



MI
MIKE MELDRUM
ASSOCIATES

The Seller's Guide

A GUIDE TO PREPARE YOUR HOME TO SELL



OUR Promise

Congratulations on your decision to jump into the real estate market — it's a big step, and we're honored to be part of it!

At Mike Meldrum Associates, you're not just working with one agent — you're backed by a full team. We're here to support each other just as much as we're here to support you. That means we can move quickly, accommodate your schedule, and make sure nothing slows you down. You may work with several members of our team throughout the process — and that's by design. Whether it's scheduling showings, negotiating offers, or coordinating next steps, someone will always be ready to jump in and keep things moving.

Our promise is to guide you every step of the way with clear communication, expert advice, smart strategy, and a level of care that keeps your goals at the center of everything we do. With years of experience, deep local knowledge, and a customized marketing approach, we're committed to making your real estate journey as smooth and successful as possible.

If you love the service and support you receive, the best compliment you can give us is a referral. We'd be grateful if you shared our name with friends or family (or passed their info along to us) who may be thinking about buying or selling — and we'll take great care of them, just like we have with you.

Overview

OF THE HOME SELLING PROCESS

Whether you're ready to sell or just starting to seriously think about it, there's a lot to consider — and we're here to help you every step of the way. With so much info online, you've probably already started looking at what homes in your area are selling for and how yours might compare. That's a great first step! Take a little time to explore what's out there, and when you're ready (or have questions), just reach out. We'll walk you through our below process, talk strategy, and make sure you feel confident from start to sold.

1 MARKET ANALYSIS

We'll provide a full market analysis, but encourage you to explore on your own too.



2 INITIAL MEETING

Discuss pricing, strategies & expectations



3 PREPARE HOME

Install lockbox with extra keys and order yard sign installation



4 PHOTOSHOOT

Hire photographer and talk about best preparation strategies



5 MARKETING

Create Listing

Craft MLS listing to highlight best features of your home and broadcast to online listing sites



Reach Out To Agents

Custom marketing plan begins with "pre-listing" email to all agents in brokerage



"Just Listed" Campaign

Email sent to our database and personal messages sent to clients with particular interest

Internet Campaign

Social media campaign crafts a story of your home and target clients and non-clients



6 SHOWINGS!

All showings will be confirmed by you and potential buyers will be pre-qualified by us



7 WEEKLY REVIEWS

Weekly emails will be sent reviewing all activity on your home's listing



8 CLOSING DAY

Sign the paperwork, hand over the keys & celebrate—it's officially SOLD!



MARKET ANALYSIS

Understanding

THE CURRENT REAL ESTATE MARKET

The real estate market is constantly changing, and understanding whether we're in a buyer's market or a seller's market, and what that means, can make a big difference in your home search. Knowing the current market helps set realistic expectations and shapes how we strategize to get you into the right home at the right price.



MARKET ANALYSIS

The Three Parties

INVOLVED IN SELLING YOUR HOME

When it comes to selling your home, there are three key players: the market, the seller, and the agent. The market sets the stage — factors like the economy, interest rates, and buyer competition all influence what your home is worth and how quickly it might sell. The seller controls the sales terms, price, and condition and presentation of the home — from staging to flexibility on showings. And the agent brings it all together, using strategy, marketing, and negotiation to position your home for success and guide you through every step of the process.

