JESSICA Juel

METRO DETROIT / SOUTHEAST MICHIGAN

Selling your home well

A clear strategy for pricing, preparation, exposure, negotiation, and the move that comes next.

People matter more. Your goals shape every step.

PEOPLE MATTER MORE.

Associate Broker | REALTOR® | Real Estate Advisor

Arterra Luxe • Metro Detroit

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The path from plan to sold

Every sale is different. We will build a plan for your property, timeline, and next move, then adjust to what the market tells us.

01 **Discovery**

Understand the home, your priorities, deadlines, and where you are going next.

02 **Price and net**

Review comparable properties and a seller net sheet, including likely costs.

03 **Prepare**

Prioritize repairs, staging, disclosures, photography, and access.

04 **Launch**

Publish the listing and reach buyers and their agents through an agreed marketing plan.

05 **Evaluate**

Use showing response and market activity to decide if a change is needed.

06 **Negotiate**

Compare offers by net, financing, contingencies, timing, and likelihood of closing.

07 **Close and move**

Manage inspection, appraisal, title, final walkthrough, closing, and possession.

Your first move

Tell me why you are selling and what a successful outcome looks like beyond price. We will plan around your timing, privacy, and next destination.

02 / YOUR ADVISOR

Experience you can use

The work is more than placing a home online. I will give you context for each decision and stay with the details from our first conversation through closing.

JESSICA Juel

Associate Broker, REALTOR®, Real Estate Advisor
Arterra Luxe

Licensed since 2017 | 250+ homes closed
Top 1% Metro Detroit | RENE certified

A broker-level license

I hold a Michigan Associate Broker license, a broker-level credential beyond a salesperson license. It reflects additional licensing preparation and experience. I work with Arterra Luxe and remain directly involved in your sale.

Negotiation and perspective

My Real Estate Negotiation Expert (RENE) certification adds focused training to years of representing buyers and sellers. My experience as an investor and landlord helps me think through property condition, buyer concerns, and the practical terms behind a headline price.

Education and concierge-style service

I earned a bachelor’s degree from Arizona State University, graduating magna cum laude. More than 250 closings and a referral-based business have taught me that details and relationships matter. My concierge-style service means I help coordinate preparation, staging, photography, vendor introductions, showings, and the path to closing, with a plan built around your schedule and priorities.

Build your seller brief

Your answers help me tailor the pricing, preparation, marketing, and schedule.

Property address and ideal list date:

Why are you selling now? Desired closing and possession dates:

Where are you going next? Is another purchase involved?

Your price expectations and most important outcome:

Best way to reach you / do-not-disturb hours:

Pets, children, work hours, or other showing constraints:

WHAT SHOULD BUYERS UNDERSTAND ABOUT THIS HOME?

Favorite features and improvements:

Known concerns, repairs, or permits to discuss:

Neighborhood, lifestyle, or nearby amenities:

Price with purpose

A list price is a positioning decision. We will weigh recent sales, active alternatives, pending homes, condition, and what buyers are responding to now.

Comparative market analysis

I compare relevant properties and explain meaningful differences in size, location, condition, updates, and terms. We will discuss a value range and an asking strategy. No method guarantees a final price.

The cost of waiting

An ambitious price can limit early interest; an informed, competitive price can create stronger activity. We will set review points for showings and feedback so you can act on evidence instead of guessing.

The net sheet

Before you choose a price or offer, review an estimate of mortgage payoff, broker compensation under your listing agreement, title and transfer charges, taxes, concessions, repairs, and any occupancy costs. Closing figures can change.

QUESTIONS TO BRING TO OUR PRICING MEETING

- What do the closest active, pending, and sold homes tell us?
- Which repairs or presentation choices would matter to likely buyers?
- How do different prices and seller credits change my estimated net?

My working numbers

Possible price range: $____________ | Mortgage payoff: $____________
Estimated net at our proposed price: $____________

Prepare what buyers will see

We will focus on work that supports the price and presentation rather than doing every possible project.

EXTERIOR FIRST IMPRESSION

Trim, sweep, clear the path, tidy landscaping, and make entry and lighting welcoming.

INTERIOR PRESENTATION

Declutter, deep clean, replace burned-out bulbs, and create clear sight lines and usable rooms.

REPAIR PRIORITIES

Discuss visible defects, safety issues, moisture, mechanical systems, and any work requiring permits.

PRIVACY AND ACCESS

Put away valuables, medications, sensitive documents, pet items, and personal photos as needed.

