



Wright PROPERTIES

Sellers Guide 2020 Edition



Hello & Welcome!

This guide was specially created to help people navigate the process of selling their home. Inside you'll discover why selecting the right realtor is key, what makes Wright Properties the best broker for Southwest Michigan, and a helpful checklist on how to show your home in the best light.

Thank you for registering to receive this guide. It's a smart first step in your real estate journey.

We look forward to meeting you!

A handwritten signature in black ink, appearing to read "Kerry M. Wright II".

Kerry M. Wright II
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The logo for Wright Properties, featuring the word "Wright" in a large, stylized, yellow script font, with the word "PROPERTIES" in a smaller, yellow, sans-serif font directly below it. The entire logo is set against a dark grey rectangular background.

Meet Kerry

Big City Experience. Small Town Charm.



After graduating from college, I decided to pursue a real estate career and earned my license in 2005. Following successful projects in Florida and Chicago developing world-class communities, I returned to my hometown in 2009 to apply my professional training to the Southwest Michigan market. I'm honored to be the leading broker for the southwest region and proud to represent Harbor Shores as their exclusive listing agent.

For people looking to sell their home, I bring real advantages to the table. I have a passion for real estate and serving clients. My dedication to exceeding client expectations is unwavering.

I focus on providing one-on-one customer service to

- Lead clients through the process
- Safeguard their interests
- Offer unique marketing insights

I maintain industry affiliations through my membership with the Southwest Michigan Association of Realtors (SWMAR) and the Chicago Association of Realtors (CAR).

On a personal note, I'm a husband and a father and an avid backyard gardener. My wife, Erin, and I love Southwest Michigan and all that the Midwest has to offer our growing family.





The Wright Broker for You

At Wright Properties our mission is to be the leading brokerage firm in Southwest Michigan. We value exemplary service based on keen market insight, solid industry knowledge, and a passion for Southwest Michigan.

Our goal is to exceed expectations by providing a personal, unparalleled experience with clients and partners.

With years of training, top industry awards, and successful real estate ventures, Wright Properties brings solid experience to the table. Clients have the benefit of relying on a seasoned professional team with a proven track record of consistent rankings in the top 1% of sales among area agents, and more than \$220 million in real estate sales.



Three Reasons to List with Wright Properties

1.

Our seasoned knowledge of home sales, unique marketing insight, and passion for Southwest Michigan provide you with the advantages needed to market your home.

2.

Our small, privately owned company means that when you sign with us, you work directly with Kerry Wright, one of the most sought-after agents in SW Michigan.

3.

We're fast and efficient. Once we agree on a price and complete the paperwork, your home can be on the market in 48 hours.



Sellers Guide Checklist



Step 1: Organize + Declutter

Using this notebook, start at your front door and create a task list for each room. The less clutter a home has, the easier it is for potential buyers to imagine moving in.

Ask yourself & your family important questions like:

- What items can be donated, tossed, or put into offsite storage?
- What accessories can you live without during showings?
- How can you maximize the appearance of storage areas?
- What furnishings could be moved to improve traffic flows?



Step 2: Clean, Repair + Paint

From top to bottom, window and door trim to baseboards and floors, deep clean your home and the furnishings inside. Remember to clean appliances, kitchen cabinets, and drawers.

Once clean, determine what items need to be fixed and what surfaces need a fresh coat of paint.



Step 3: Curb Appeal

Think of this step as your first chance to make a good impression.

The outside of your home can be as important as the inside. Stand outside on the road facing your home and think about how to improve your curb appeal. From better landscaping to adding potted plants at the front door, potential buyers often associate a well kept yard with a well kept home.

While outside, remember to show your backyard some love as well by adding freshly planted or potted flowers and cleaning decks and patio furniture.



Step 4: Staging

To prepare for a showing, you'll want to follow this last minute checklist to leave your home in the best light possible.

- Tuck away items that typically gather on the floor or countertops (excess toys, coats, shoes, paperwork or mail)
- Clean bathrooms & remove personal items from countertops
- Tidy up laundry area
- Take pets to a friend's house and put away pet supplies
- Sweep entryway
- Clear outdoor walkways of snow or debris
- Put out fresh flowers



Let's connect today!



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