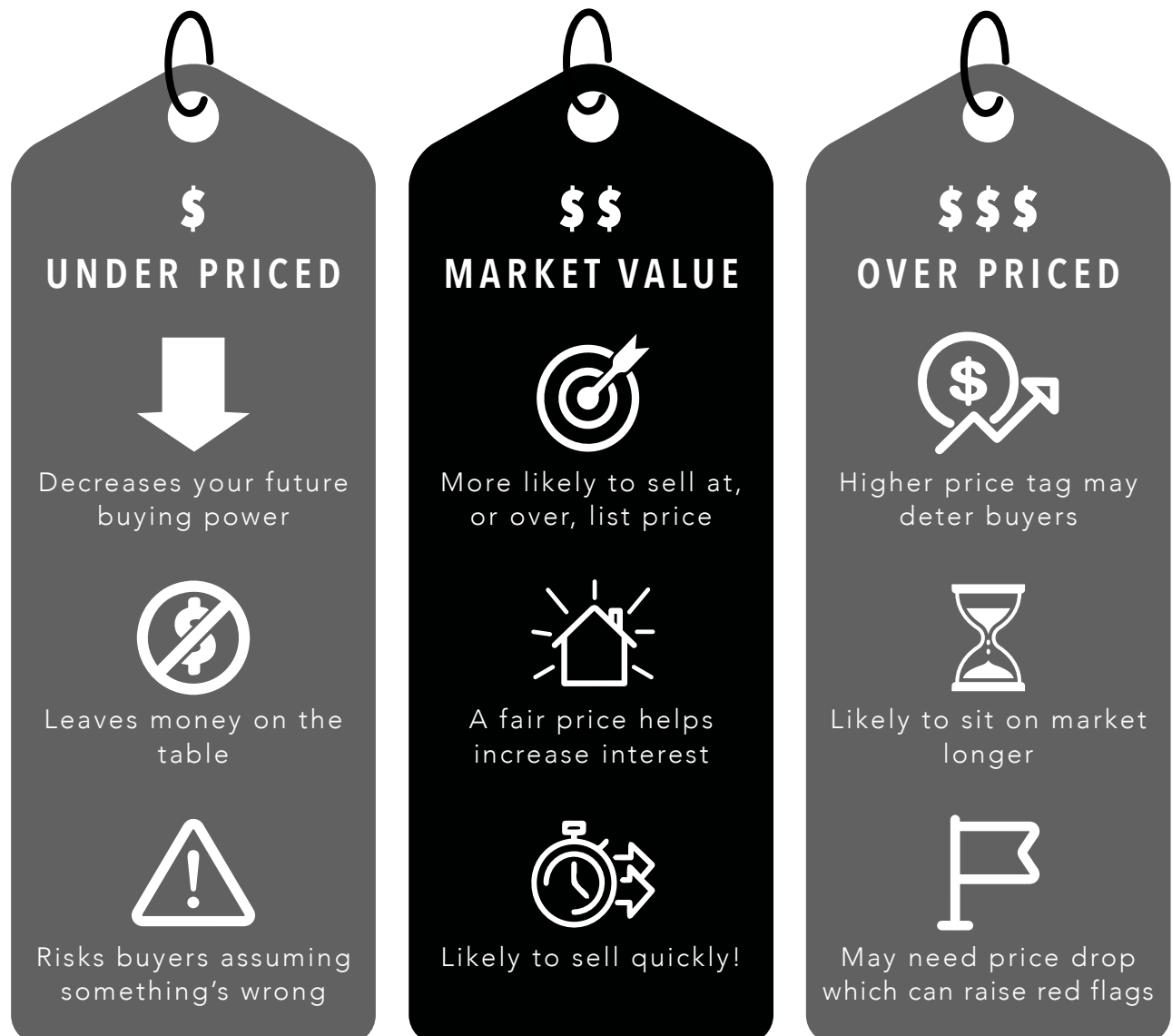


INITIAL MEETING

Strategic Pricing

TO SELL QUICKLY

When it comes to setting the right price for your house, the goal is to increase visibility and drive more buyers your way. When you price it competitively from the start, you won't be negotiating with one buyer. Instead, you're more likely to have multiple buyers interested in the house, potentially increasing the final sales price.



INITIAL MEETING

Setting Expectations

WORKING TOGETHER FOR A SMOOTH SALE

Selling your home is a team effort—and we're here to guide you every step of the way! To make the process as smooth and successful as possible, it helps to know what you can expect from us, and what we'll need from you in return.

WHAT YOU CAN EXPECT FROM US

Expert Guidance: We'll provide honest advice, current market insights, and a strategic pricing plan.

Professional Marketing: From high-quality photos and online exposure to open houses and targeted promotions, we'll showcase your home at its best.

Clear Communication: We'll keep you updated regularly and be available to answer questions whenever they come up.

Strong Negotiation: We'll advocate for your best interests and work to get you top dollar.

WHAT WE ASK FROM YOU

Open Communication: Let us know your goals, timelines, and concerns so we can tailor our approach.