Disclose what you know

For covered Michigan residential transfers, the Seller Disclosure Statement addresses known property condition and other matters. Answer carefully and update information when needed. For most homes built before 1978, federal lead-paint disclosure requirements also apply. We will review the forms and your property’s facts together. [1, 2]

The photo day plan

We will decide which rooms to stage, what should be out of view, when to schedule professional photography, and whether additional media makes sense for this home.

Give the listing a strong start

The right presentation makes the value of your home easier to see online and in person.

Professional visual assets

I use professional photography and consider floor plans, video, drone images, or virtual tours when they make the property easier to understand.

Clear property story

We identify what is distinctive, verify facts, and write copy for the right buyers without overpromising condition or future use.

Broad and targeted exposure

Your plan can include MLS exposure, listing portals, my website, social media, broker outreach, and my network of past clients and referral partners. The mix depends on your home and our agreement.

A launch calendar

We set photography, listing, showing, and open-house timing around market conditions and your availability. I will review the finished listing with you.

Advertising channels, audience sizes, and platform placement change. I will explain the actual plan for your property instead of promising a fixed number of views or buyers.

Showings and course corrections

A useful feedback loop connects what buyers see, what they say, and what they do.

Showing plan

We will set notice preferences, permitted hours, access instructions, pet arrangements, and any open-house plan. When possible, make the home comfortable and easy to tour.

The signals I watch

I look at showings, repeat visits, questions from buyer agents, comparable homes entering the market, and written offers. Feedback is useful context, but an offer is the clearest test.

Adjustments with a reason

If interest is weaker than expected, we will review price, presentation, photos, description, access, and competition. You will know why I recommend any change.

MY SHOWING PREFERENCES

Preferred notice and unavailable hours:

Pet arrangements / security / alarm instructions:

Updates: how often and by which channel?

Compare the whole offer

A higher price is not automatically the strongest outcome. We will look at what you are likely to net and how likely the buyer is to close.

PRICE AND NET

Price, seller credits, buyer-agent compensation requests, transfer costs, and expected payoff.

FINANCING

Cash or loan, down payment, pre-approval, appraisal exposure, and the lender's ability to meet the timeline.

CONDITIONS

Inspection, financing, appraisal, sale contingency, and exact deadlines or waivers.

CLOSING AND KEYS

Proposed closing, possession, occupancy after closing, and costs if your next move slips.

My role at the table

I will explain the tradeoffs, ask questions of the buyer's side, and negotiate the terms you authorize. We can counter, accept, or decline; each decision is yours.

OFFER COMPARISON WORKSHEET

Offer A: price / credits / estimated net:

Offer B: price / credits / estimated net:

Financing / inspection / appraisal / timing differences:

The work after acceptance

Your signed purchase agreement controls deadlines and responsibilities. We will keep a shared timeline through closing.

Deposit and documents

Confirm earnest money delivery, required disclosures, title order, and any agreed documents. Verify payment instructions by a known number.

Inspection

The buyer may inspect under the contract terms. We will review any written request and choose a response that fits your goals and contract rights.

Appraisal and loan

The lender may order an appraisal and seek additional information. If value or underwriting creates an issue, we will review options together.

Title and closing figures

Resolve title questions, obtain the payoff, review estimated settlement figures, and clarify any prorations or seller credits.

Final walkthrough

Have the home in the agreed condition, with included items in place. We will review the possession agreement if you are staying after closing.

Make the final week easier

Closing and possession can happen on different days. Your contract tells us when to hand over keys and what condition is expected.

- Schedule movers, utilities, mail forwarding, and insurance changes around the possession date.
- Gather warranties, appliance information, permits, keys, remotes, mailbox details, and HOA documents that you agreed to provide.
- Empty and clean the home as agreed. Take photos of the condition and keep important closing records.
- Review your settlement statement and confirm the payoff, commissions, credits, prorations, and transfer taxes with the title company.
- If you remain after closing, follow the occupancy terms for payment, insurance, maintenance, and final surrender.

MY CLOSING CHECKLIST

Moving and utility dates:

Items / keys / manuals to leave:

Final questions for title or my advisor:

After the sale

Keep copies of your closing statement and property records. Consult your tax professional about the tax treatment of your sale; individual circumstances vary.

Let’s build your plan

Tell me what the move needs to make possible, and I will help you work backward from there.

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RENE certified | ASU, magna cum laude

For our first conversation

Share your property address, timeline, next destination, improvements, concerns, and what matters most: price, speed, certainty, or convenience. We will start with a property-specific plan and a net estimate.

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REFERENCES

[1] Michigan Seller Disclosure Act

[2] Federal lead-based paint disclosure

[3] Michigan property transfer guidance

[4] Michigan associate broker licensing