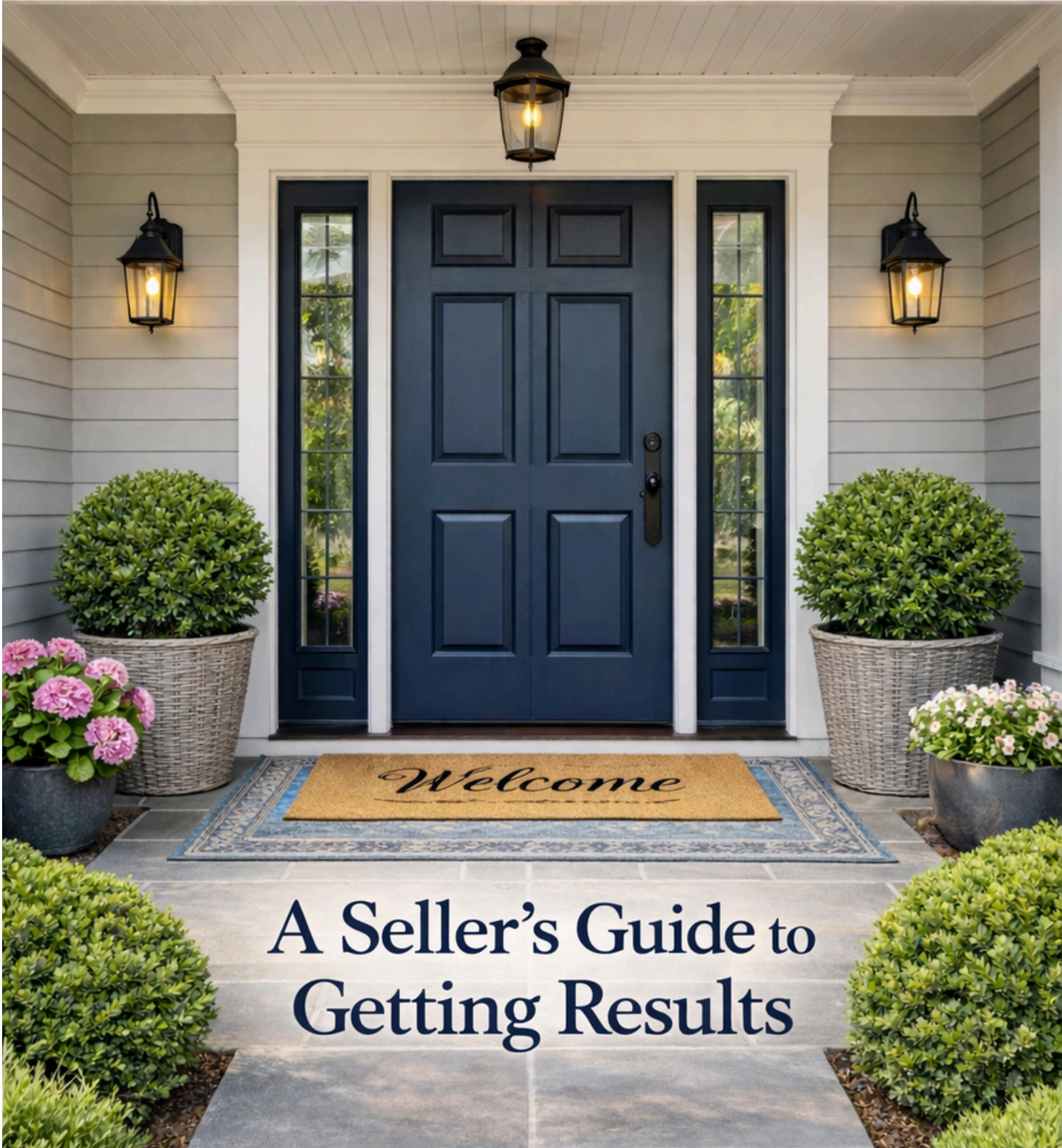


EXPERTS IN REAL ESTATE



A Seller's Guide to Getting Results

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Preview Properties



Absolutely committed to continually improving our customer / client relationships.