Flexibility for Showings: The more available your home is to potential buyers, the better your chances of a quick sale.

Keep Things Tidy: A clean, clutter-free space makes a strong first impression.

Trust the Process: We're on your side and will always be upfront—even if it means having tough conversations about pricing or feedback.

We're in this together- one team, one goal: getting your home sold with confidence and care.



What is a seller's agent?

As a seller's agent we will always promote the best interests of you, the seller. We will fully disclose all known facts that may or may not influence your decision to accept an offer to purchase. We'll keep your motivation for selling confidential and we will disclose to you all known information about the identity of all buyers and their willingness to complete the sale or offer a higher price.

What's the Deal

WITH COMMISSIONS?

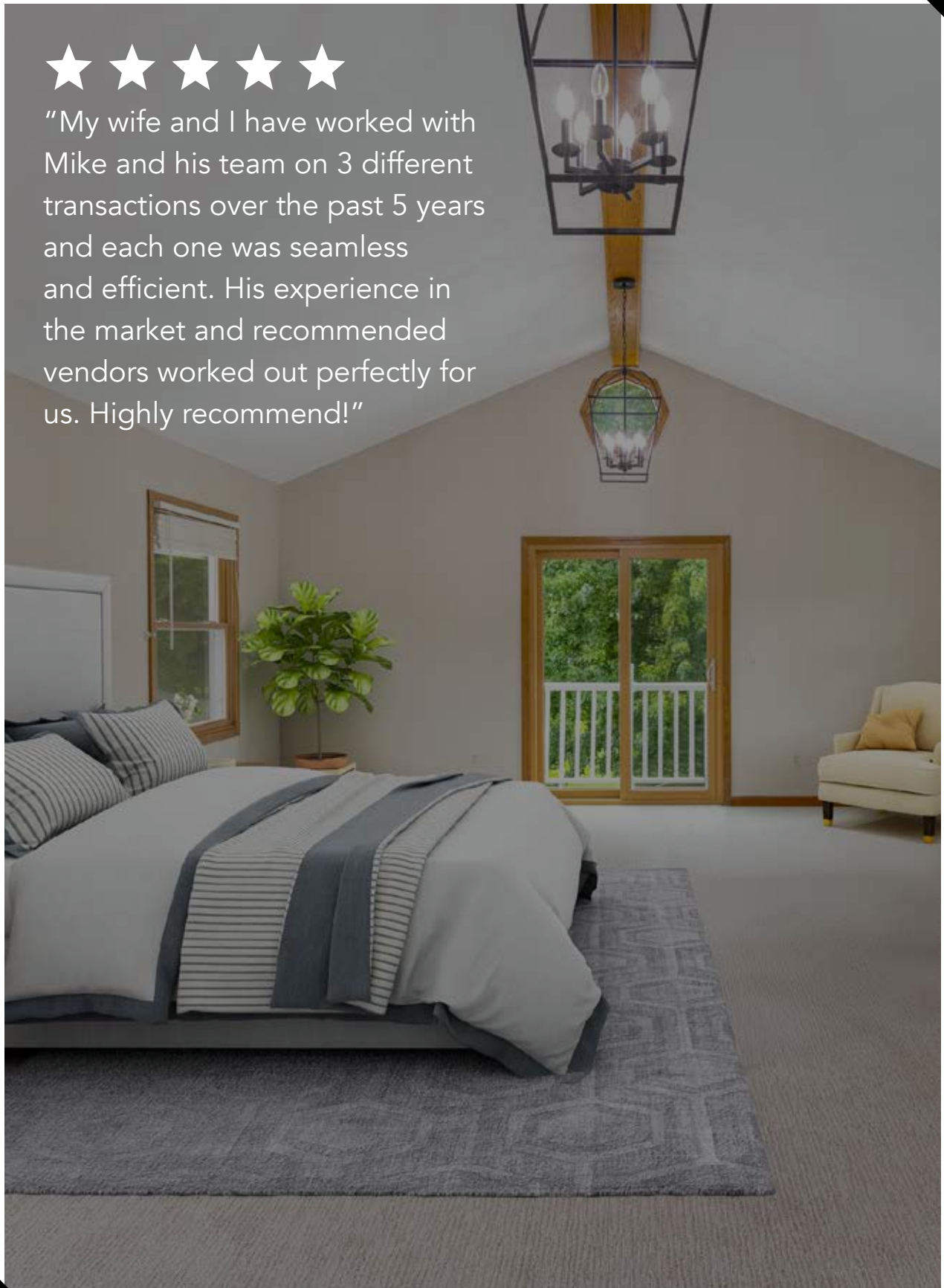
Let's talk about the part everyone wonders about: commission fees. When you sell your home with a real estate agent, the commission is typically a percentage of the sale price, shared between the listing agent and the buyer's agent. This fee covers everything from marketing your home to negotiating offers and guiding you all the way to closing.

