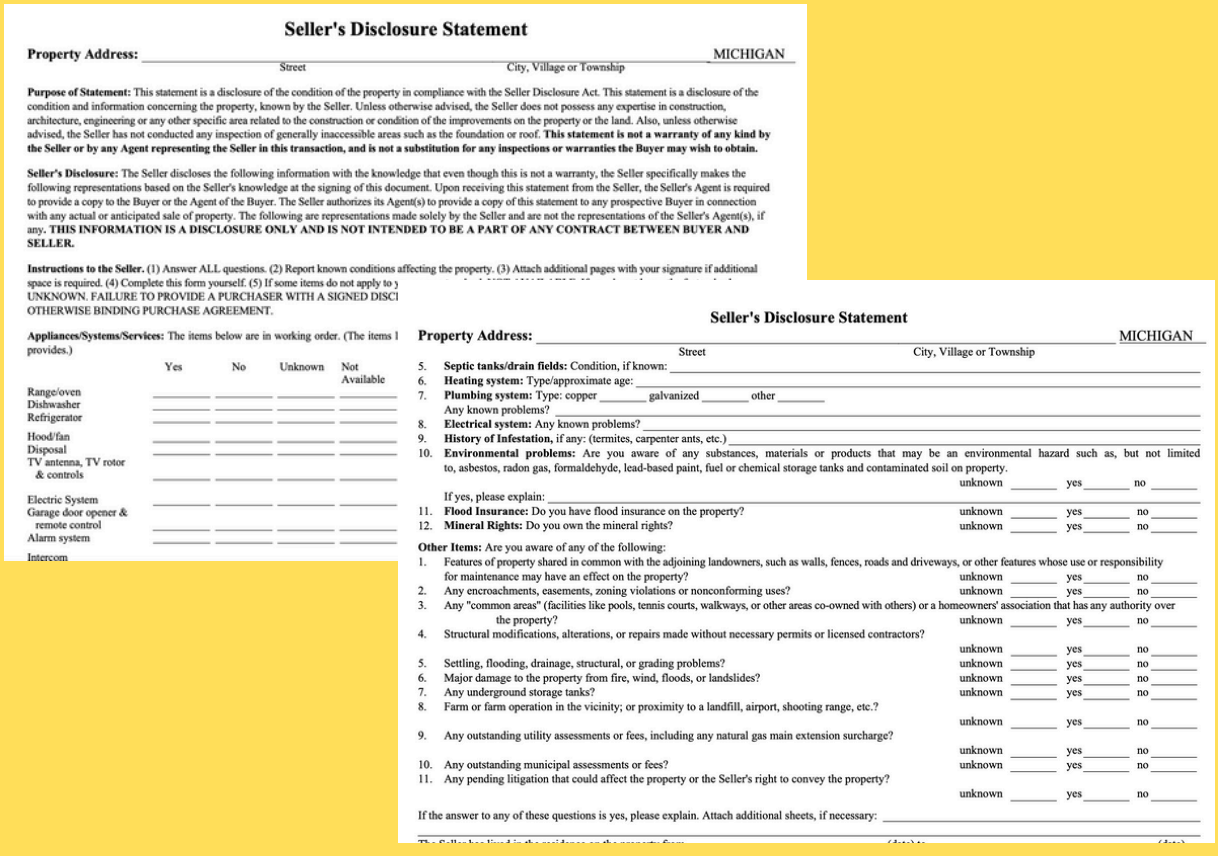
Sellers Disclosure Forms

Every sale in the State of Michigan must have a completed Sellers Disclosure Form, even if you have used the property as an investment. This form must be completed by the owner. Please note your agent cannot fill out these forms for you.

TIPS FOR FILLING OUT SELLERS DISCLOSURES

ALWAYS be truthful when filling out these forms. Failure to disclose could lead to legal action after the home sale. Consult your Realtor with any questions.

