







YOUR HOME SELLER GUIDE

FROM JUST LISTED TO *sold*

MICHELE JONIETZ REALTOR®

YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & and an exceptional client experience.

Hello, I'm Michele, and I'm here to make your home-selling experience as smooth and successful as possible. As your dedicated real estate advisor, I'll guide you through every step of the selling process, ensuring you achieve your goals with confidence and ease. Whether it's connecting you with the perfect buyer or securing top dollar for your property, I take pride in going above and beyond to make your journey in the real estate market truly unique.



Michele Jonietz
REALTOR®

562.619.8560 cell

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12651 Newport Ave. Tustin, CA 92780

WE'RE HERE TO HELP YOU

MICHELE JONIETZ

REAL ESTATE AGENT

As a Southern California native, Michele has called Whittier home for over 30 years where she and her husband have raised their family. Her genuine passion for helping others shines through as she commits to her real estate clients and delivers exceptional service. Michele uses her market knowledge, extensive business and management experience to deliver the results her clients need.



MICHAEL HICKMAN

MANAGER & LEGAL COUNSEL

As a real estate manager and legal counsel, he oversees daily operations, offers coaching to agents, and ensures legal compliance, providing expert advice on transactions and contracts while upholding ethical standards. His combined expertise ensures a successful and compliant real estate environment.



JENNIFER HARTY

DIRECTOR OF MARKETING

Strategic Visionary and Team Leader: Jen is a forward-thinking strategist, driving innovative marketing efforts while leading and inspiring their team to achieve exceptional results.



KELLI MITZNER

TRANSACTION COORDINATOR

Meticulous Real Estate Coordinator: Efficiently manages property transactions, coordinating communication, paperwork, and timelines for successful deals.



SEVEN GABLES
REAL ESTATE

michelejonietz

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DRE #02202345 | SG DRE #00745605

Home Selling Timeline

STEP ONE

1

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

2

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by a local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

3

Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

STEP FOUR

4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs. and move out. After you sign the documents., it's time to celebrate because the home sale is complete.







About Your Home

HELP ME UNDERSTAND YOUR HOME

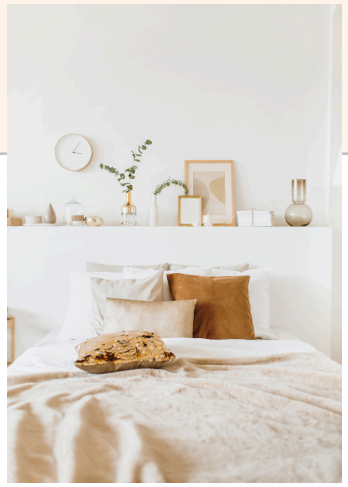
- ✓ What drew you to this home when you bought it?
- ✓ What is your favorite feature of your home?
- ✓ What do you like most about your neighborhood?
- ✓ What are your favorite nearby attractions and amenities?
- ✓ What don't you like about your home?

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS







01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Advisor, I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.

The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.

The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.

Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.







SELLING YOUR HOME

My Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. My goal is to attract the greatest amount of buyers as soon as your home hits the market.

My goal is to price your home correctly the first time.

MULTI-CHANNEL MARKETING

Marketing Deep Dive

Signage

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- High-quality signs designed to stand out
- Generates interest in your property

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of every property corner



I'm going the extra mile to get your home sold fast



Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for a broader reach
- Targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads

Exclusive Services

- Provide weekly status updates for consistent communication
- Host Open House events and neighborhood previews
- The team is available for appointments seven days a week
- Maximum flexibility and accessibility
- Include complimentary professional home staging consultations
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

WHAT YOU NEED TO KNOW

About Commission

01.

Commission is Negotiable

My commission rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are not set by law. We can set a commission rate that reflects the value you will receive and the results you're aiming for.

02.

What Does it Pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

03.

Keeping it off the MLS

NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage. We can still offer buyer concessions on the MLS.



SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house and hide personal items
- Create a list for the photographer of areas of your home your want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be open
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



YOUR HOME MATTERS

Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

Michele Jonietz



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Your Friendly Hills Neighbor

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