~ Our Quality Policy

Preview Properties is a full-service real estate team based in downtown Brighton, Michigan with an office in the Lansing area, helping clients buy, sell, lease, and invest in properties across Michigan. We handle residential homes, new construction, vacant land, and commercial real estate, giving clients a one-stop shop for nearly any type of transaction. With a team of experienced agents, we focus on communication, professionalism, and using modern tools to keep clients informed and confident throughout the process.

Our team members performance over the last 10 years:



2,690
properties sold



\$663,000,000
in sales



336 years combined
experience

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Why Work With a Preview Properties Agent?



Expert Guidance

We guide sellers through pricing strategy, market timing, required disclosures, and contract negotiations—positioning your home to attract strong offers and close smoothly.



Objective Advice

You get straightforward guidance focused on protecting your equity and achieving the best possible outcome.



More Selling Power

We expose your home to the widest pool of qualified buyers through MLS distribution, Keller Williams' agent network, major real estate websites, and targeted buyer outreach.



Strong Negotiation

We represent your interests: negotiating price, terms, and inspections to put you in the best position.



Current Market Expertise

Laws change. Markets shift. We stay current so you don't have to.



Steady, Ethical Support

Selling a home can be emotional. We stay calm, professional, and always act in your best interest.

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The Right Choice

Scott Bohlen Realtor

- 📞 Cell (586) 709-0354
- 📞 Office (810) 220-0000
- ✉️ scott@scottbohlen.com



Taking care of clients and helping them achieve their goals is what I love about real estate. After 24+ years of assisting over 1,400 clients buy or sell a home in both challenging and prosperous economic times, the lessons I have learned and experiences I have had allow me to provide the best possible advice to my clients. My experience includes residential, vacant land, development properties, investment properties and commercial properties. I would love the opportunity to help you achieve your real estate goals.

- Member
 - Livingston County Association of Realtors (LCAR)
 - Michigan Association of Realtors
 - National Association of Realtors



If you do a deal with me you get to use our moving truck for free!

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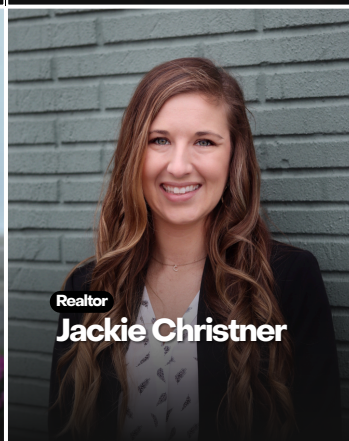
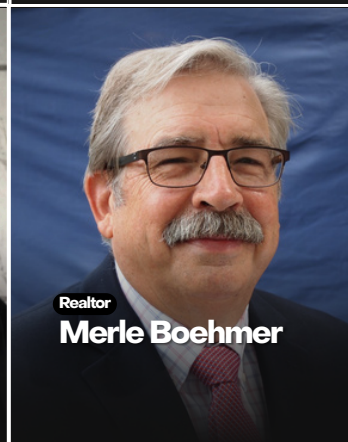
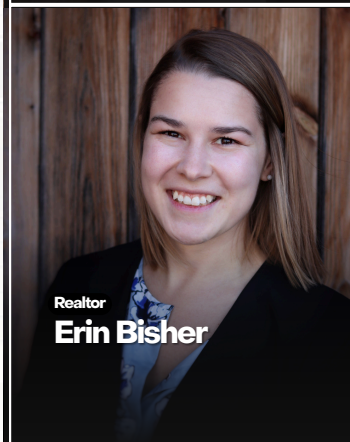
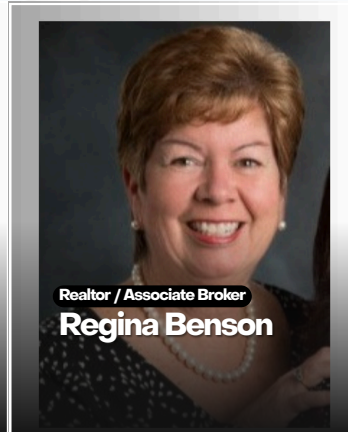
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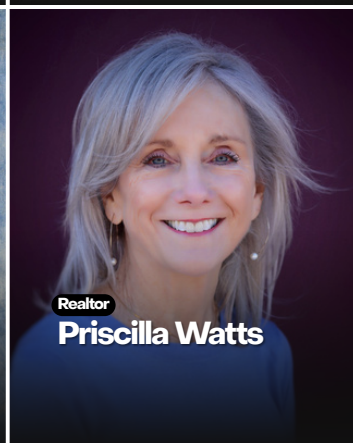
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Our Team