When completing the forms please note the following; YES = It works
NO = It doesn't work UNKNOWN = You have it but not sure if it works
NOT AVAILABLE = You don't have it



Seller's Disclosure Statement

Property Address: _____ MICHIGAN
Street City, Village or Township

Purpose of Statement: This statement is a disclosure of the condition of the property in compliance with the Seller Disclosure Act. This statement is a disclosure of the condition and information concerning the property, known by the Seller. Unless otherwise advised, the Seller does not possess any expertise in construction, architecture, engineering or any other specific area related to the construction or condition of the improvements on the property or the land. Also, unless otherwise advised, the Seller has not conducted any inspection of generally inaccessible areas such as the foundation or roof. **This statement is not a warranty of any kind by the Seller or by any Agent representing the Seller in this transaction, and is not a substitution for any inspections or warranties the Buyer may wish to obtain.**

Seller's Disclosure: The Seller discloses the following information with the knowledge that even though this is not a warranty, the Seller specifically makes the following representations based on the Seller's knowledge at the signing of this document. Upon receiving this statement from the Seller, the Seller's Agent is required to provide a copy to the Buyer or the Agent of the Buyer. The Seller authorizes its Agent(s) to provide a copy of this statement to any prospective Buyer in connection with any actual or anticipated sale of property. The following are representations made solely by the Seller and are not the representations of the Seller's Agent(s), if any. **THIS INFORMATION IS A DISCLOSURE ONLY AND IS NOT INTENDED TO BE A PART OF ANY CONTRACT BETWEEN BUYER AND SELLER.**

Instructions to the Seller. (1) Answer ALL questions. (2) Report known conditions affecting the property. (3) Attach additional pages with your signature if additional space is required. (4) Complete this form yourself. (5) If some items do not apply to y
UNKNOWN. FAILURE TO PROVIDE A PURCHASER WITH A SIGNED DISCL
OTHERWISE BINDING PURCHASE AGREEMENT.

Appliances/Systems/Services: The items below are in working order. (The items l
provides.)

	Yes	No	Unknown	Not Available
Range/oven				
Dishwasher				
Refrigerator				
Hood/fan				
Disposal				
TV antenna, TV rotor & controls				
Electric System				
Garage door opener & remote control				
Alarm system				
Intercom				

Seller's Disclosure Statement

Property Address: _____ MICHIGAN
Street City, Village or Township

5. **Septic tanks/drain fields:** Condition, if known: _____
6. **Heating system:** Type/approximate age: _____
7. **Plumbing system:** Type: copper _____ galvanized _____ other _____
Any known problems? _____
8. **Electrical system:** Any known problems? _____
9. **History of Infestation,** if any: (termites, carpenter ants, etc.) _____
10. **Environmental problems:** Are you aware of any substances, materials or products that may be an environmental hazard such as, but not limited to, asbestos, radon gas, formaldehyde, lead-based paint, fuel or chemical storage tanks and contaminated soil on property.
unknown _____ yes _____ no _____
If yes, please explain: _____
11. **Flood Insurance:** Do you have flood insurance on the property? unknown _____ yes _____ no _____
12. **Mineral Rights:** Do you own the mineral rights? unknown _____ yes _____ no _____

Other Items: Are you aware of any of the following:
1. Features of property shared in common with the adjoining landowners, such as walls, fences, roads and driveways, or other features whose use or responsibility for maintenance may have an effect on the property? unknown _____ yes _____ no _____
2. Any encroachments, easements, zoning violations or nonconforming uses? unknown _____ yes _____ no _____
3. Any "common areas" (facilities like pools, tennis courts, walkways, or other areas co-owned with others) or a homeowners' association that has any authority over the property? unknown _____ yes _____ no _____
4. Structural modifications, alterations, or repairs made without necessary permits or licensed contractors? unknown _____ yes _____ no _____
5. Settling, flooding, drainage, structural, or grading problems? unknown _____ yes _____ no _____
6. Major damage to the property from fire, wind, floods, or landslides? unknown _____ yes _____ no _____
7. Any underground storage tanks? unknown _____ yes _____ no _____
8. Farm or farm operation in the vicinity; or proximity to a landfill, airport, shooting range, etc.? unknown _____ yes _____ no _____
9. Any outstanding utility assessments or fees, including any natural gas main extension surcharge? unknown _____ yes _____ no _____
10. Any outstanding municipal assessments or fees? unknown _____ yes _____ no _____
11. Any pending litigation that could affect the property or the Seller's right to convey the property? unknown _____ yes _____ no _____

If the answer to any of these questions is yes, please explain. Attach additional sheets, if necessary: _____

Setting Up Viewings for Your Home

To get the most money for your home we need to attract the most buyers to come and view your home in person. This is done through an app and software program called ShowingTime.

