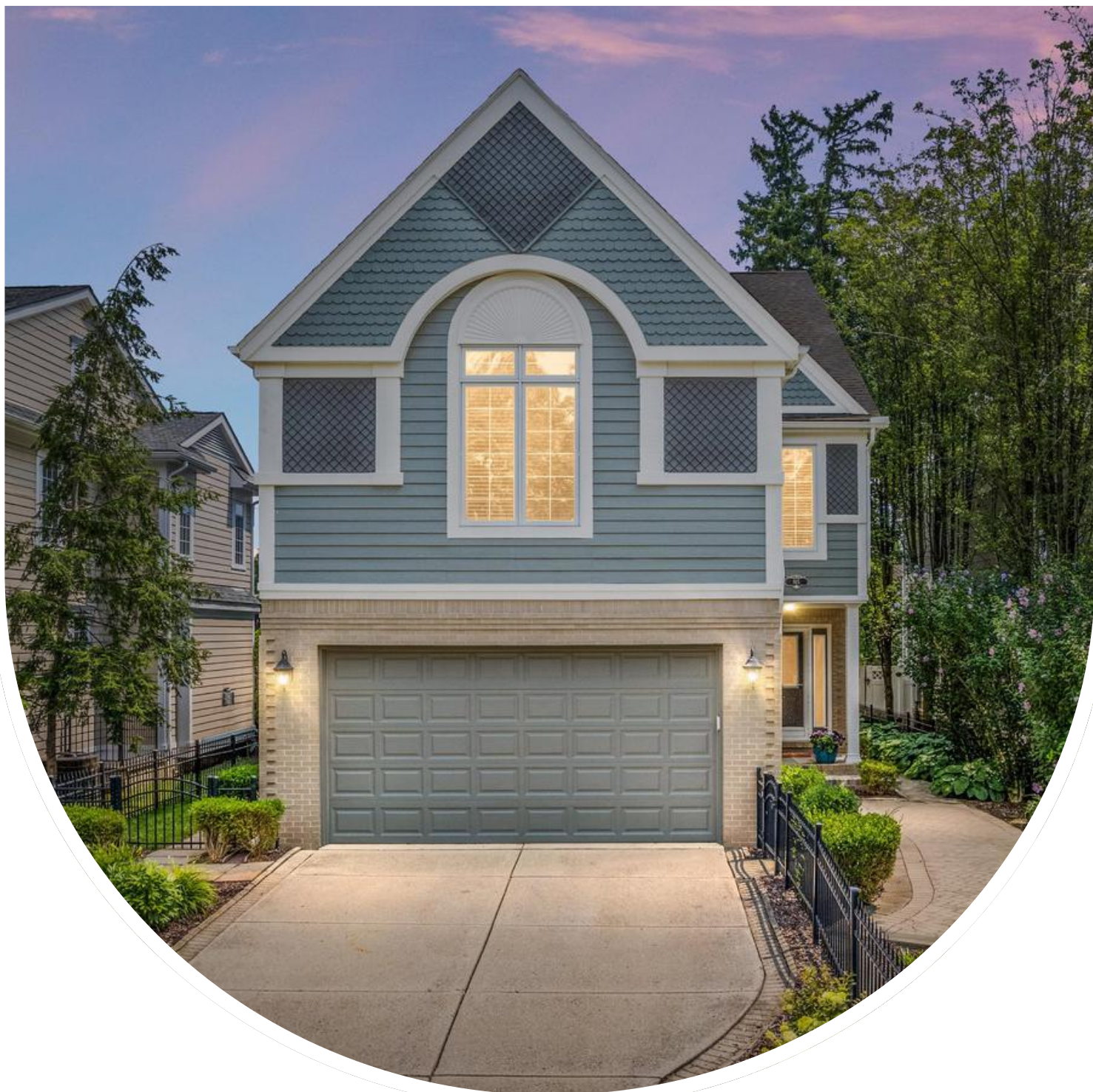


SIGNATURE BY LISA

Helping homeowners make confident selling decisions
through strategy, preparation, and buyer insight.



