

BERKSHIRE  
HATHAWAY  
HOMESERVICES

MICHIGAN  
REAL ESTATE

TEAM  
*Clancy*



Marketing Your Home  
*It's not just a sale, it's your future.*

---

# TEAM *Clancy*

---

*A Trusted Name in Real Estate*

80+ Years of Combined Experience  
means you receive the highest level of service

# Our Team

*At Team Clancy we do things differently. We have a true team of professionals to make sure every detail is taken care of for you.*

## ***TEAM. It's not just a word, it's your support system.***

An individual agent can help you buy or sell a house but Team Clancy guides you through every detail from start to finish. Buying and selling real estate is one of the most important, complex financial processes you will go through. You and your family deserve the attention only a full-service real estate team can give you.

## ***Experienced, Local Agents***

Your dedicated Team Clancy agents live here and work here, they're raising their families here. Who knows a real estate market better than a team who owns a home in the community, sends their kids to the local school system, whose family coaches here, teaches here, and works here? No one.

## ***Listing & Transaction Manager***

The paperwork, requests and what-to-do-nexts can be overwhelming which is why we've dedicated a team member to assisting in managing the transaction from pending to close! Your Team Clancy transaction manager attends to every detail and coordinates every involved party; from contract to close, our team has you covered.

## ***Marketing Manager***

Marketing is more than taking a photo and entering details into an MLS system, it's about highlighting the best parts of your home to reach the right buyer. With a dedicated Marketing Manager, Team Clancy paints the best picture of your home and places it where it needs to be.



**TEAM** *Clancy*  
*A Trusted Name in Real Estate*

# Q&A

## Outside of the MLS listing, what would your recommended sales/marketing approach be for the property? Why do you think it's effective in getting people to visit the house?

The MLS, your home's listing details and price are a solid starting point as this particular hub is syndicated to the major outlets such as realtor.com and Zillow. Our additional marketing works in conjunction with the MLS to ensure its being seen on major social and internet platforms and being shared consistently until it is sold. We start with you. "Seller homework" questionnaire allows you to walk us through the best features of the home so we can spotlight its most valuable aspects.

We create a **custom landing page** where we can control the content to highlight its best features and add a **custom social share image** to ensure that when the link is shared, the information that is **automatically generated makes your home looks its best**. We use this landing page link to push out to platforms such as facebook and google business where they can link directly back to us to ensure any buyers interested can get their **inquiries answered quickly and accurately**.

Additionally we **design and create images** to share on Instagram where links cannot be used. We take the opportunity to highlight information about the home through **multiple designed images, reels, and videos**. This content is pushed out via Instagram, Reels, Stories (with a link added), and added to Facebook Posts, Reels, and Stories (with link) to meet buyers where they are.

Team Clancy also controls its **Google Business** listing where we can share images and links to get our listings in front of people searching the internet.

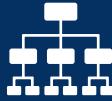
In collaboration with the MLS, social media, and online efforts, **we take additional steps to maintain your listing's prominent display** by refreshing the photos, mls remarks, and website details on a regular basis. This keeps your listing fresh and in front of potential buyers.

These efforts combined ensures that if a buyers is looking for a home like yours, it IS seen! We know that while the MLS with the homes features and value are highly effective at selling your home, **additional work on multiple platforms ensures we are presenting your home in its best light and reaching everyone we need to reach**.

- PreMLS push on social media - coming soon images
- Team Clancy landing page on our website with custom social share image
- Captioned and designed images to highlight home features and stand out on social media
- Consistent, regular shares on Facebook posts, reels, and stories
- Consistent, regular shares on Instagram posts, reels, and stories
- Consistent, regular share on Google Business
- Regular refresh of listing details on MLS, landing page, social

# Why TEAM *Clancy*?

*We take a unique approach to marketing your listing*



## **Transaction & Listing Manager**

Our manager handles the behind the scenes details as well as helping prepare the listing to go on the market and assist with marketing efforts.



## **Marketing Manager**

Our team of professionals includes a strong focus on marketing. The marketing manager's main purpose is to ensure your listing is strategically marketed online and to our network.



