



Start Here

Your quick-reference guide to the toolkit and how to use it

This toolkit is built for Michigan homeowners who are weighing whether to sell. The tools help you run your own numbers, understand your options, and make a confident decision — no pressure, no pitch.

Every home and situation is different. These are general guidelines — not instructions. Use what applies, skip what doesn't, and always work with your agent on specifics.

What You Can Download Right Now — Free

• **CHECK — Start Here Guide**

This document. Your roadmap to the toolkit and how to use it.

• **SCORECARD — Sell Now vs. Wait**

A 2-minute self-check. Fill it in once and you'll have a clear picture of where you stand.

Both are available for immediate download at MovingRealityCheck.com. No sign-up required.

Get the Full Toolkit — 10 More Tools

Sign up at MovingRealityCheck.com and receive all 10 remaining tools delivered to your inbox, paced to your listing timeline. Free — no pressure — unsubscribe anytime.

- **TIMELINE** — Listing Prep Plan
- **FIXLIST** — Pre-List Fix List
- **UNDERIK** — Under \$1K Prep List
- **LAUNCH** — First 7 Days Checklist
- **CONCESSIONS** — Concession Menu
- **BUYDOWN** — Rate Buydown Explained
- **OPTIONS** — Move Transition Options
- **PLAN** — Two-Path Plan Template
- **COMPSHOW** — Pricing Checklist
- **OFFERMAP** — Offer Terms vs. Net

Tools are delivered based on your listing timeline — faster if you're listing soon, spread out if you have more runway. Sign up at MovingRealityCheck.com.

Your Three Next Steps

Step 1 — Download the Scorecard

Get it free at MovingRealityCheck.com. Takes 2 minutes. Tells you clearly whether your timing and numbers make sense right now.

Step 2 — Sign Up for the Full Toolkit

Enter your address and listing timeline at MovingRealityCheck.com. All 10 remaining tools arrive in your inbox, paced to your schedule. Free — no pressure.

Step 3 — Run Your Net Proceeds

Free, instant, no sign-up required at SellerProceeds.com. The most comprehensive net proceeds calculator available — walks you through every cost line so you know exactly what you'd walk away with.

SellerProceeds.com

Get the Toolkit:

MovingRealityCheck.com

Free · No pressure · Unsubscribe anytime

Text a Market Snapshot Request:

PULSE

Address: _____

Text to: (734) 678-4745

Net Proceeds — No sign-up needed:

SellerProceeds.com

Free · Instant · No sign-up

Ready to Get Started?

Download the Scorecard free at MovingRealityCheck.com, then sign up to receive the full toolkit paced to your timeline. No pressure — just the information you need to make a confident decision.

What's in the full toolkit:

- 12 tools delivered to your inbox — free
- Paced to your listing timeline (30 / 60 / 90+ days)
- Covers prep, pricing, timing, offers, and net proceeds
- Free net proceeds calculator at SellerProceeds.com

Free · No pressure · Unsubscribe anytime.

Get the Full Toolkit:

MovingRealityCheck.com

Or text PULSE + your address to (734) 678-4745 for a personalized market snapshot.

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