WHAT TO KNOW ABOUT SHOWINGTIME AND VIEWINGS

- You are ALWAYS in control of who can come to visit your home! Never will a buyer, inspector or appraiser enter your home without your permission.
- You MUST let us know of any showing restrictions you have or contact ShowingTime directly by calling 800-379-0057 or support@showingtime.com
- You will be given access to the ShowingTime App when the property goes LIVE - it is not available during the Coming Soon Period.

YOUR RESPONSIBILITIES AS THE HOMEOWNER

- Secure all items including valuables, firearms, pets, and fragile objects.
- Maintain a safe environment for potential buyers including clearing any snow or ice that may be a tripping, or slip hazard.
- Turn off or disengage any recording devices that could affect the buyers' privacy.

ShowingTime for the MLS

ShowingTime Support

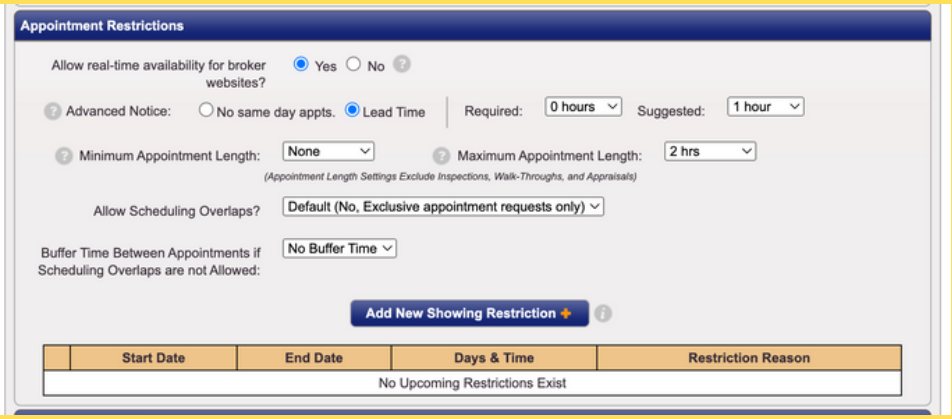
800-379-0057

Setting Up Viewings for Your Home Cont'd

By working together we can make allowing visitors coming into your home as comfortable as possible. Private viewings are the biggest indicator of interested buyers in the marketplace. They allow us to analyze feedback, gauge interest, and get you the most money.

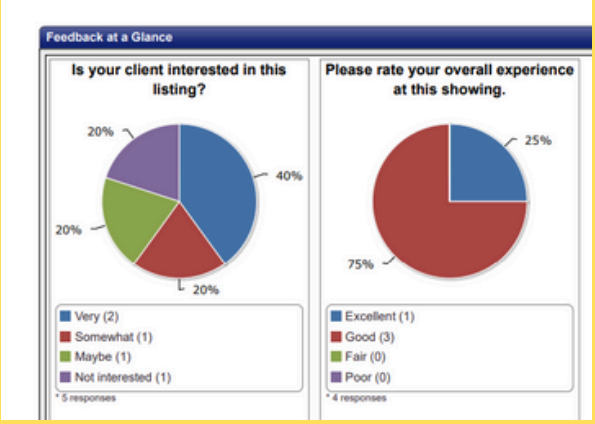
VIEWING TIME, SCHEDULE AND ACCESS

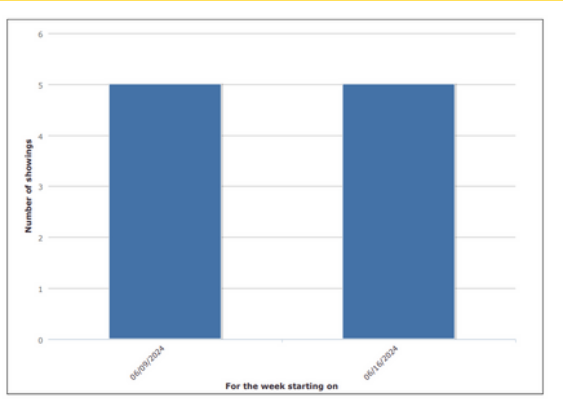
Showing agents will always accompany buyers to your home. They will schedule viewings in 30 minute or one hour time slots. You can deny, approve or reschedule the times (Please offer an alternative time). NOTE: AGENTS MAY NOT SHOW UP AT THE BEGINNING TIME. THIS IS A WINDOW OF TIME AND THEY COULD COME ANY TIME IN THIS WINDOW.



You should not be present for private viewings. Make sure storm doors are not locked. Many agents will leave a card to let you know they made it on time to the viewing. This is standard practice. Please do not contact the showing agents.

