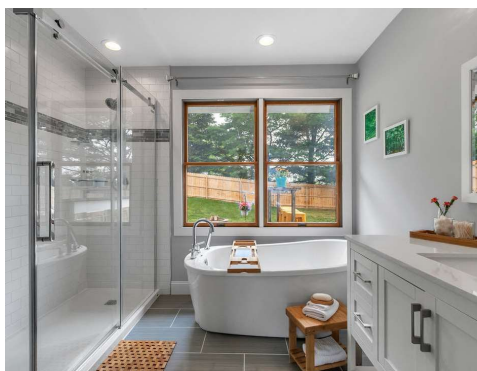


WHO WILL YOU TRUST TO SELL YOUR HOME?

*Choose Someone With Experience Who Will Deliver
The Best Results*



**I PERSONALLY PROVIDE
PROFESSIONAL
PHOTOGRAPHY,
MARKETING SERVICES,
AND EXPERT GUIDANCE**



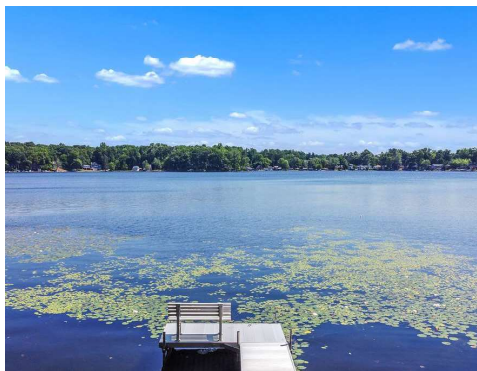
**I COVER MULTIPLE
COUNTIES
THROUGHOUT
SOUTHWEST
MICHIGAN &
NORTHERN INDIANA**



**NEIGHBORHOODS,
RURAL PROPERTIES,
AND WATERFRONT
HOMES**



**PRIMARY RESIDENCES,
INVESTMENT
PROPERTIES, AND
SECOND HOMES**



AT YOUR SERVICE

*When you work with me, you
get my personal
time, attention and
service to help you reach
your goals, whether buying,
selling, or both. I work to
ensure you have an
experience that is as smooth
and stress-free as possible.*

*And I'm backed by the
power and resources of
Cressy & Everett,
Michiana's top choice for
real estate.*



**THANK YOU
for choosing me !**

**Cynthia Trapp, Associate Broker
Trust - Dedication - Excellence
Licensed in MI and IN**

269-849-5947

cynthiatrapp.cressyeverett.com

**Cressy & Everett Real Estate
91807 CR690 | Dowagiac, MI 49047**

YOUR GUIDE TO THE HOME SELLING PROCESS

Know What To Expect Throughout The Sale

1

PLANNING & PREP

- Know your moving plans & timeline
- Review market conditions, sold homes & competition
- Declutter, repair, replace as needed

HITTING THE MARKET

- Choose a list price
- Clean and stage your home
- Photography

2

3

WHILE FOR SALE

- Keep home show ready
- Accommodate as many showings as possible
- Review feedback & adjust as necessary

UNDER CONTRACT

- Review offers based on price, timing, other terms
- Inspections; then possible re-negotiation
- Arrange for any required repairs

4

5

WAITING FOR LOAN PROCESSING

- Appraisal & final underwriting
- Pack, clean, arrange for moving
- Loan approval & schedule closing

CLOSING

- Buyer final walkthrough
- Transfer of utilities
- Sign the papers
- Receive your funds!

6

A RUNDOWN OF YOUR COSTS

What expenses are you responsible for?
Here are some of the most common fees for sellers.

