



SELLER'S GUIDE



**STEVE
VOLKERS
GROUP**

REAL ESTATE



OUR BROKERAGE

Always ready to help...and have fun while doing it!

At Steve Volkers Group, our family of experts guide and support real estate buying, selling, and development with a personal, customized approach for each client. We bring compassionate support, knowledge and joy to the process, creating lasting relationships through our business.

Steve Volkers Group is the trusted leader in real estate. Known for their creativity, Steve Volkers Group is highly sought after, productive and growth-minded.

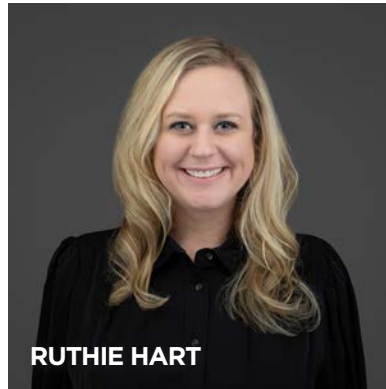
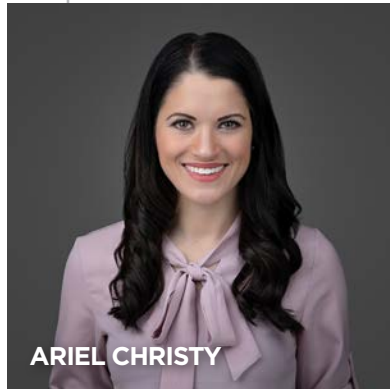
STEVE VOLKERS GROUP

625 First Street NW, Suite B
Grand Rapids, MI 49504

616.284.1528 - stevevolkersgroup.com



OUR REALTORS®



We know buying a home is one of life's biggest and most stressful investments. Our team includes some of the industry's best real estate agents, administrative professionals, and marketing specialists to help make the process easy.

We know the listing process can be overwhelming, but we will make sure that any questions you have are answered and that communication throughout the process is clear and consistent.

We are all working toward one common goal: to maximize your return and to power you forward in the direction of your dreams...Oh and we'll have a good time while we do it.

Go confidently in the direction of your dreams.

**GO WITH
STEVE VOLKERS GROUP**

A high-angle, close-up photograph of several people's hands stacked on top of each other on a dark wooden table. The hands are of various skin tones and are wearing different colored sleeves: a brown jacket, a purple sweater, a dark brown sweater, a light grey sweater, and a brown jacket with four white buttons. In the background, there are several papers with charts and graphs, including a bar chart and a pie chart, suggesting a business meeting or collaborative work environment.

TEAMWORK

Our top-notch support staff is here to help make your transaction go as smoothly as possible.

OUR SUPPORT STAFF



KEVIN SWANSON

MARKETING, DESIGN & IT

Kevin is our director of marketing and design and when you list with us he'll make sure your home looks its best when viewed online and in print. He's also our in-house video production specialist, which is unique to most brokerages regardless of size.



KIRSTIN SIEGEL

OFFICE MANAGER

Kirstin is the one who makes sure our office is running smoothly and supports our agents to help keep them focused on the big picture...selling your home.



TRISH BOROS

TRANSACTION COORDINATOR

Trish is the person who makes sure all the I's are dotted and T's are crossed when it comes to your transaction. She keeps things organized and moving smoothly towards your closing. Her many years of experience means she's has the tools to deals with challenges when they arise.

OUR PROCESS

THE LISTING & SALES PROCESS

We believe a systematic approach helps everything move along smoothly and effortlessly by keeping every detail in order. Which is why we have a system for each listing. The process involves you, your agent and the entire Steve Volkers Group team. We like to think of our system in terms of a time-line, so follow the purple line above to learn about how our system works.

1

LISTING APPOINTMENT

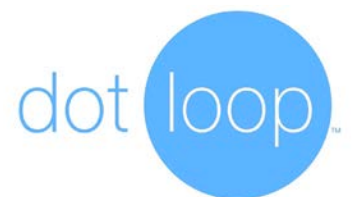
Once your interest in selling your home is established we will set-up a meeting with you, at your home, to discuss the details. During this meeting we will go through our process so you know exactly what to expect when listing your home with us. We'll come prepared with market data and area comps for your home and then during this meeting we'll tour your home, get your input, and then leverage our experience to establish a pricing and listing strategy.