There are several different ways commission can be structured, adjusted, and divided depending on how the buyer is procured & the buyers' negotiations — and we're happy to walk you through your options. At Mike Meldrum Associates, we believe in earning every dollar — with personalized service, expert strategy, and a full team behind you every step of the way.

LISTING AGENT BRINGS BUYER (No Buyer's Agent) 3% To Listing Agent 1-2% To Listing Agent For Procuring Buyer (negotiable) <hr/> TOTAL COMMISSION 4-5%	BUYER'S AGENT BRINGS BUYER (Traditional Listing) 3% To Listing Agent 0-3% To Buyer's Agent (negotiable) <hr/> TOTAL COMMISSION up to 6%	SELLER BRINGS BUYER (No Buyer's Agent) 2% To Listing Agent (before going to market) OR 3% To Listing Agent (after going to market) <hr/> TOTAL COMMISSION 2-3%
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"My wife and I have worked with Mike and his team on 3 different transactions over the past 5 years and each one was seamless and efficient. His experience in the market and recommended vendors worked out perfectly for us. Highly recommend!"



PREPARE HOME

Welcoming Buyers

PROTECTING YOUR HOME

We want to make it easy and inviting for buyers to tour your home—while also keeping it secure and clean for you. Here's what we provide to help:

Lockbox Installation: We'll install a secure lockbox so only approved agents can access your home.

Yard Sign Placement: A professional "For Sale" sign will go in your front yard to attract local attention and drive traffic.

Shoe Removal Signage: We include a friendly sign asking visitors to remove their shoes or use the provided booties to help protect your floors.

We'll handle the setup so you can focus on what's next—getting your home sold.



How much notice will I get before a showing?

We aim to give at least a few hours notice, but flexibility helps attract more buyers. You will receive a notification through our scheduling app and you will be able to confirm or deny showings there.

Checklist

FOR SELLING YOUR HOME

As you get ready to sell your house, add these items to your to do list. Our real estate team will also provide other helpful tips based on your specific situation.

MAKE IT INVITING



Brighten It Up

Open blinds or curtains & replace light bulbs



Depersonalize

Take down personal photos or items



Get Rid of Odors

Cooking, pets, cigarette smoke, etc., but beware of strong air fresheners



Declutter

Get rid of furniture or belongings that aren't essential

SHOW IT'S CARED FOR



Make Repairs

Fix anything that's broken



Freshen Up Paint

Give it a fresh coat or touch up scuffs



Do A Deep Clean

Don't forget vents & baseboards



Organize

Countertops, cabinets & closets to make them appear bigger

BOOST CURB APPEAL



Tidy Up Landscape

Trim trees & shrubs, mow lawn & pull weeds



Clean Exterior

Powerwash surfaces & clean windows (inside & out)



Freshen Up Entry

Paint the front door, add some flowers or hang a welcome sign



Fix Any Damage

Cracks in sidewalk, loose siding or chipped paint

SHOWINGS

Showtime

LET'S BRING IN THE BUYERS



Showings are an important step toward getting your home sold—and we're here to make the process smooth and stress-free. Here's what you can expect at each stage:

BEFORE THE SHOWING

We recommend doing a quick tidy-up—floors and surfaces cleared, beds made, bathrooms wiped down.

Take pets with you if possible or secure them safely.

Opens blinds & curtains, turn on lights & make sure temperature is comfortable.

Take out trash & empty cat boxes

AFTER THE SHOWING

We'll follow up with the buyer's agent for feedback.

You'll receive any notes or impressions shared by the potential buyer.

