EXP REALTY

Seller's Guide



Sold by Soni

SOLDBYDONI.COM



Let's get your

HOME SOLD!

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Meet Our Team



Doni Muzzy

Real Estate Consultant



Emma Velasco

Licensed Assistant



Kim and Jim Agemy

Broker/Analytic Partners

What you can expect from us...

- Honesty & Integrity
- Loyalty & Respect
- Responsive & Timely
- Expert Guidance

MEET YOUR AGENT

Hi, I'm Doni..

I'm a Metro Detroit Realtor, but more importantly, I'm a Metro Detroiter.

I've spent years living, working, renovating homes, raising a family, volunteering, and building relationships throughout Southeast Michigan. I know Metro Detroit isn't one giant real estate market. It's hundreds of communities, each with its own personality.

I know the difference between wanting to be near downtown and wanting enough property that your neighbors require binoculars. From Macomb and Oakland Counties to the communities beyond, I understand why one buyer wants walkability while another needs acreage, a pole barn, a four-car garage, 220/240V power, or room for all the toys.

I've been a licensed Realtor since 2017, but I've been renovating and flipping properties since 1996. After my own home was destroyed by fire in 2017, I served as the general contractor for its complete rebuild. That experience means I tend to look beyond countertops and paint colors to understand how a house actually works and what it could become.

My roots here also run through Metro Detroit's automotive, scouting, small-business, and community worlds. I know the neighborhoods, the back roads, the downtowns, and, naturally, quite a few garages.

Because finding a home isn't just about bedrooms and bathrooms. It's about figuring out where your life fits.



Let's Connect

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You can also find me on:



HOME

IS WHERE YOUR STORY BEGINS

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GETTING TO KNOW YOU

Time to Discuss



Let's start with you.

Before we talk about the house, we want to understand your goals. These are the questions we'll work through together at our listing appointment.

Questions We'll Talk Through

- ▢ *Why are you selling?*
- ▢ *Where do you plan on moving?*
- ▢ *What is your timeline for selling?*
- ▢ *Putting the "plan" together.*
- ▢ *What is most important to you when choosing an agent?*

GETTING TO KNOW YOUR HOME

Tell Us the Story of Your Home

Nobody knows this home like you do. Your answers help us market what makes it special — and price it accurately.

How long have you lived here?

What features do you love about your home?

What do you love most about your community?

What updates have you completed in your home?

Anything else we should know about your home?

Updates We've Made

Notes

WHAT IS YOUR HOME WORTH?

Our Comparative Market Analysis

1. Gather recently active listing comps
2. Gather recently sold comps
3. Gather data about the property
4. Gather the property's previous data

BENEFITS TO HIRING US

We don't leave your sale to chance.

Some of the Information We Compare

- Square footage, lot size, home type and year built
- Number of bedrooms and bathrooms
- Neighborhood and school amenities
- Finishes, condition and updates

How We Analyze Your Home

- We use many resources to analyze your home, neighborhood, city, and market.
- Analyzing similar homes sold gives us insight into your home's value.
- We use previous data plus additional resources to identify the "TRUE" value of your home.
- We take a hard look at the competition so we know how to make your home stand out.



CREATING A SHOW-READY HOME

Easy and Quick Tips

When potential buyers come to see your home, you need to make it easy for them to picture living there.

DECLUTTER

- [ ] Declutter kitchen and bathroom countertops.
- [ ] Clean up and declutter the refrigerator and freezer.
- [ ] Declutter all rooms so buyers can see the entire space.

CLEAN & REPAIR

- [ ] Clean the stove and oven.
- [ ] Tighten loose knobs and fixtures.
- [ ] Replace burned-out light bulbs.

THE FINISHING TOUCHES

- [ ] Use natural citrus or clean linen scents so the house smells inviting.
- [ ] Open blinds and curtains to let in as much natural light as possible.
- [ ] Is staging right for you? Ask your agent!

MAKE A GREAT FIRST IMPRESSION



Curb Appeal

Start With the Yard

Declutter the yard and remove toys, tools and garden ornaments. Trim the hedges, mow the lawn and rake the leaves.

Wash It Down

Power wash the porch, deck and patio, and clean the windows inside and out. A clean exterior signals a well-cared-for home.

Fix the Small Things

Repair or replace light fixtures, house numbers and a worn doormat. Small details are the ones buyers notice first.

Create a Welcoming Entry

Plant flowers, add a fresh pot by the door and make the front entry feel like an invitation inside.