## **Custom Website**

We create a custom web page just for your listing! This allows us flexibility in the content and how we display and share the content.



## **Social Media**

We leverage our networks to work for you. With our business social media accounts, we take your listing and its custom web page and post it everywhere! With the right approach, social media can help reach broad audiences as well as specific demographics.



## **Weekly Listing Report**

Many agents will get your signature and then seemingly disappear! Team Clancy keeps you in the loop with our regular listing reports and market reports. You'll know exactly what is happening with your property AND the market around it.



## **Professional & Drone Photography**

We present your house in the best possible light by using a professional photographer. Some homes need a better perspective which is why we use a professional drone photographer to show off the location and views.



## **Pre-MLS Marketing**

We take the time to prepare your home and the listing information before it is listed. We use a PreMLS timeline to ensure your home is prepped, the professional photos are taken, the yard sign is ordered and the custom listing page is built.

# Marketing Collateral Samples

Customized Landing Page Link Share Images



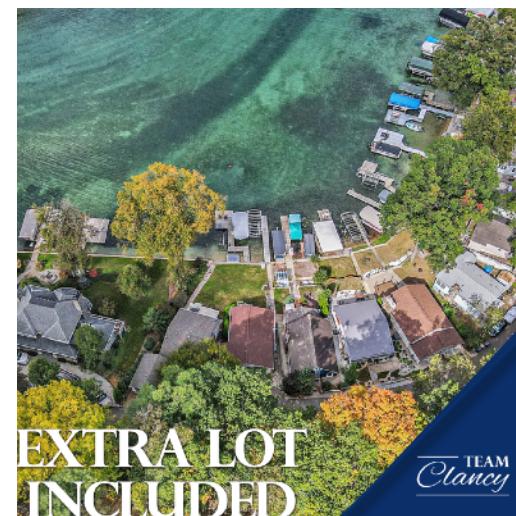
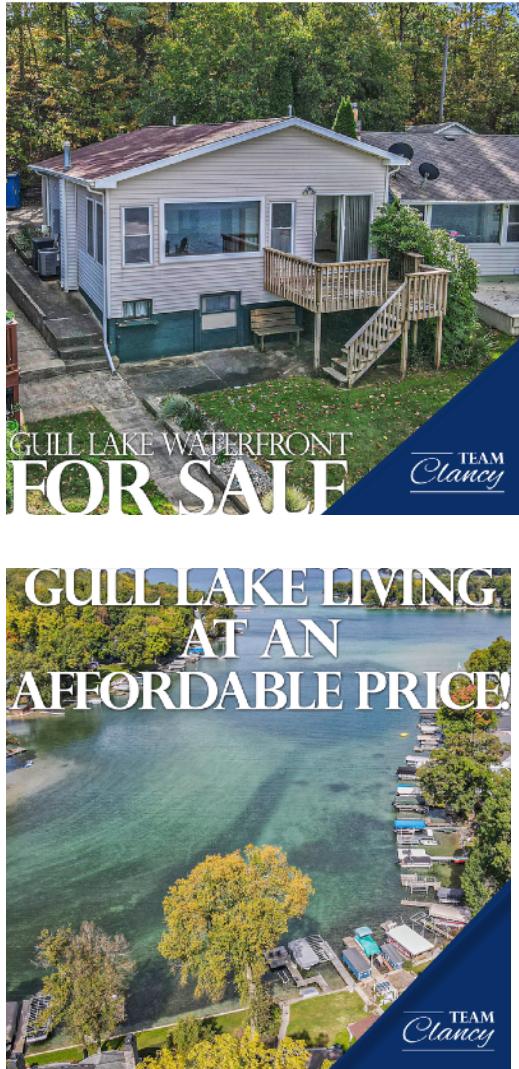
Marked Up Images for Social Media