LISA A. MILLS
Signature Real Estate

MY APPROACH



Understanding what buyers are responding to changes everything.

The market gives us feedback throughout the selling process.

My job is to understand what buyers are responding to, identify what may be creating hesitation, and adjust our strategy when needed.

Every home has a story.

Every seller has different goals.

Rather than using the same approach for every listing, I create a strategy based on your home, your timeline, and what today's buyers are looking for.

MARKETING STRATEGY



Every listing receives a customized marketing plan designed to maximize exposure and create buyer confidence.

Marketing may include:

- ✓ Professional photography
- ✓ Video marketing
- ✓ MLS exposure
- ✓ Social media marketing
- ✓ Digital advertising
- ✓ Google Business Profile exposure
- ✓ Website marketing
- ✓ Buyer behavior analysis
- ✓ Ongoing market feedback
- ✓ Strategy adjustments when needed

The goal isn't simply to generate views.

The goal is to create enough confidence for buyers to schedule showings and ultimately write offers.

RECENT SUCCESS STORIES

BARRETT – MADISON HEIGHTS

Challenge:

The home received strong interest but buyers became hesitant after inspections.

Strategy:

Addressed buyer concerns, improved confidence, repositioned the listing, and allowed the market to respond.

Result:

The home received multiple offers again and ultimately sold above the asking price after being repositioned.

WINDEMERE – ROYAL OAK

Challenge:

The home needed a fresh presentation before going to market.

Strategy:

Worked with the seller to declutter, rearrange existing furnishings, add simple finishing touches, and professionally market the property.

Result:

Strong buyer activity, multiple offers, and a successful sale above the asking price.

WHAT WORKING TOGETHER LOOKS LIKE

- ✓ Learn your goals and timeline.
- ✓ Evaluate your home's strengths and opportunities.
- ✓ Develop a pricing and marketing strategy.
- ✓ Prepare your home for the market.
- ✓ Launch with professional marketing.
- ✓ Monitor buyer feedback and showing activity.
- ✓ Adjust the strategy if the market gives us new information.
- ✓ Negotiate confidently from a position of knowledge.

Throughout the process, you'll always understand what we're doing and why.





WHAT YOU CAN EXPECT FROM ME

You can expect honest communication, thoughtful guidance, and a strategy built around your goals—not a one-size-fits-all approach.

Selling a home can feel overwhelming.

My role is to simplify the process, help you interpret the market's feedback, and guide you through each step with confidence.

Whether you're selling this month or next year, preparation starts long before the sign goes in the yard.

Questions Worth Asking Before You Hire Any Realtor

- ✓ How will you determine whether buyers are responding to my home?
- ✓ If my home doesn't sell in the first two weeks, what changes would you consider before recommending a price reduction?
- ✓ How will you communicate market feedback throughout the listing?
- ✓ What is your strategy beyond putting my home in the MLS?
- ✓ How do you know when a home needs repositioning instead of simply lowering the price?



Making real estate decisions shouldn't feel overwhelming.

If you're someone who enjoys learning before making important decisions, I've created videos and articles that answer many of the questions homeowners ask me every day.

Take your time. Explore a few resources. When you're ready, we'll pick the conversation back up.



WATCH

Signature by Lisa on YouTube

Real-world advice for Metro Detroit homeowners based on real experiences, real listings, and real buyer behavior.



READ

Home Seller Insights

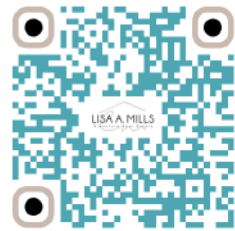
Articles designed to help homeowners understand today's market, avoid common mistakes, and make informed selling decisions.



EXPLORE

Signature by Lisa

Visit my website to browse homes, read additional articles, learn more about my approach, and explore resources designed to help you make confident real estate decisions.



Lisa A. Mills, REALTOR®

Signature by Lisa

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(248) 953-6400



lisa@signaturebylisa.com



www.signaturebylisa.com



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