2

MAKE IT OFFICIAL

If you choose to move forward with listing your home with us, and we hope you do, there will be a set of documents that will need to be completed. We leverage industry standard web technologies and digital signatures to make this process a snap. The first tool on our arsenal is Dotloop. Dotloop is a secure platform used by millions of real estate professionals and clients to handle most of the paperwork related to selling your home. This is where you will work with Trish, our transaction coordinator who will make sure all paperwork is on track and in compliance with legal real estate procedures.



3 PREPARING FOR LIST DATE

Much of the success related to the sale of your home is in the details of the preparation for listing. We'll start by asking you to fill out a quick online form that will help us establish many of the details of your home, like the year your home was built, the types of finishes, and your favorite features, just to name a few. This stage in the timeline also kicks off our marketing efforts for your listing. As the old saying goes "a picture is worth a thousand words" and this certainly holds true for real estate photos. Great photography is a hallmark of Steve Volk's Group and there are many factors that contribute to getting the best possible photos for you. We'll get into more the details of our marketing approach later on, but you play an important role in capturing the best possible photos. We will send you a guide that lay out the common things that you can do help make the photos a success and we send Kevin, our director of marketing & design to every photo shoot to ensure your home will look as great as it can. During this stage we will also be working to verify all the details needed to list your home like, square footage, lot size, legal descriptions, as well as writing the marketing remarks to accompany the listing.



4 LAUNCHING YOUR LISTING

The listing date we set in the first stage is finally here and it's time for your listing to go live. Once your listing is pushed live, usually the in afternoon, it will automatically be added to the most popular national real estate websites as well as our local GRAR website and our own SteveVolk'sGroup.com. Once your listing is live we will also set-up ShowingTime, a tool which helps us efficiently communicate the rules of showing your home to other Realtors® For example,



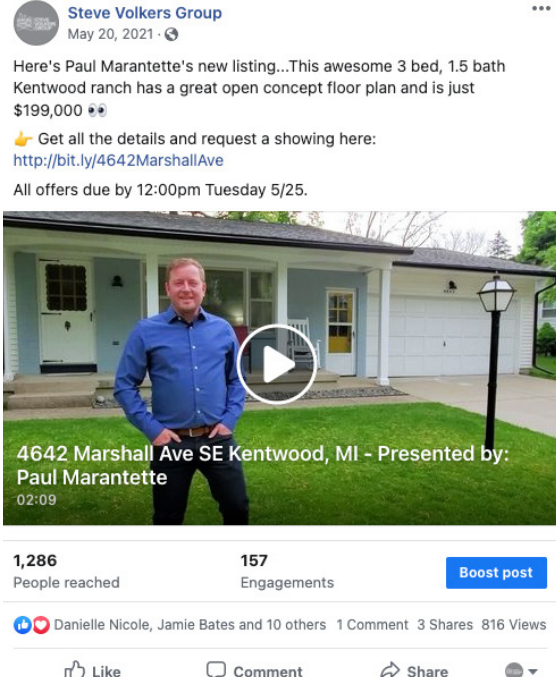
ShowingTime is the place that we let others know that you need 24 hour notice or that it's fine to "go and show". ShowingTime will also handle all of the feedback requests and communication with the showing agent so that we can keep you in the loop regarding the feedback your home receives from interested parties.

5 MARKETING KICK-OFF

This stage is where all of our preparation in stage 3 pays off. We kick-start the marketing of your home by paying to feature your listing on Zillow & Trulia as well as featuring your home on our website homepage. In addition to featuring your listing on multiple websites we will also post your listing to our ever-growing social media channels. The social media posts will feature multiple photos of your home as well as first weekend open house details and many times we will pay to boost those posts to maximize reach. We will also create a printed flyer for your listing that will include most relevant details as well as a bunch of photos. These flyers will be used as take-a-ways during open houses as well as materials for our list of active buyers. Finally we will add your listing to our weekly email that is sent to over 6,000 contacts across all of our agents.