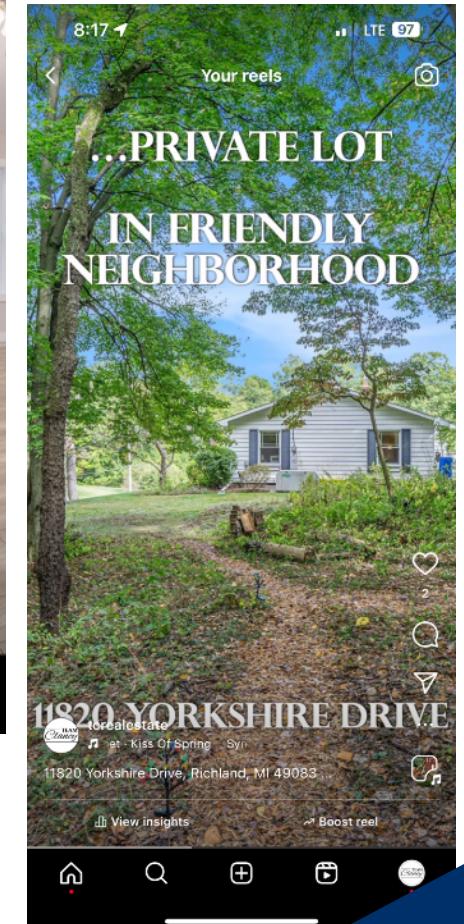
**TEAM**  
*Clancy*

# Marketing Collateral Samples

## Marked Up Images for Social Media



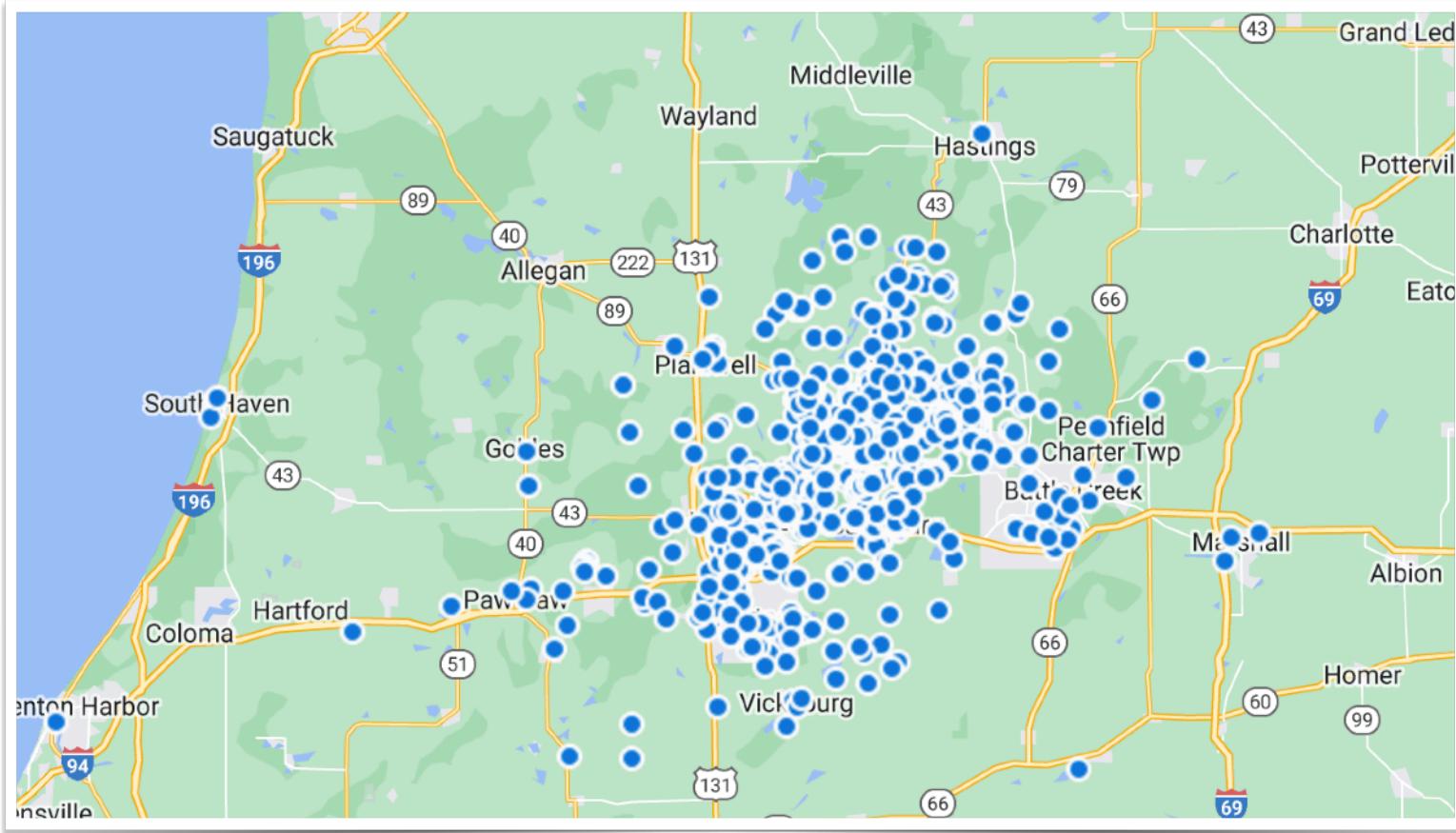
## Customized Reels



TEAM  
*Clancy*

# SOLD!

*There is no substitute for experience. Let us put ours to work for you.*



**TEAM CLANCY  
HAS HELPED  
CLIENTS BUY  
AND SELL OVER  
1,600 HOMES.**

Team Clancy real estate has been selling S.W. Michigan since 1988.....**now providing you with 80+ years of combined experience!**

We establish our high level of service by offering our clients a team approach unparalleled in the industry. Each member of the team strives to see the others succeed. With Team Clancy you will find a small group of highly professional agents working together to meet your real estate needs.

TEAM  
*Clancy*

# Sold on Gull Lake

1620 Burlington Road Hickory Corners  
335 S Gull Lake Drive Richland  
10980 N Interlaken Richland  
492 E Gull Lake Drive Augusta  
2029 Idlewild Drive Richland  
VL Lake Vista Richland  
7781 N 37th Street Richland  
1536 Burlington Drive Hickory Corners  
12212 E D Avenue Richland  
9318 Ricker Street Richland  
2798 Burlington Drive Hickory Corners  
492 E Gull Lake Drive Augusta  
725 S Gull Lake Drive Richland  
8280 Lake Vista Richland  
8226 Lake Vista Drive Richland  
383 S Gull Lake Drive Richland  
370 S Gull Lake Drive Richland  
12204 E D Avenue Richland  
1564 Burlington Drive Hickory Corners  
1251 W Gull Lake Drive Richland  
821 S Gull Lake Drive Richland  
337 S Gull Lake Drive Richland  
1632 Burlington Drive Hickory Corners  
8244 Lake Vista Drive Richland  
9318 Ricker Street Richland  
12337 E D Avenue Richland  
725 S Gull Lake Drive Richland  
1232 Burlington Drive Hickory Corner  
1542 Burlington Drive Hickory Corners  
10376 W Gull Lake Richland