FROM THE VIEWINGS WE WILL GATHER FEEDBACK EVERY WEEK





Home Inspection & Appraisal Guide For Sellers

Preparing yourself for the home inspection and appraisal processes is crucial to your sales journey. This guide provides insights into what to expect and how to interpret the findings.

HOME INSPECTION TIPS:

- [ ] You should not be present for the home inspection. The inspector, buyers and agent will be present. Your pets should also not be present.
- [ ] The home inspection will last anywhere from 2-4 hours.
- [ ] Make sure inspector has access to attic, crawl space, mechanicals, etc. Please understand the inspector may get dirt, insulation, etc. in your home.

UNDERSTANDING THE APPRAISAL:

- [ ] Know that appraisals determine the home's market value for the mortgage lender. We may not know the results for 2-3 weeks.
- [ ] Sellers do not have the right to the appraisal report (or home inspection) unless buyer is asking for price reduction or repairs.
- [ ] Be prepared to renegotiate or make decisions if the appraisal comes in lower than the offer price.

POST-INSPECTION/APPRAISAL ACTIONS:

- [ ] Be prepared for potential renegotiation. Understand the next buyer may have the same concerns but you are not required to make repairs, concessions or price reductions.

WHAT COMES AFTER THE INSPECTION & APPRAISAL?

- [ ] The buyers lender (if obtaining a mortgage) will complete the loan.
- [ ] You should proceed with your moving plans, packing, etc. and know your agent is working behind the scenes to assist in closing the sale. You may not hear from us daily (unless you want) but we're available.

Inspections and appraisals are the two biggest hurdles to cross as a seller. They can be emotional, stressful and frustrating. As your trusted advisor we are here to listen to your concerns and protect your fiduciary interests. Go TEAM!

Closing Process Checklist for Sellers

Closing on your new home is the final and most exciting step. This checklist will help you ensure that everything is in order for a smooth closing experience.

REVIEW CLOSING DISCLOSURE:

- [ ] Confirm all financial details are accurate a few days before closing.

FINAL WALKTHROUGH:

- [ ] Purchaser will inspect the property one last time 48 hours before closing.

UTILITIES:

- [ ] Make sure to switch water, gas, electric and trash out of your name.

REQUIRED DOCUMENTATION:

- [ ] Bring all necessary documents, including photo ID, trust documents, etc.

SALE PROCEEDS:

- [ ] You will receive a paper check. If you prefer a wire bring your banking info.

LEAVE HOME IN "BROOM CLEAN" CONDITION:

- [ ] If necessary hire a house cleaner (we can arrange) and remove all old paint cans, building supplies, etc. Buyers do not want extra trash.

AUTOMATED DELIVERIES AND MAIL

- [ ] Change your address on Amazon, Chewy, prescription services, etc.

KEYS AND ACCESS FOR DELAYED POSSESSION:

- [ ] Please lock all keys and garage openers inside the home and leave one key in the lockbox for the buyers agent to access upon departure.

DIGITAL THERMOSTATS, HOME SECURITY, GARAGE CODES

- [ ] Make sure to leave instructions for factory resetting electronics. Write down passcodes and leave behind any manuals for buyer.

Ask questions! We are always here to answer your questions so please do not hesitate to ask for advice, clarification, etc. Go TEAM!

Seller Survival Guide - FAQ

Q. Should I take my appliances or leave them?
A. I know how much you're attached to your avocado green Hotpoint stove, but all of the kitchen appliances should stay.

Q. What about my pet Mountain Lion?
A. It's always best to secure your pets or remove them from the home. This is for their safety, your peace of mind, and the safety of potential buyers. If you have a very scared cat, we have signage that will remind agents to keep doors closed.

Q. Do I have to be in town to close?
A. No need to cancel your SpaceX flight. You will just need a notary.

Q. Will you be there for all of the showings?
A. Unfortunately, my wife would divorce me if I was. However, either myself or one of my buyer specialists will run the open house. Potential buyers will be there with their agent.

Q. Can I yank my TV mounts and curtain rods off the wall, leaving a gaping hole for the buyer to repair?
A. No, please don't. Anything attached to the wall, including TV mounts, speakers, curtain rods, blinds, and shelving, must remain with the property unless excluded in the purchase agreement. This also applies to plants, trees, and fixtures; they must stay unless excluded.