OUT OF POCKET

Possibly Pest or Well/Septic Inspections

PAY OFF AT CLOSING

Mortgage Balance
Second Mortgage or Home Equity Line of Credit
Any Liens
Past Due Property Taxes
Current Taxes Prorated for Day of Closing

MISC AT CLOSING

Deed Preparation
Title Insurance
Transfer Tax
Broker Admin Fee
Broker Commission

**HAVE QUESTIONS?
Contact me any time!**

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ELEMENTS OF A SALE

*An Overview Of The Sales Process So You
Know What You Can Expect*



THE PATH TO THE CLOSING TABLE

- Preparing your home (repairs updates, de-cluttering, deep cleaning, staging)
- Market analysis for pricing
- Photography
- Pre-Listing advertising to Cressy & Everett agents
- Active listing – extensive online marketing, notification to Michigan, Indiana and Illinois agents, other advertising
- Showings, feedback, offers
- Offer negotiation
- Inspections, possible second negotiation
- Appraisal
- Packing, moving, cleaning
- Closing

Many factors can affect the sale of your home, but by being proactive, we can eliminate obstacles before they crop up. I will be with you to navigate the process and get past any difficulties that arise, make sure you understand your options, and keep things on track so you can reach your goals.

4 KEYS TO SUCCESS



PRICE



CONDITION



PRESENTATION



COMMUNICATION

PREPARATION IS KEY

Preparing your home for the market can make all the difference when it comes to offers.

A clean, attractive home helps bring buyers in the door.

Good home maintenance will save you from having to make expensive concessions after the inspections.

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MY EXCLUSIVE PROPERTY MARKETING PLAN

The Proven Steps I Take To Sell Your Home Quickly And For More Money



- Professional photography
- Custom property website
- 3D tour & Aerial photos when appropriate
- Floor plan
- Carefully crafted property description
- List of features & improvements
- Prelisting info shared with Cressy & Everett agents
- Your home on the MLS,
- Zillow, Homes.com, Realtor & other popular property search sites
- Featured on
- Cressyeverett.com & shared with top brokerages worldwide
- Searchable on Cressy & Everett Homespotter app
- Shared with my personal network of top agents
- Shared with 10,000+ member Facebook groups
- Featured on YouTube Channel
- Posted on LinkedIn, Google, Facebook
- Targeted digital ad campaigns
- Cressy & Everett registered buyers notified
- Specific buyers' agents contacted
- Email blasts to MI & IN agents
- Digital promotion in Chicago area
- Mailings to neighbors
- High quality print flyers
- Eye-catching signage
- Frequent updates on social media
- Ads in appropriate publications/websites
- Ongoing metrics evaluation
- Follow-up on all showings
- Work closely with cooperating agent, title company, inspectors, lenders to ensure smooth transaction
- Frequent communication

Your home will be featured on the Cressy & Everett HOMES TV show, reaching 22,000 loyal viewers each weekend. NO other brokerage in the entire region can offer this!

I have earned the SRS designation.

What does SRS mean?

SELLERS REPRESENTATIVE SPECIALIST

- Professional credential with advanced specialized training
- Seller advocate who will walk you every step through the sales process
- Keen understanding of how to collaborate with a variety of agents and professionals of differing skill levels to achieve the smoothest experience for you
- Negotiating skills to help you have best possible outcome
- Adherence to the highest standards of professional practice while delivering top-notch service

I believe in pricing your home right in the first place so you can sell your home quickly and for the highest price.

Open communication is crucial. Your thoughts and concerns matter, and I will address them.

You can reach me when you need to, and I'll communicate in the manner you prefer.

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A GLIMPSE AT SOME OF MY PAST SALES

*Experience Helping People At Varying Stages Of Life
Buy & Sell A Wide Array Of Properties*



EXPERIENCE WITH A VARIETY OF PROPERTIES

I've helped my clients buy and sell properties of all types, from lakefront cottages to family farms, historic homes to new construction - in both subdivisions and rural settings.

Each community has its own characteristics, and each body of water its own unique attributes. I highlight the local attractions when marketing my listings, to ensure buyers know what is so special about not only the property, but the area as a whole.

Whether in Southwest Michigan or North Central Indiana, I am here to help my clients with all of their buying and selling needs.

WHO HAVE I HELPED TO REACH THEIR GOALS?