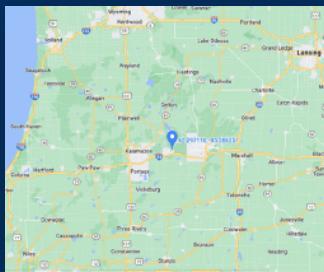
383 S Gull Lake Drive Richland  
370 S Gull Lake Drive Richland  
20 Labelle Richland  
1370 Burlington Drive Hickory Corners  
1659 Idlewild Drive Richland  
7638 Gull Creek Drive Richland  
445 Gull Lake Drive S Richland  
9979 Wildwood Drive Richland  
305 S gull Lake Drive Richland  
1564 Burlington Drive Hickory Corners  
12396 E D Avenue Richland  
1582 Burlington Drive Hickory Corners  
10264 West Gull Lake Drive Richland  
10356 Doubleday Drive Richland  
9638 W Gull Lake Drive Richland  
12346 E D Avenue Richland  
284 E Gull Lake Drive  
3120 McDonald Richland  
395 S Gull Lake Drive Richland  
12337 E D Avenue Richland  
470 E Gull Lake Drive Augusta  
450 E Gull Lake Drive Augusta  
395 S Gull Lake Drive Richland  
10376 W Gull Lake Drive Richland  
2137 Idlewild Richland  
8226 Lake Vista Drive Richland  
1381 W Gull Lake Drive Richland  
1542 Burlington Drive Hickory Corners  
15888 S M-43 Highway Hickory Corners  
10376 W Gull Lake Richland  
181 Gull Lake Island Richland  
1659 Idlewild Drive Richland  
1232 Burlington Hickory Corners  
12448 E D Avenue Richland  
7638 Gull Creek Drive Richland  
9401 Fraulin Richland  
821 S Gull Lake Richland  
307 S Gull Lake Richland  
3120 McDonald Drive Richland  
10356 Doubleday Drive Richland  
1232 Burlington Hickory Corners  
3872 E Gull Lake Hickory Corners  
363 S Gull Lake Richland  
15431 S M-43 Hickory Corners  
3138 McDonald Drive Richland  
1659 Idlewild Drive Richland  
371 S Gull Lake Drive Richland  
181 Gull Lake Island Richland  
4949 Ridgewood Drive Richland  
866 E Gull Lake Drive Augusta  
4134 E Gull Lake Drive Hickory Corners  
1638 Burlington Drive Hickory Corners  
1142 N Willow Beach Road Augusta  
15647 SM-43 Hickory Corner  
1469 W Gull Lake Drive Richland  
470 E Gull Lake Drive Richland  
19 Labelle Terrace Richland  
445 S Gull Lake Richland

# Home Value & Determining Price

*The value of your home is the combination of your homes location, features, asking price, and condition.*

The asking price is a major part of the first impression and will ultimately encourage or discourage a potential buyer from even visiting the home. It is important that the price accomplish three things:

- It must be as high as possible so that it allows you, the owner, the maximum financial return upon the sale of your property.
- It must compete with other similar homes so that we can obtain showings to qualified buyers.
- It must allow for some negotiation with an interested buyer. Most buyers are more committed to the purchase when they feel that they have made a good purchasing decision.



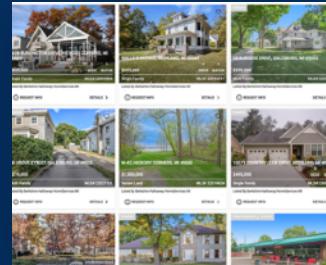
## Location

*You've heard location, location, location. It's true. It is the single most important factor in determining the value of your property and includes proximity to schools, employment, and areas of interest.*



## Age & Condition

*The age & condition of your property directly affects the price and speed of the sale. First impressions are important and newer homes offer the greatest value to buyers.*



## Local Market

*Buyers who look at your home will also view others in the area, your competition that pushes price up or down. Comparable homes that have already sold also indicate what buyers are willing to pay.*



## Home Size

*Home size directly impacts price by how much square footage, number and size of bedrooms, and how much useable area the homeowner will have.*

# Home Preparation

*First impressions are lasting.*

This is particularly true when your home is first introduced to other REALTORS® and the public. We want to ensure buyers see your property at its best and see its true value.

## Exterior

- Keep your landscaping well-manicured and grass cut or in the winter, keep your sidewalks and driveway clear.
- Remove all yard clutter.
- Trim trees if necessary.
- Apply fresh stain or paint to wooden fences.
- Paint or stain the front door.
- Ensure the key and lockset on your front door operates smoothly or replace door handle or lock, if worn.
- Clear (sweep or shovel) and organize the front porch.
- Power wash or paint home's exterior.
- Power wash concrete walkways and driveways.
- In the summer:
  - Weed and apply fresh mulch to garden beds.
  - Plant flowers or group flower pots together.
  - Wash all windows – interior and exterior.
  - Clean gutters and ensure gutters and downspouts are firmly attached.