Our Team



My Job



SELLER'S AGENT RESPONSIBILITIES

- ✓ Help the seller price the home strategically
- ✓ List the home on the Multiple Listing Service (MLS)
- ✓ Provide professional photography and virtual tours
- ✓ Promote the home on social media
- ✓ Schedule showings with buyers' agents
- ✓ Review all offers with the seller in detail
- ✓ Negotiate favorable terms for the seller
- ✓ Prepare and review contracts and paperwork
- ✓ Coordinate with lenders and title companies
- ✓ Keep the seller informed with feedback and updates

WHEN YOU CHOOSE ME

EXPERIENCE

With years of experience in real estate, I've guided clients through all types of markets and situations. You can count on me to handle every step with professionalism.

AVAILABILITY & COMMITMENT

I'm responsive, dependable, and here for you when it matters most. I take pride in keeping you informed throughout the entire process.

LOCAL KNOWLEDGE

I know the neighborhoods, school districts, market trends, and what makes each area unique. This local insight helps you make confident, well-informed decisions.

TEAM SUPPORT

Preview Properties, powered by Keller Williams, blends local market expertise with the strength of a world-class real estate brand. My clients benefit from proven systems, advanced technology, and a collaborative network designed to deliver results.

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Setting Expectations

Communication:

To make sure we work well together, we want to know what kind of communication works best for you. Text, email, phone—whatever you prefer is fine with us. Just let us know what you like. We want this whole process to feel easy and comfortable, so keeping the conversation open and simple is the goal.



We Are Here For You:

Schedules vary, but keeping you informed and supported is always our priority. If you need to reach us and we're tied up, leave a message and we'll follow up as soon as we can. If an urgent matter arises, you are welcome to send a text or email, and we will make every effort to address it promptly. If we're in a key negotiation period, we'll adjust as needed so you're fully supported.

Staying Informed:

You can count on regular updates from us throughout your real estate journey. I'll keep you informed about buyer feedback, new competition, market changes, and key milestones so you always know where things stand and what's coming next.

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Compensation

As you've probably heard, the National Association of REALTORS® recently instituted changes to bring more transparency to the home buying and selling process. In March 2024, NAR agreed to a settlement to resolve nationwide lawsuits alleging that longstanding commission practices prevented competition and artificially inflated real-estate transaction costs.

Here Are Five Key Takeaways.



Buyers now sign a written agreement with an agent before touring a home. In this agreement, you can negotiate the length and terms of the agent's representation, including the services they provide and the amount or rate of their compensation.



In these agreements, an Exclusive Buyer Agency Agreement, agent compensation must be clearly stated: the amount or rate of compensation or how this amount will be determined. This compensation is fully negotiable between you and your agent.



Home sellers cannot advertise offers of compensation on a Multiple Listing Service (MLS).



On the MLS, sellers can state they are willing to discuss concessions with the buyer. An example of a concession is offering to pay the buyer's closing costs.



Whether you are a buyer or a seller, agent compensation remains fully negotiable and is not set by law.

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Selling Price



When you choose me as your agent, in our first meeting, I'll ask you to walk me through your home—its history, condition, and standout features. Knowing the full picture upfront helps us avoid surprises later and puts us in a stronger position when buyers come along.