We're always available if you have questions or need help prepping between showings. You're not in this alone—we've got your back every step of the way.



Do I need to leave during showings?

You don't need to if you're uncomfortable, however we do recommend stepping out so buyers feel more comfortable exploring your home freely.

WEEKLY REVIEWS

What's Working?

WE'LL SHOW YOU

Every week, we review key stats on your listing to keep you informed and confident in the process. We'll track how your home is performing online and in person, then send you a simple, easy-to-read email with a quick breakdown.

WHAT WE INCLUDE

Online Views & Clicks: How many buyers are seeing your listing

Showing Feedback: What agents and buyers are saying after tours

Market Activity: Updates on new listings, price changes, or homes that went pending in your area

This weekly check-in helps us stay on top of what's working—and gives us a chance to adjust our strategy if needed. We also want you to always be sure you know what's going on, so you can provide feedback and ask questions throughout the process. We promise, you'll never feel out of the loop.



MARKETING

Custom Marketing

CAMPAIGNS TO PROMOTE YOUR HOME

No two homes are alike — and neither are the stories we tell to sell them. We believe your home deserves more than a one-size-fits-all approach. That's why we create a custom marketing strategy for every listing, designed to highlight what makes your property truly special. Whether it's a cozy bungalow, a lakefront stunner, or a family-friendly colonial, we'll craft a unique narrative that speaks to the right buyers — not just any buyers.

Our marketing plan begins with gorgeous, professional photos that show off your home in its best light. We know that people spend more than two hours a day scrolling on their phones, so our marketing includes a combination of media with a heavy helping of high-impact social media posts, targeted email campaigns, with a sprinkling of direct text outreach, beautifully designed print materials, and even video or drone footage when it fits. We know where buyers are looking — and we make sure your home shows up in the best possible light. From professionally written listing descriptions to well-timed social media stories, every step is intentional and tailored to your home.

More than just marketing a property, we tell a story — one that invites buyers to imagine themselves living there. It's not just about square footage or features; it's about lifestyle, emotion, and potential. And we're here to make sure your home stands out in all the right ways.





"Mike and his team are amazing. We felt like we were his only clients. Always there to answer questions. I would recommend him to everyone we know to use him when selling or buying a house. Very knowledgeable on the housing market."



What Does It Cost

TO CLOSE THE DEAL?

When you sell your home, there are a few expenses to plan for beyond just the agent's commission. These are known as closing costs, and they help cover the legal, administrative, and financial steps involved in transferring your home to its new owner. In Michigan, seller closing costs typically range from 6%–8% of the sale price, depending on your agreement and the specifics of the transaction. Don't worry — we'll outline every cost ahead of time so there are no surprises at the closing table.

TITLE FEES

Title Fees	\$700 - \$1100
Title Insurance	0.5% - 1%
Transfer Tax	0.001% - 0.003%
Pro-Rated Property Taxes	Varies
Final Water/Sewer Bill	Varies

REAL ESTATE FEES

Listing Agent Commission	3%
Buyer's Agent Commission (if applicable)	0% - 3%
Transaction Fee	\$495

MISC. FEES

HOA Transfer Fees and/or Pro-Rated Dues	Varies
Buyer Concessions (credit & repairs).....	Varies
Mortgage Balance Payoff.....	Varies

APPROXIMATE PROCEEDS

Sales Price - Total Closing Costs = The amount you'll receive after closing

CLOSING DAY

Finishing Touches

WRAP UP THE SALE

FINALIZE REPAIRS

If you agreed to any repairs following the inspection, now's the time to get them completed. Be sure to keep receipts or documentation of work done — the buyers may request them before closing.

FINAL WALK-THROUGH PREP

Buyers will do one last walk-through before closing, typically within 24–48 hours. Make sure the home is clean, empty, and all agreed-upon repairs or inclusions are complete. Leave behind any keys, garage remotes, or instruction manuals the buyers may need.