- Lake Home Sellers
- Vacation Home Buyers
- Investment Property Buyers & Sellers
- First Time Sellers
- First Time Buyers
- Expanding Families
- Empty Nesters
- Sellers Choosing Among Multiple Offers
- Buyers Competing Against Multiple Offers
- Past Clients , Again & Again

EDUCATION & RECOGNITION

- Licensed Broker in **MI & IN**
- Accredited Buyers Representative (**ABR**)
- Sellers Representative Specialist (**SRS**)
- Resort & Second Home Property Specialist (**RSPS**)
- Graduate, Realtor Institute (**GRI**)
- Silver Life Membership Award from Southwest Michigan Association of REALTORS
- Ranked Consistently on Company Leaderboards
- Achieved Highest Tier Brokerage Award: Cressy & Everett's Chairman's Club

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COMMITMENT TO HELPING YOU SELL YOUR HOME:

- Showcase your home to its best advantage
- Present your home in a professional manner
- Expose your home to the broadest audience possible
Market your home to qualified buyers
- Keep you aware of changes in the real estate market
- Prepare you for what to expect each step of the way
- Follow up with all interested parties
- Actively solicit feedback from every showing
- Provide timely responses to buyers' agents in order to help them write an offer
- Present all offers to you with analysis of strengths and weaknesses
- Negotiate the most beneficial offer terms on your behalf
- Connect you with any service providers you need

COMMITMENT TO YOUR SATISFACTION:

- Listen to your ideas, needs and concerns
- Welcome your input
- Be available whenever you have questions
- Communicate with you in your preferred manner on your schedule
- Speak with you honestly about your home
- Keep in frequent contact with you
- Explain forms, contracts and procedures
- Advise you on likely strategies employed by buyers
- Make sure you are comfortable with any agreements
- Coordinate with everyone necessary to provide you with as smooth a closing experience as possible

MY PLEDGE

I pledge to help you with your sale from start to finish, to stay in communication with you and all parties involved, and to stay dedicated to your best interests. I will put forth my best efforts to help you get the best sales price and terms possible for your property.

It's important for me to learn about your unique situation, address your concerns and answer your questions. When all is said and done, I want you to feel you got a tremendous value by choosing to work with me on the sale of your home.

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"Thank you will never be enough for all the kindness, grace and patience Cynthia has given us over the past 15 months, both buying and selling. She listened to our needs and wants and we're settling in to our new home and excited for the future. We'll never work with anyone else!"

-Matt & Nikki D. | Sellers & Buyers | Stevensville

"Cynthia Trapp was a pleasure to work with. She worked very hard to make the sale happen. There were many glitches but she went above and beyond to make sure the sale would go through. I would highly recommend her for her integrity and ability to find solutions to whatever problem was encountered."

-Brenda T. | Seller | Hartford

"Our family can't thank Cynthia enough for the endless searching to help us find a home! She has a heart of gold and would do anything to make sure everything works out! She jumped through hoops to make sure we were satisfied with picking our home. Our experience with previous realtors wasn't the best so we stopped looking for a house for over two years until we found Cynthia! We are so happy we found her! She helped us through the whole home buying experience and made it a breeze! We don't know what we would've done without her! Thank you again! We appreciate you more than you will ever know!"

-Dustin & Morgan B. | Buyers | Dowagiac

"Best Realtor ever. Cynthia is professional, smart and driven. She makes you feel as if you are her only client. She constantly kept in touch during the process and even after the sale of my home. This shows she truly cares about her clients. Best move I ever made was hiring her."

-Paula S. | Seller | Niles

"The most important factor in our choice of Realtor was, the person herself. Cynthia immediately communicated genuineness, knowledge, ability, and most important, a trustworthiness!! Cynthia's way of marketing our property was exceptional! She was outstanding throughout the transaction!! Finally, she has a warm, friendly manner which makes her feel like a good friend who cares about you! For all of the above reasons, we highly recommend Cynthia Trapp; you won't be disappointed."

-Rochelle & Vivian G. | Sellers | Sister Lakes

Several of my clients have offered to be listed as references, available to contact if anyone is considering working with me. Please reach out to them.

Rochelle Grimbau
312-218-4665

Nancy Buck
908-305-3043

Halle Gann
574-303-2595

Ryan Jackson
269-816-5139

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