Remember the Clock

You only have seconds to make a great first impression. A tidy exterior is what makes your home stand out from the competition.

MARKETING YOUR HOME

Professional Photos & Videos

Photos, Video & Drone

Professionally shot interior, exterior and aerial (drone) photos and video show your home in its best light and help it sell faster.

More Online Clicks

Listings with visually attractive photos see a 139% increase in clicks.

More Buyer Inquiries

Video marketing can increase consumer inquiries by up to 400% over photographs alone. (source: Rechat.com)

Do not underestimate the power of professional photography!

THE POWER OF ONLINE MARKETING

Maximum Exposure

Did you know 97% of all homebuyers used the internet in their home search?

THE MLS

Your home will be featured on the MLS (multiple listing service), which is available only to licensed real estate brokers — the source that feeds every major search site.

THE MAJOR PORTALS

As your REALTOR®, I will list your home on Zillow, Trulia, Homes.com and Realtor.com, which together receive millions of visitors per day.

HUNDREDS OF CONSUMER SITES

We also publish your home on hundreds of additional consumer sites to maximize exposure. Online listings can be viewed anywhere in the world.

SOCIAL MEDIA & OUR GLOBAL BROKERAGE

Your home will be added to all of our social media, and our global brokerage lets us maximize exposure and drive more traffic to your listing.

OUR PROPRIETARY MARKETING PLAN

We have developed a proprietary marketing system that consistently sells homes faster and for more money. Here are some of the pieces.

PROFESSIONAL PHOTOGRAPHY

Interior, exterior and aerial drone photos that show your home in its very best light.
Attractive photos increase online clicks by 139%.

VIDEO MARKETING

Video can increase consumer inquiries by up to 400% over photographs alone. (source: Rechat.com)
Every listing gets a walkthrough video.

LANDING PAGES & CLICK FUNNELS

Custom built for your home to grow its online presence and capture more interested buyers.
Paired with a custom blog post for your property.

PAY-PER-CLICK ADVERTISING

Targeted online ads on Facebook, Google, Instagram, TikTok, LinkedIn and YouTube.
Generating exposure and more buyers for your home.

E-BLASTS & CONSUMER SITES

Email marketing to every licensed agent in our area, plus the thousands of buyers in our database.
Plus hundreds of additional consumer websites.



STEPS TO SELLING YOUR HOME



YOUR MOVING CHECKLIST

PLAN & PURGE — 6 TO 8 WEEKS OUT

- *Set a moving budget*
- *Choose a moving company*
- *Book movers and a truck if needed*
- *Schedule moving day off work*
- *Research your new neighborhood*
- *Measure doorways and furniture for the new place*
- *Schedule utility and internet transfer*
- *Declutter ruthlessly — donate or sell*
- *Gather packing supplies: boxes, tape, labels*
- *Start packing non-essentials, room by room*

NOTIFY & TRANSFER — 4 TO 6 WEEKS OUT

- *Submit your change of address with USPS*
- *Update work, school, family and friends*
- *Bank and credit unions, credit cards, loan agencies*
- *Electricity, water and gas*
- *Internet, phone and cable*
- *Garbage removal and lawn service*
- *Book move-out cleaning*
- *Gym, clubs and organizations*
- *Streaming services and online shopping accounts*
- *Homeowner and renters insurance*
- *Car, health, dental and life insurance*
- *Doctors, dentists and veterinarians*
- *Accountants and attorneys*
- *DMV and voter registration*
- *IRS and Social Security Administration*



WHAT OTHERS SAY

Here's what our clients are saying

FIVE-STAR REVIEWS FROM CLIENTS ACROSS SOUTHEAST MICHIGAN

Doni is an excellent agent.
She does everything in her power to sell your home quickly. Straight shooter and a great person! Would definitely use her services in the future! - Andy Mitchell

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Doni made the entire process smooth and easy. She is extremely knowledgeable and was able to answer all my questions throughout the whole process. If you are looking to buy or sell I highly recommend her! - Randy Wylin

"When we decided to sell our first home together it was a hard choice and very emotional. Doni held our hand through the whole process and made it so easy! Within days of listing we had accepted an offer and closed quickly. It was smooth and seamless on our end." — Latricia Horstman

We'd love to be next!

I LOVE MY COMMUNITY!