6 FIRST WEEKEND OPEN HOUSE

We believe that open houses are still a vital tool to selling your home. That's why we will hold an open house on very the first weekend of your listing going live. We do this to maximize the interest level and take advantage of the fact that most people are looking at the newest listings first. Another reason that the first weekend is a good time for an open house is that it will most likely take place the same week that we take photos, so your home should be positioned to create the best possible first impression. We will also hold open houses periodically until your home is sold.



The image shows a screenshot of a Facebook post from the 'Steve Volkers Group'. The post is dated May 20, 2021. The text of the post reads: 'Here's Paul Marantette's new listing...This awesome 3 bed, 1.5 bath Kentwood ranch has a great open concept floor plan and is just \$199,000'. Below this, it says 'Get all the details and request a showing here: http://bit.ly/4642MarshallAve' and 'All offers due by 12:00pm Tuesday 5/25'. The main image in the post shows a man in a blue shirt standing in front of a house. Below the image, the address '4642 Marshall Ave SE Kentwood, MI - Presented by: Paul Marantette' is displayed. The post has 1,286 people reached and 157 engagements. There is a 'Boost post' button. At the bottom, it shows 'Danielle Nicole, Jamie Bates and 10 others' with 1 comment, 3 shares, and 816 views. There are also icons for Like, Comment, and Share.

Steve Volkers Group
May 20, 2021 · 🌐

Here's Paul Marantette's new listing...This awesome 3 bed, 1.5 bath Kentwood ranch has a great open concept floor plan and is just \$199,000 🏡

👉 Get all the details and request a showing here:
<http://bit.ly/4642MarshallAve>

All offers due by 12:00pm Tuesday 5/25.

4642 Marshall Ave SE Kentwood, MI - Presented by:
Paul Marantette
02:09

1,286 People reached **157** Engagements **Boost post**

👍❤️ Danielle Nicole, Jamie Bates and 10 others 1 Comment 3 Shares 816 Views

👍 Like 💬 Comment ➦ Share

7**SHOWINGS & FEEDBACK**

Showings are one of the most important aspects of generating great offers on your home and they are also the place where we need your help the most. There is little substitute for first impressions, so it's important to keep your home looking great throughout the showing process. It's also important to be as accommodating as possible for showings, the easier you can make it for people to see your home the faster it will sell. As mentioned previously, we use a program called ShowingTime to help us communicate the your rules for showing your home. In addition to communicating the showing rules ShowingTime also handles the showing feedback. The program will automatically send feedback requests to the showing agent which helps us gather and communicate the feedback from people seeing your home to you. This feedback is an important part of the showing process as it can give you a clear idea of the first impression your home is making. More importantly this feedback gives us a road-map for any adjustments that should be made to maximize your return on investment.

**8****REVIEW OFFERS & ACCEPT THE BEST**

Hooray! You've received an offer, or possibly multiple offers, on your home. This is exciting news but there's still a lot of work that needs to be done. We will guide you through the offer and consult with you on the best way to proceed, whether that's accepting the offer, countering the offer or even rejecting the offer. This is where our experience can really help you maximize your profit. Offer terms can sometimes get very complicated with contingencies, escalation clauses and the like. This is where our experience can help you generate the best possible profit from the sale of your home.

CLOSING THE DEAL

So you've accepted an offer, now comes what can traditionally be the most nerve racking part of the process...closing. But we're here to make sure your closing goes off without a hitch. The closing process can be stressful in that most offers are contingent on both the home inspection and the bank appraisal being acceptable to the buyers and/or lender. This is where having a professional Realtor® can help make this process go as smoothly as possible. Our team will help guide you through the best way to present your home to inspectors and appraisers. Our transaction coordinator will make sure any remaining paperwork and make sure all the t's are crossed and i's are dotted. Here's a few of the things that she will help take care of during closing process. 1. A title search will be ordered. 2. The title insurance underwriter will review the completed title search and contract. 4. After the lender reviews and approves all of the closing documents, your loan documents will be sent to the office for signing. 5. Closing day, this is the big day where all of our mutual hard work pays-off and you sign the paperwork to transfer ownership to the buyer.