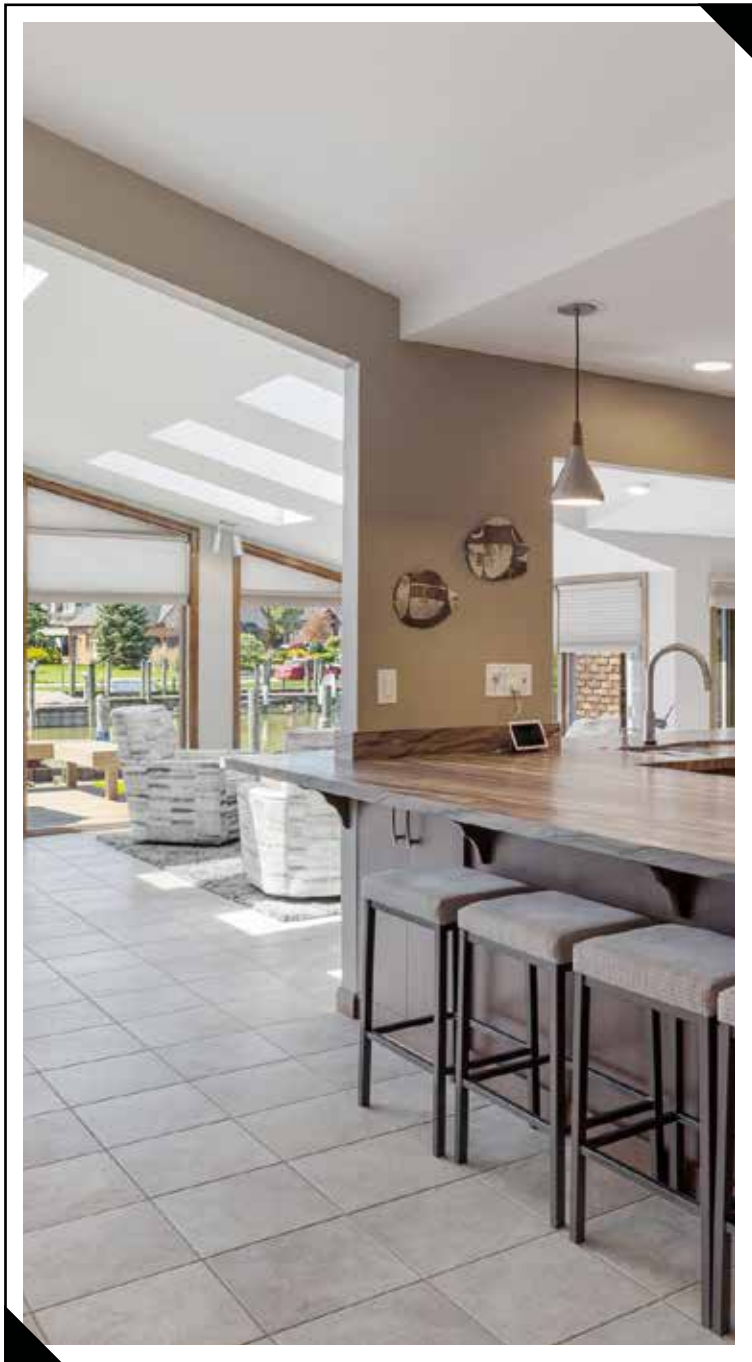
CLOSING DAY

This is it! At closing, you'll sign the final paperwork and officially transfer ownership. Your closing agent will handle the legal documents and ensure funds are disbursed appropriately. You'll receive a settlement statement showing the final numbers, and — just like that — your sale is complete.

THE DEAL IS DONE
Congratulations!

Reliable Resources

HANDPICKED FOR YOU



Selling a home involves more than just a great real estate team — it takes a whole crew of professionals to get you from start to finish smoothly. Over the years, we've built strong relationships with a trusted network of lenders, appraisers, title companies, home inspectors, and reliable home service providers.

Whether you need a sharp-eyed inspector, a creative lender with custom loan solutions, or a handyman to tackle last-minute to-dos, we've got someone we trust — and more importantly, someone you can trust too. These are professionals we've worked with time and time again, who share our commitment to great service, honest communication, and getting things done right.

Need a recommendation? Just ask. We're happy to connect you with the right people to make your transaction — and your transition — as smooth as possible.