QUESTIONS TO ANSWER:

- Why are you selling the house?
- What's Included in the sale?
- Any problems with neighbors?
- Any concerns with the house?
- Any structural issues?
- Age of house components?
- Any recent repairs?
- What you liked most?
- What you didn't like most?
- What is your timeline?
- What are some nearby attractions and amenities?
- Would you consider pre-inspection, to include an attic inspection

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Market Analysis

This Comparative Market Analysis will help to determine the correct selling price of your home. Ultimately, the correct selling price is the highest possible price the market will bear and depends on current market conditions.

A market analysis is divided into three categories:

1. Comparable homes that are currently for sale
2. Comparable homes that recently sold
3. Comparable homes that failed to sell, if any

Looking at similar homes that are currently offered for sale, we can assess the alternatives that a serious buyer has to choose from. We can also be sure that we are not underpricing your home.

Looking at similar homes that were sold in the past few months, we can see a clear picture of how the market has valued homes that are comparable to yours. Banks and other lending institutions also analyze these sales to determine how much they can lend to qualified buyers.



Looking at similar homes that failed to sell, we can avoid pricing at a level that would not attract buyers.

This Comparative Market Analysis has been carefully prepared for you, analyzing homes similar to yours. The aim of this market analysis is to achieve the maximum selling price for your home, while being able to sell your home within a relatively short period of time.

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Getting Your Home Sold

Focus on What Buyers Notice First

PRICE IT RIGHT

Start with a competitive price based on recent sales. Overpricing leads to fewer showings and longer time on market. A well-priced home attracts more buyers and potential offers.

DECLUTTER & CLEAN

Clear out personal items and deep clean the home. A neat, neutral space helps buyers picture themselves living there and makes your home feel move-in ready.

PHOTOS & SHOWINGS

High-quality photos bring more online views and in-person visits. Make your home easy to show—be flexible with appointments to avoid missing serious buyers.



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Preparing to List

Prepare the Home



PAINTING & DETAILS

- Touch Up Interior Door Paint
- Re-caulk Baseboards & Touch Up Paint
- Remove Nails In The Wall and Patch
- Re-caulk Showers & Tubs
- Replace Lightbulbs
- Replace Air Filters
- Remove Personal Portraits & Decor
- Add Plants or Greenery Around The Home



EXTERIOR

- Clean Window Wells & Wash Windows
- Sweep or Pressure Wash Patio & Deck
- Clean Up After Pets in Yard
- Paint Front Door
- Add Plants & a New Doormat to the Front Porch
- Pull Weeds & Add Fresh Mulch or Rocks

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Preparing to List

Prepare the home

CLEANING

- Dust Shelves & Artwork
- Dust & Clean Light Fixtures
- Wipe Down Vent Covers & Air Returns
- Deep Clean Bathrooms & Kitchen
- Clean Kitchen Appliances
- Clean Kitchen Cabinets
- Wash Windows
- Wipe Down Walls
- Clean Switch Plates
- Wipe Down Baseboards
- Clean Window Sills & Ledges
- Make and Tidy Beds
- Clean Carpets
- Clean Out Fireplace If Applicable



ORGANIZE & DECLUTTER

- Pantry, Fridge & Freezer
- Drawers in Kitchen
- Bookcases
- Closets
- Storage Areas
- Linen Closet
- Surfaces & Counters
- Dressers & Shelves
- Floor Space
- Garage & Shed

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Marketing

PROFESSIONAL PHOTOGRAPHY

We hire a professional photographer to capture bright, high-quality images—and when needed, video walkthroughs, drone footage, and/or floorplans – to showcase your home in the best light online and in print. Great visuals help your listing stand out and attract more buyers.

ONLINE EXPOSURE

Your home will be listed on the Multiple Listing Service (MLS) and syndicated to top real estate websites like Zillow, Realtor.com, Redfin, and Homes.com. We'll also promote it through social media platforms to reach active buyers searching in your area.

PRINT & LOCAL MARKETING

In addition to digital efforts, we use proven print marketing like just listed postcards, flyers, and neighborhood letters to reach local buyers and neighbors who may know someone looking to move nearby. Sometimes a buyer is closer than you think—especially in tight-knit communities.