WHAT OUR CLIENTS SAY ABOUT WORKING WITH US

“ We recently listed our house with Steve Volkens. Our house was sold within 48 hours. We had a great response from Steve and his entire team in coordinating the listing, open house and showings. Additionally, within that same time frame, we utilized Steve's help in locating and purchasing our new home. This was an all-around positive experience with a highly skilled real estate team. ”

- polarismark

“ I cannot express how happy I was with my home selling experience. Steve and the entire team are very professional and responsive. Every single person in that office made us feel as if we were their only client. Our calls and emails were always answered quickly. They made what could have been a very stressful situation very easy! ”

- zuser20160613053226848



OUR MARKETING APPROACH

EXPOSURE IN THE MARKET

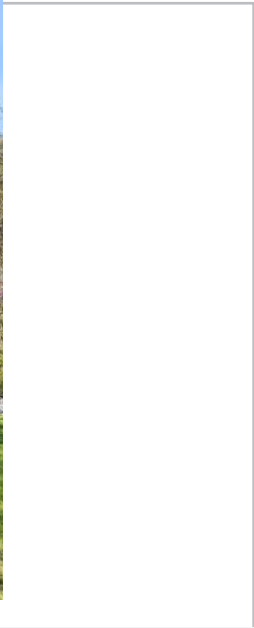
The goal when marketing your home is to gain as much exposure and engagement as possible, as quickly as possible. The way your home is marketed will impact the final sale price and how long it's on the market. Unlike many agents we've got a dedicated marketing & design guru to make sure your home looks its best in all our marketing efforts.

1. VISUAL MARKETING

It's well known that listing photos are one of the most important aspects of selling your home. After-all photos are the way most people will first see your home and first impressions are as true for houses as they are for people. That's why we have partnered with NextDoor Photos, a professional real estate photography company. But we don't stop there, while most agents will simply send a photographer out to take photos...we also send Kevin, our director of marketing & design, to each photo shoot ensuring that the photographer is capturing the unique essence of your home. This also gives Kevin an opportunity to see the home in person and provides a better basis for the written marketing remarks for your home.

While great photos are the foundation of all of our listings. We will also utilize a number of services & technologies offered by NextDoor Photos to best present your home. We'll outline these options below...but keep in mind, just because these options are available doesn't necessarily mean they are a good fit for your home. That's why we will custom tailor these options to your listing.





VISUAL MARKETING OPTIONS



A. Home Walk-Through Video - These videos are great for showcasing your home in a more engaging way. A walk-through video will include both exterior and interior video. These videos provide a quick way for buyers to get a sense of your home before scheduling a showing. Videos are 60 seconds long and will be posted on the MLS/GRAR as well as Zillow, Trulia, Realtor.com, and will be featured on our website. In addition we will use these videos for social media marketing.

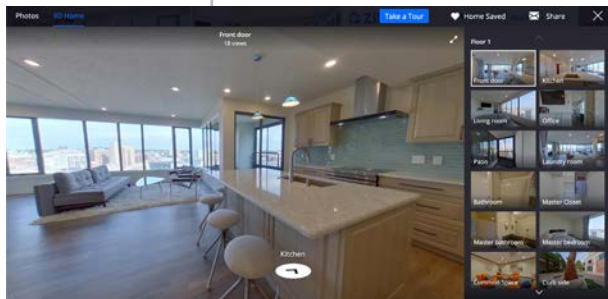
B. Drone/Aerial Photography - With the proliferation of drones in the last few years acquiring stunning aerial photos has never been easier. But that doesn't mean they are a good fit for every listing, there are a multitude of factors that go into choosing to do aerial photography for a listing and we will those communicate factors to you during our listing appointment.



“ We could not have been more pleased with our experience with Steve and his staff! We'd had our home listed with another agent for nearly 7 months before re-listing with Steve. He walked us through the whole process, answered all of our questions, provided feedback on specific steps we could take to help the home sell more quickly and at a higher amount, and most impressively, the team found us a buyer less than 2 weeks after re-listing! We believe his team's approach sets them apart from other Realtors in the area and he leads his team well by allowing each person to do what they do best! ”

- zuser20150125181403753

C. Drone/Aerial Video - Obviously drone video is closely related to drone photography but is offered as a separate service. This is because of the factors for choosing drone photography as well as some unique factors that apply only to aerial video. Drone video on it's own can be a little boring so that why we usually combine it with a walk-through video to add another level of visual impact to your listing.