Q. Why is your price different from the price on the Internet?
A. Don't believe everything you see on the Internet; this is how you lose a bunch of cash to a Nigerian Prince (long story). These sites use data collected from other homes in the area but do not consider updates, remodels, basement finishes, etc. I will give you an accurate, detailed market analysis and help you make the improvements to guarantee top dollar.

Q. I haven't heard from you in days, should I send a search party?
A. I'm okay, I hope! LOL. There are parts of the transaction, specifically after the inspection, where you may not hear from me (unless you want to be besties, we can talk every day!). This is because the lender and buyer are working diligently to get the loan approved. Don't worry, I still love you, and my team is working hard for you.

Seller Survival Guide - FAQ Part 2

Q. Should I be home for private viewings, inspections, etc.?
A. Unequivocally no. You should not be there, and neither should your pets. We advise spending the first weekend of viewings away from the home. A licensed Realtor will always be present.

Q. How will I know when buyers want to see my home?
A. Very simple. I have an app for your phone called ShowingTime. You can receive requests or notifications via text, email, call, or push notifications. You will always know when someone is in your home.

Q. What if my house doesn't sell the first weekend?
A. Even though it's a hot seller's market, not every home sells the first weekend, first week, or even the first month. We will evaluate the feedback and see if a price correction or home improvements are necessary. Patience is key.

Q. What documents will I need for closing?
A. A valid license or passport and any documents pertaining to a name change, divorce, estate, etc.

Q. Should I price my home higher because a buyer will want to negotiate?
A. I'm not sure where this theory came from, but it certainly has not been in play in the last decade I've been practicing real estate. With all the information available on the internet, buyers are much more educated. You will lose the opportunity to negotiate upward on price (multiple offers), leave yourself at risk for a lower appraisal, and find yourself quickly chasing the market downward. Price it right and let me do the rest!

Q. Can I keep the earnest money deposit if the buyer backs out?
A. The short answer is no. If the buyer backs out for reasons outlined in the contract (i.e., inspection, financing, attorney review), you are not entitled to it. If there are reasons outside of the contract and you've suffered damages, then maybe, but you will have to go to court if the buyer does not agree.

Seller Survival Guide - FAQ Part 3

Q. How long does it take to close after a contract is signed?
A. Typically, it takes 30-45 days.

Q. Can I stay in my house after closing?
A. Yes! The maximum on a loan is 60 days, but this must be negotiated in the contract. Expect to pay the buyer's mortgage and all utilities during this time.

Q. What type of repairs should I make for maximum value?
A. Unless there is a major structural issue, cosmetic repairs will get you the most value. Carpet, paint, and fixtures top the list.

Q. Should my home be staged?
A. Homes that are lightly staged (think hotel room) show much better, especially in pictures. We offer “staging in place,” where we use what you already have as well as items from our staging collection to make sure your home shows beautifully.

Q. What fees are involved in selling?
A. Aside from real estate commissions, there are title insurance, transfer tax, and recording fees, as well as any open mortgages. I will provide a net sheet for you.

Q. Are FHA and VA offers bad?
A. The difference between these offers and conventional financing is that repairs regarding health and safety may be required by the appraiser. If your home is in generally good condition, you should seriously consider these offers. VA buyers (Veterans) are some of the strongest buyers in the market with steady employment.

Q. What if the buyer asks for repairs after the inspection, should I make them?
A. The buyer probably will ask for repairs as things will come up that may be a surprise to you and to them. You can opt to make the repairs, offer a credit (concession), a combination of both, or nothing at all. I am here to help you!

Q. What happens if my home doesn't appraise? Can I get a copy of the appraisal?
A. The appraiser is assigned randomly by the lender to avoid any bias in the process. The buyer pays for it, and it is theirs. If the appraisal does come in low, we can ask for a copy and potentially challenge it. You do not have to sell for the appraised value. Most often, the buyer and seller come to terms on a new purchase price.

Pricing Your Home for Maximum Value

The most common mistake home sellers make is not pricing their home correctly. This doesn't always mean over pricing your home. Many inexperienced agents under price homes costing their sellers thousands of dollars in hard earned equity.

WHAT TO KNOW ABOUT PRICING YOUR HOME



Pricing your home is a TEAM effort. We will provide you with the most accurate data including recent sales, market activity and improvements for max value.



Homes that stay on the market for a very long time are seen as less desirable to buyers. The longer you are on the market the more buyers will negotiate.