AGENT-TO-AGENT NETWORKING

Sometimes the right buyer comes from another agent's network. Preview Properties has partnered with Keller Williams Living, giving us access to an extensive agent network to promote your property. This ensures your property is seen by agents who are already working with qualified buyers and ready to take action—maximizing exposure and opportunity from day one.

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Showings

When your home is listed for sale, I will schedule any showing requests. Buyers' agents will request specific time slots, and you can approve or decline any showings based on your availability or preferences. Showings typically last 15 to 60 minutes. Here are things you need to take into consideration when thinking about showings of your property.



Leave for Showings

It can make a buyer feel uncomfortable if a seller is still home for a showing. Vacate the property for showings.



Flexible

Be as flexible as possible to accommodate showings.



Informed

Make sure everyone in the home is aware of showing appointments.



Safety

Shovel snow and salt any icy surfaces outside during winter.



Daily Cleaning

Wipe down surfaces and clean up daily messes when leaving for the day.



Four-legged Friends

Pick up pet toys and keep pet areas tidy.



Odors

Avoid cooking with strong spices & keep trash cans emptied.



Natural Light

Keep blinds and shades open to allow for the flow of natural light.



Personal Items

Be sure to remove prescriptions, personal items, firearms, etc. from the home or keep them in a safe place.

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Closing Costs

COST OF SELLING

AGENT COMMISSION

The largest cost for most sellers is the real estate agent commission, typically 5% to 6% of the sale price. This amount is usually split between the listing agent and the buyer's agent.

MOVING EXPENSES

Don't forget to budget for moving costs. This includes hiring movers, renting a truck, buying packing supplies, and possibly storing your belongings temporarily.

REPAIR AND IMPROVEMENTS

Many sellers invest in repairs or cosmetic updates before listing. This could include painting, fixing leaks, or upgrading fixtures.

MORTGAGE PAYOFF

If you still owe money on your mortgage, the remaining balance will be paid off at closing. This amount will be subtracted from the sale proceeds.

BUYER CREDITS

Optional, but sometimes offered after inspection to cover requested repairs or closing costs.



CLOSING COSTS

- Title insurance (owner's policy) – Protects the buyer from future title disputes; varies by home value.
- Escrow or settlement fees – Covers document handling, fund distribution, and closing coordination.
- Transfer taxes – Local government charges based on sale price; in Michigan is a total of 0.86% of sales price
- Attorney fees – This is optional for contract review; usually \$500–\$1,500.
- HOA fees and document prep – Includes HOA resale package and transfer fees
- Property taxes – Seller pays property taxes owed up to the closing date.



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Receiving Offers

There are many factors to consider when deciding which offer is best for you. It's not just the highest priced offer:

Contingencies

The fewer contingencies and the shortest closing time period is usually best.

Cash or Finance

An all-cash offer is usually preferred over a financed offer. With a cash offer, the seller doesn't usually need to worry about a bank approving a buyer's finances or approved values.

Pre-Approval

A buyer who is already pre-approved or has a mortgage commitment assures the seller that the buyer can get financing.

Loan Type

VA and FHA loans are designed to help more buyers qualify for homeownership and often come with protections that ensure the property meets certain standards.

Timeline

Some Buyers may be able to close more quickly than others. Generally speaking, cash offers can close quicker than financed sales.

Appraisal Gap

In the current market, buyers sometimes write offers for over list price. A strong offer will address how a buyer would handle a gap in the appraiser value versus purchase price.

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REAL ESTATE. MADE SIMPLE.

Finish Line

Accepted Offer

- An offer can be rejected, accepted or countered.
- After acceptance, all parties sign documents.

Inspection Period

- Any agreed upon inspections can be completed.
- Negotiate any repairs if needed.

Appraisal

- A third party verifies that the home is worth the mortgage value and purchase price.

Schedule Your Move

- Schedule your move to happen before closing day unless you have negotiated occupancy after closing. Be aware closings can be delayed due to factors outside of your control.

Repair and Clean

- Complete any agreed-upon repairs & provide receipts to the buyer.
- Contracts generally require that the home be in “broom clean” condition before closing. With personal property removed.

Occupancy

- When you must vacate the property and turn possession over to the new owners. This happens at closing or on a later date agreed to in the purchase contract.