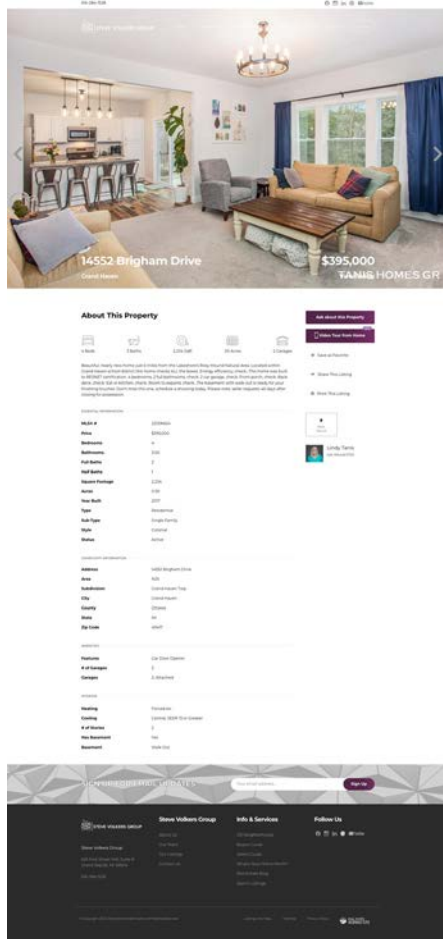
D. Zillow 3D Home Tour - This is a brand new technology being rolled-out by NextDoor. Zillow 3D home tours are an immersive way to allow buyers to virtually walk-through your home stopping to look around along the way. These tours are featured on Zillow and Trulia and can help your listing gain more interest.

E. Floor Plans - 2D floor plans can be a great way for buyers to get a better sense of the layout of your home. Floor plans are stylized with color coding for wet areas and outdoor spaces as well as large room names and dimensions for each room.