Meet the Team

At Mike Meldrum Associates, we believe buying a home should feel exciting — not overwhelming. That's why our experienced, approachable team is here to guide you every step of the way. From showings and negotiations to scheduling and behind-the-scenes support, we work together to make sure no detail is overlooked. With a mix of local knowledge, smart strategy, and a whole lot of heart, our goal is simple: to help you find the right home and actually enjoy the journey along the way.



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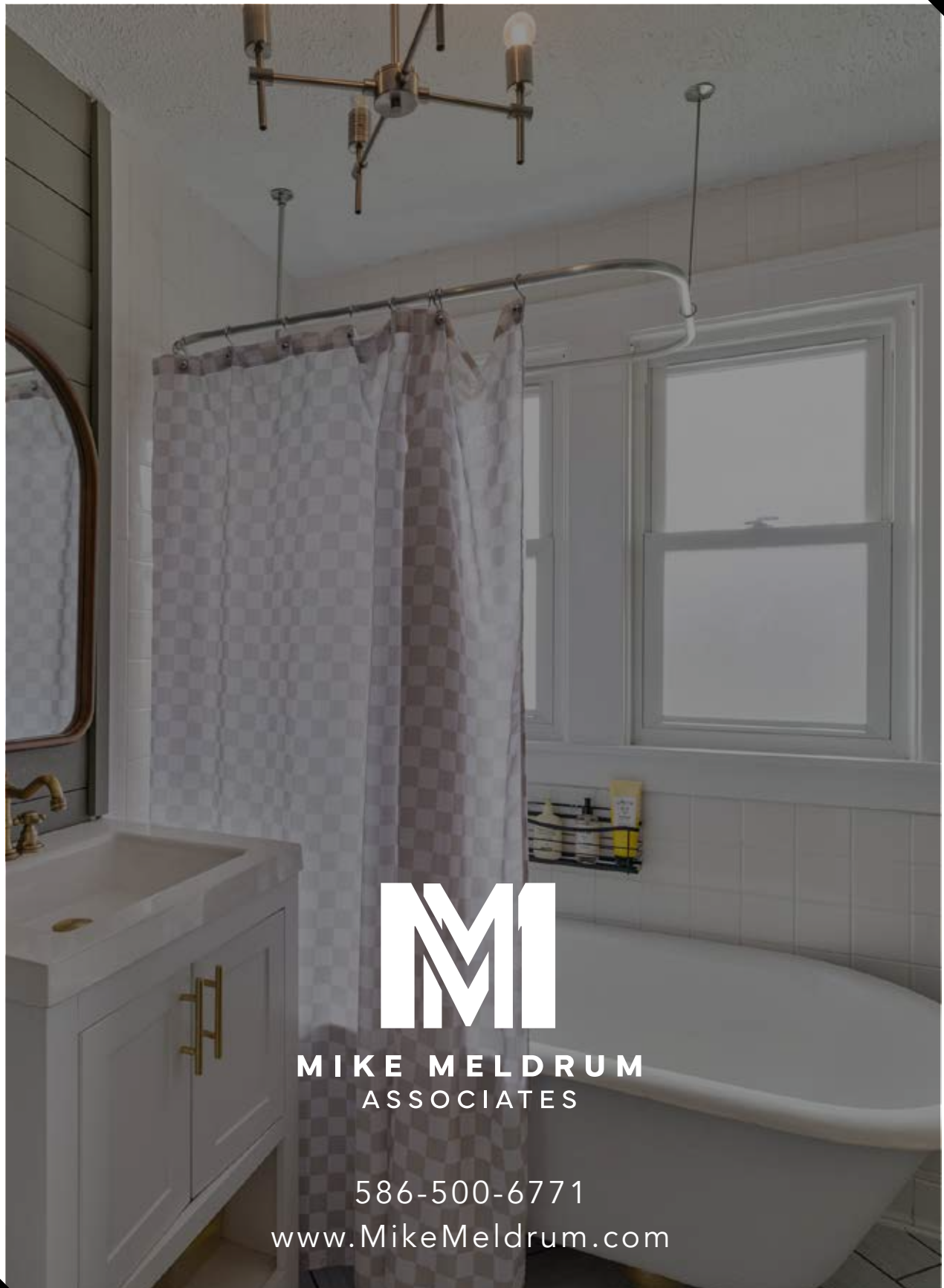
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