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Seller's Move-Out Check List

Remove All Personal Belongings

- Remove all furniture, décor, and personal items
- Clear out basements, garages, sheds, and outdoor areas
- Do not leave items behind unless specifically agreed to in writing

Leave the Home "Broom Clean"

- Sweep or vacuum all floors
- Clean all surfaces
- Remove all trash and debris
- Remove leftover materials

(The home does not need to be deep cleaned, but it should be reasonably clean and empty.)

Leave Fixtures & Included Items

- Light fixtures
- Built-in items
- Appliances
- Mounted items (unless excluded) Do not remove fixtures after the final walkthrough.

Avoid Damage

- Protect floors, walls, doors, and trim during move-out
- Repair any accidental damage immediately
- The home should be in substantially the same condition as when under contract

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Seller's Move-Out Check List

Leave the following at the home:

- All keys
- Garage door openers
- Access cards, remotes, and codes
- Appliance manuals and warranties (if available)
- Utilities on through closing and possession (if applicable)
Gas, electric, trash, mail, cable and internet

Final Walkthrough Reminder

- The buyer will complete a final walkthrough before closing
- If anything unexpected comes up, contact your agent right away

Why This Matters

- A smooth final walkthrough
- A successful closing
- A positive experience for everyone involved

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Congratulations!

While selling your home may end the selling process, we hope it's just the beginning of our relationship. We stay in touch with our clients and remain a resource for real estate questions, neighborhood info, and trusted vendor referrals.

You'll receive periodic community updates and market reports so that you always know what's happening in your area. Our goal is to support you as you move toward your next chapter in life.

We are grateful that many clients share their experience with friends and family, allowing us to build a referral-based business focused on helping people—not searching for new leads. If you've enjoyed working with us, we would truly appreciate you spreading the word.

Thank you for the privilege of helping you with your home!



Give us a review



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Local Information

Utilities

DTE - 800-477-4747

Consumers Energy -800-477-5050

Internet

Comcast - 800-934-6489 - www.xfinity.com

Wow Internet - 866-496-9669 - www.wowway.com

We can give you a list of trash removal services and local township phone numbers.

Schools

Brighton Area Schools

810-229-4000 - www.brightonk12.com

Fowlerville Community Schools

517-223-6000 -

www.fowlervilleschools.org

Hartland Consolidated Schools

810-626-2100 - www.hartlandschools.us

Howell Public Schools District

517-548-6200 - www.howellschools.com

Pinckney Community Schools

810-225-3900 -

www.pinckneypirates.org

Livingston Educational Service Agency

517-546-5550 - www.livingstonesa.org

If shopping outside of this area we can provide contact information and phone numbers for your local community.



For a complete list of our preferred vendors please visit www.previewproperties.com/preferredvendors or scan the QR Code.

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Don't Just Take Our Word For It

Scott seemed to know the perfect photographer and put everything together in easy steps to ensure success. He listened to my concerns and evaluated everything with careful consideration, knowledge and professionalism. Thanks for making something that can be so hard and making it easy!

Lori and Andrew Flesissner - South Lyon

We knew right away Scott was the realtor we wanted to work with. He is a great guy, very knowledgeable and professional. He was always available to answer our questions and give his advice. He made the process of selling a home, which many times can be extremely stressful, easy and smooth.

Bill and Doris Highland - 1725 Clover Ridge - Howell

My wife and I have purchased four homes and sold two with Scott. If you're someone who doesn't enjoy working with a knowledgeable, patient, helpful, respectful real estate agent who keeps their clients' needs front and center and who has high character as integrity, then don't work with Scott. But if you DO value those things when partnering with a real estate professional, then give him a call. He and his team that he leads at Preview Properties are, as stated previously, simply the best!

Josh and Ginny Yurich - Pinckney

Scott did a great job selling my house and was very easy to work with. He went above and beyond what was necessary which led to the house selling above asking price!! We would highly recommend him to anyone! We've now used Scott to buy a house, sell a house and buy property...all three experiences were awesome.

Dave and Katie Kempeinen - Howell

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