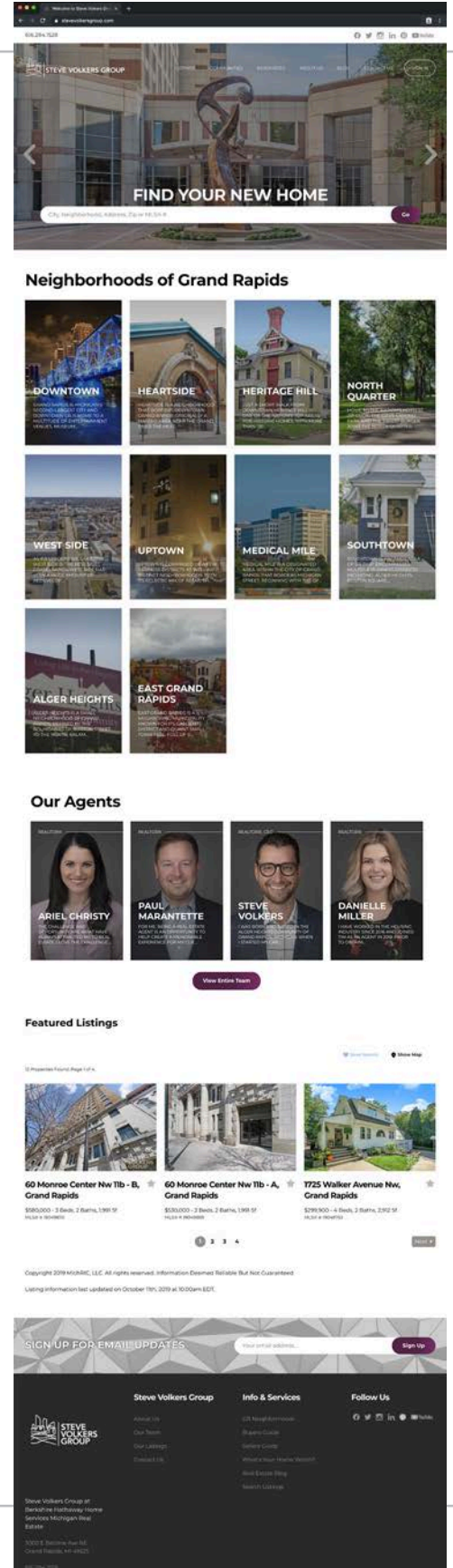


2. LOCAL WEBSITE EXPOSURE

Once your listing is live it will automatically be added to the Grand Rapids Association of Realtors® website, a popular local website for those in the market to buy a home. In addition to gar.com your site will be added to SteveVolkersGroup.com where we will feature your listing on our homepage. SteveVolkerGroup.com is a site that we have recently redeveloped on a technologically advanced platform that specializes in real estate websites. Our site uses an integrated MLS link that updates every 15 minutes, which means our 1600+ monthly users will always have the most up-to-date information and is usually the first place your listing will appear online...even before the big national websites!



LISTING DETAIL PAGE ON STEVEVOLKERSGROUP.COM



STEVEVOLKERSGROUP.COM



2. NATIONAL WEBSITE EXPOSURE

When we list your home on the Multiple Listings Service, or MLS, it syncs with Grand Rapids Association of REALTORS, Zillow, Trulia and Realtor.com. These sites have a national reach, they are familiar to most home buyers, and are frequently are at the top of the search engines. This is why we go above just simply listing your home on these sites. We also pay to feature your home on all of these services.

Zillow has surpassed all other national websites with their focus on user features, mapping, and efficient mobile apps. Nearly 100% of buyers are going to be familiar with Zillow and that's why we will pay for your home to be a featured listing. We also pay Zillow for a lead service that connects us with buyers inquiring on their website. Not all Realtors® take this approach but we believe spending marketing dollars with Zillow is well worth it.

Trulia, which is owned by Zillow, is ranked in the top five nationally as a home search engine. It's popular among home buyers and allows us to put your listing in front of more buyers. Our paid marketing efforts with Zillow apply to the trulia platform as well.

Realtor.com is a national search site, which means your home is in the ranks with millions of others throughout the nation. We pay to go the extra mile to make sure that our listings are featured prominently in any category or search where your home qualifies.

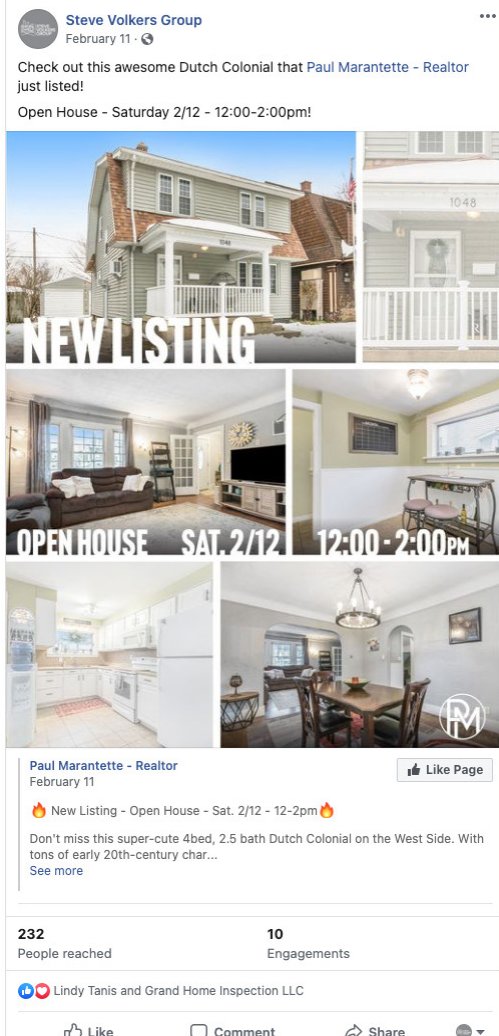
4. SOCIAL REACH

We know that social media is one of the most prevalent and effective marketing tools out there. We have spent the last decade building our social presence and have a following that rivals any other real estate team or even most brokerages in the area! Social media is ever-changing and we keep up on the current trends to make sure your home is featured in a way that increases engagement. We have a significant following on the following social media channels.