Rooted in Macomb and Beyond

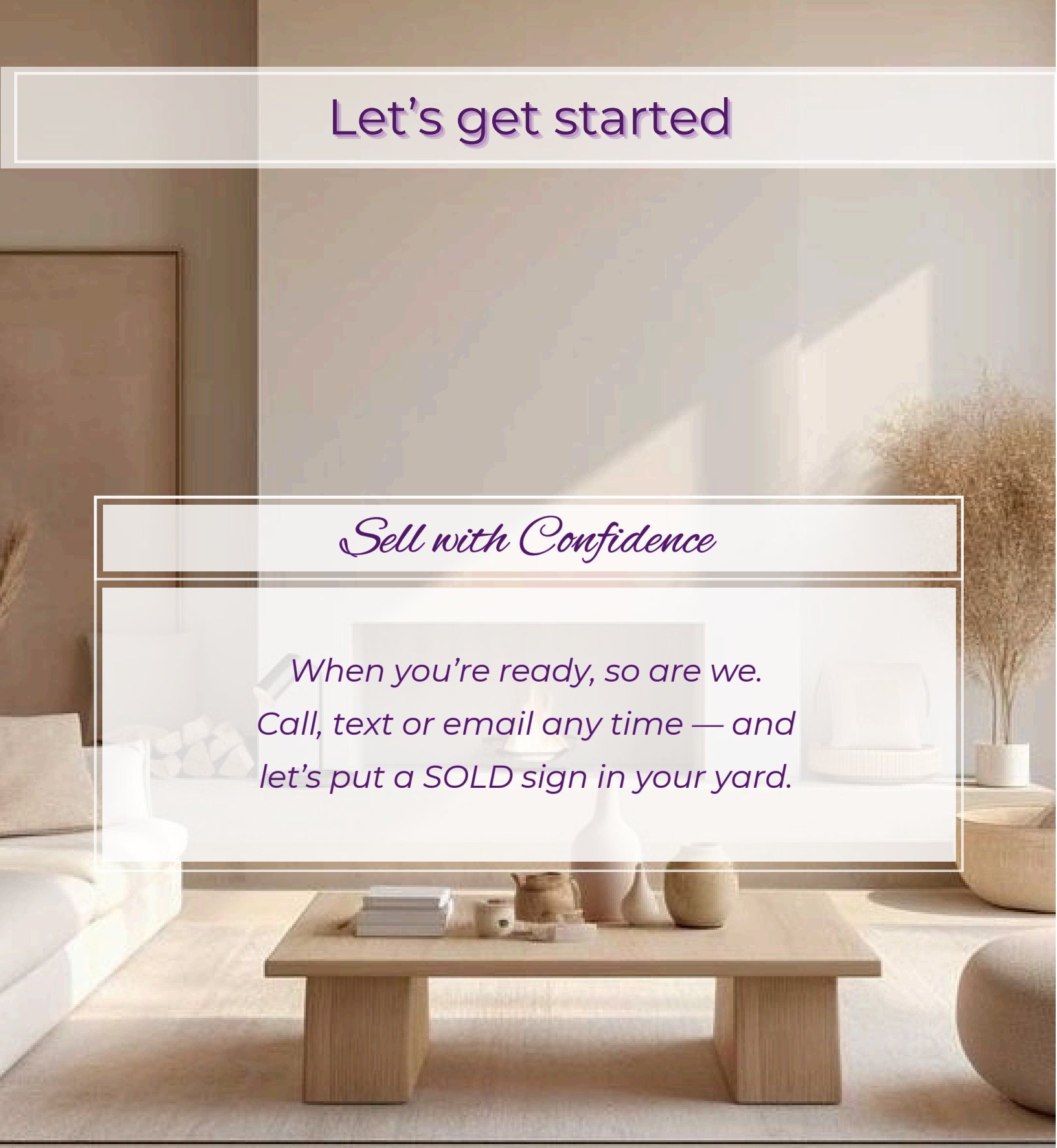
In addition to selling real estate, my family is involved heavily in the community. I have served in multiple leadership and mentoring capacities over the years. My network is huge — and I leverage it for you, whether you need a contractor, a stager, a mover or a good recommendation.

Scouting — my husband Brad and I are seasoned Scouting America leaders, serving through Troop 209 out of Selfridge ANG.

Robotics and RC Social Clubs — mentoring young engineers, and flying with our RC club at vintage and specialty automotive events all year long.

Throttle Gals — a women's empowerment magazine I founded and run.

Let's get started



Sell with Confidence

When you're ready, so are we.
Call, text or email any time — and
let's put a SOLD sign in your yard.