## Interior

- Declutter. Declutter. Declutter.
- Remove excessive wall hangings, furniture, knick-knacks and personal items.
- Fill in nail holes from hangings and touch-up paint.
- Remove most items from counters.
- Clean or paint walls and ceilings.
- If rooms have an abundance of a different paint colors, neutralize.
- Paint baseboards and trim if they're nicked.
- Repair/replace broken or outdated hardware. Consider replacing door handles or faucets.
- Shampoo carpets, and deep-clean hard surface flooring.
- If carpet or flooring is stained, worn, or outdated, consider replacing.
- Re-caulk tubs, showers, and sinks.
- Clean and organize cabinets and closets.
- Ensure that light bulbs are in place, working, and bright.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean and dust all light fixtures and ceiling fans. Consider replacing, if outdated.
- Hide unsightly everyday items (litter boxes, pet food bowls).

# The Sale

*From Offer to Close*



*From offer to close, we have you covered.*

## **Negotiating Offers**

1. We work to produce a desirable offer
2. Obtain buyers qualifications for financing
3. Evaluate offers strengths and weaknesses
4. Advise you about an acceptance or counter-offer
5. Negotiate according to your best interest and secure an acceptable, fully executed buy and sell agreement
6. Order, schedule, and manage property inspections
7. Negotiate repairs with you and with the buyer's agent
8. Facilitate repair work, payment for services rendered, and lender notification of completion
9. Achieve/maintain buyer and seller desire and motivation to consummate sale

## **Closing the sale**

1. Work closely with buyer or buyer's agent to facilitate process
2. Order appropriate title work
3. Inspect title work for concerns
4. Get formal loan approval from buyer's lender
5. Forward closing instructions to Title Company
6. Order current mortgage payoff if applicable
7. Schedule closing proceedings
8. Review settlement statement to ensure accuracy
9. Keep seller informed and updated throughout the transaction
10. Promote a smooth and timely sale with as little anxiety as possible

# What People Say About TEAM *Clancy*

*The attention to details was important to us. **Team Clancy** is always honest and straight with their answers. We were always well informed and all of our questions were answered. The entire process went smooth and fast!*

- Past Sellers

*Tom and his office, especially **Kelsey**, was fantastic to work with. We appreciated how communicative Tom and Kelsey were helping us through the process and answering all our questions.*

- Past Sellers

*I have used **Jason** twice and if the opportunity arises, will use him again. Very professional, great follow up, never had to worry about loose ends.*

- Scott Davidson

***Chuck** was fantastic to work with and also got rave reviews from my attorney's office.*

- Ed Parsons

***Kelsey** did an amazing job with our recent home purchase. She was incredibly responsive...she worked on understanding our interests and making sure homes would fit with what we looked for. I would highly recommend Kelsey.m*

- J. Hood

***Tom** did a great job communicating throughout this process. I appreciated this greatly because I am a first time home owner. I would recommend him!*

- Chad Baker

***Jason** treated us very honestly and was forthright in his suggestions on preparing our house for viewing...He was not just very knowledgeable in regards to the current housing market but also very savvy in what prospective buyers would look for in our house and neighborhood.*

- Rick Beam

***Chuck** is a true professional, very accommodating, great follow through and knowledge of the market. I will be calling him on our next real estate purchase or sale.*

- Anonymous

***Kelsey** was so wonderful to work with. She got to know my family and truly understood our needs. I appreciate how quickly she got back to me when I had questions and the regular check-ins she did throughout the process. Her knowledge and insight helped make me feel confident we found the right home. I'll recommend her any day!*

- Laura Lejins

***Jason** was the perfect REALTOR® to use for the sale of my house, going above and beyond my expectations of a typical REALTOR®...I highly advise anyone who is thinking about selling or buying a house to contact Jason.*

- Jeff McKenna

*We LOVE **BILL CLANCY!!!!***

-Mark Kemple

# Meet Our Team Members

*At Team Clancy we do things differently. We have a true team of professionals to make sure every detail is taken care of for you.*

With 80+ years of combined experience, our high level of service is offered to our clients with a team approach unparalleled in the industry. Each member of the team strives to see the others succeed.



Chuck Clancy, REALTOR®



Tom Clancy, REALTOR®



Jason Sibley, REALTOR®



Kelsey Adamski, REALTOR®



Brenna Kelly, REALTOR®



Jennifer Bradley  
Transaction Manager



Abby MacCord  
Marketing & Operations Manager



In Remembrance, Bill Clancy, REALTOR®