5. OPEN HOUSES

You would be surprised how many times we get asked if we “still” do open houses. The answer is: of course! We believe open houses still have an important role to play when selling your home. The multitude of options to look at homes online is a convenience but we don’t think it’s a substitute for seeing a home in person. Open houses are a great way to get people into your home where that emotional connection to a home is more likely to occur. As we mentioned earlier we will plan your first open house for the weekend after it is listed to maximize potential traffic. Then we’ll hold open houses periodically throughout the listing timeline. We will post your open house on the MLS where it will be synced with all the major websites. We will also leverage our social media following to create greater engagement. Frequently we will schedule multiple open houses with overlapping times so that we can “push” buyers between all of our open houses that day. We’ve found this to be a great way to maximize open house visitors.



Steve Volkers Group
February 11 · 🌐

Check out this awesome Dutch Colonial that Paul Marantette - Realtor just listed!

Open House - Saturday 2/12 - 12:00-2:00pm!

NEW LISTING

OPEN HOUSE SAT. 2/12 12:00 - 2:00PM

Paul Marantette - Realtor
February 11

👍 Like Page

🔥 New Listing - Open House - Sat. 2/12 - 12-2pm 🔥

Don't miss this super-cute 4bed, 2.5 bath Dutch Colonial on the West Side. With tons of early 20th-century char...
[See more](#)

232 People reached **10** Engagements

👤 Lindy Tanis and Grand Home Inspection LLC

👍 Like 💬 Comment ➦ Share

6. CONSTANTLY EVOLVING & INNOVATING

We're constantly evolving our marketing approach within our established and proven foundation. Sometimes this can be big things like new technologies or sometimes it can be little things. For example Zillow recently launched a new 360 degree home tour product and we were the very first agents to utilize this new tech in the West Michigan market. This was accomplished through our strong relationship with our photographer. We have also recently started doing something nobody else in the area is doing... we have made it standard practice to have the photographer take shots of the agent(s) selling your home. This helps our the marketing of your home by putting a face with your home. We've noticed that on social media, listing posts that features a unique image of the agent create more engagement than those that lack a "presented by" photo. This also allows our personality to come through in ways that wouldn't with traditional real estate marketing photos. You can tell by the photos below that we're not shy about having fun while we're working hard for you.



THERE ARE SEVERAL BENEFITS TO USING A PROFESSIONAL REALTOR®

THESE ARE JUST A FEW

GUIDANCE

A real estate agent should be more than a person who just unlocks doors for you. A great real estate agent provides guidance by explaining possible scenarios, interpreting the market and suggesting strategies for negotiating a contract. Their words of wisdom might not always be exactly what you hope to hear but a little honesty goes a long way.

PEACE OF MIND

Your agent has been around the block and has plenty of experience with this fast-paced market. By working with an agent who is familiar with multiple offer situations, you are already at an advantage when you decide to move forward in presenting an offer. Negotiations can be tricky so let your agent's confidence ease your mind.

LEGAL SOUNDBOARD

A great agent, or brokerage, will have a solid relationship with a local real estate attorney. We always hope that you experience a smooth transaction and never have to worry about the advantages of having a legal professional on your side. However, you should set yourself up for success early by committing to a dependable real estate agent who will be available with free legal guidance if a transaction ever goes sour.

FRIENDSHIP

We're not going to lie, the real estate process can get stressful. But, having an agent that you can trust and bond with is sure to give you some additional confidence and reassurance when you need it the most. A great professional friendship will not only help to create a more enjoyable transaction but, also, a higher level of commitment on both sides.

“ We used Steve Volk's group when we purchased our home in 2012. We were so impressed with his team that when it came time to list our home in 2018 we wouldn't have trusted anyone else to handle the sale. Steve and his team made the process of selling easy. Steve's advice, insight, and his marketing approach helped us sell the home quickly and for over asking price. Thank you Steve Volk's Group for helping our family! ”

- Lindsay Cummings

READY TO SELL YOUR HOME? WE'RE READY TO HELP!



STEVE VOLKERS GROUP
R E A L E S T A T E

LET'S GET STARTED

616.284.1528

STEEVOLLKERSGROUP.COM



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