Fair market value will always attract buyers and potentially multiple offers. Over pricing your home will never do this. When in doubt, get an appraisal.

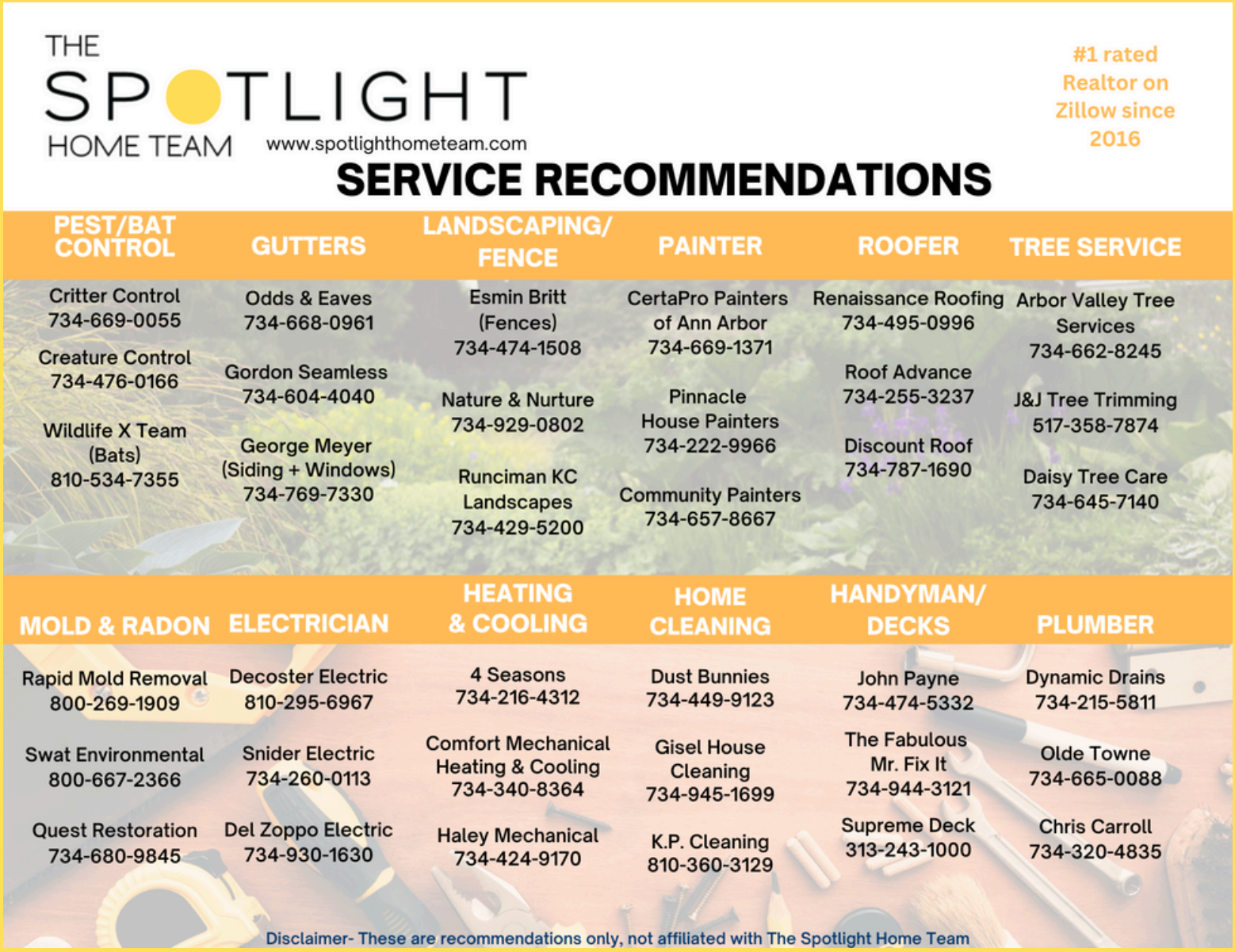
HOME FACTS YOU WOULD LIKE INCLUDED IN THE LISTING

Please list any major improvements you have made since owning the home:

Please tell us what you love about your home, the community and any other information you feel a potential home buyer should know.

THE SPOTLIGHT HOME TEAM

Contractor/Vendor List



We have a trusted network of local contractors that are always available to handle any home repairs. These resources can benefit you as you're getting ready to list your home and for repairs during the transaction.