



# SELLER HANDBOOK

EMPOWERED THROUGH KNOWLEDGE

BY:

**Malachi Brick**





## Get To Know Me



First off, I am a family man! I've been married to my beautiful wife Abbey for 13 years and we have two spunky daughters. Maia is 9 and Zanna is 6! We have lived here our whole lives so when it comes to Northern Illinois/Southern Wisconsin area real estate, there's no one better to turn to. Not only am I passionate about real estate but my focus and attention is always on helping others. To accomplish this, I'm board-certified as a licensed Realtor with Dickerson and Nieman (# 1 in Rockford since 1998). I've also spent years on my education earning my Bachelor's degree, a Master's Certificate in Leadership & Communication, as well as extensive training and certification in social media marketing & advertising. All of this, along with my expansive network enables me to open doors for my clients on all sides of the property equation. I make it a point to be involved and stay involved throughout all stages of the real estate process. I'll guide you every step of the way, whether you're looking to buy, sell, or rent.





# Accolades

Multi-Year Diamond Award Winner

**Dickerson & Nieman REALTORS** is proud to present the **2023 TOP SELLING AGENTS**

**Double Diamond** 10+ Million Sold  
**Diamond** 5 - 10 Million Sold  
**Platinum** 4 - 5 Million Sold

**Gold** 3 - 4 Million Sold  
**Silver** 2 - 3 Million Sold  
**Bronze** 1 - 2 Million Sold

**2023 Special Mention** Up to 1 Million Sold  
**2023 Retirees** Thank you for your years of service!

**ROOKIE of the Year**  
**TOM Z. DICKERSON Award**

**SPECIAL 2023 NEWS**  
 Welcome, Pioneer!  
**PIONEER** PROPERTY MANAGEMENT  
**TOP SELLING AGENT** New Construction  
**Joe Contarino** New Leaf

**Dickerson & Nieman REALTORS** 815-227-5900 dickersonnieman.com



**\*\* Dickerson & Nieman and myself have been voted as "Best Real Estate Brokerage" and "Agent" in the What Rocks Community Choice Awards \*\***





# LICENSED IN IL & WI



## YOUR TRUSTED FACE IN REAL ESTATE

### AVAILABLE FOR

- ✓ Free market analysis
- ✓ Buying
- ✓ Selling
- ✓ Commercial Sales/Leases
- ✓ Residential
- ✓ New Construction
- ✓ Land / Acreage







# REAL ESTATE *Reviews*



## Client Review

On top of being authentic and kind, Malachi is an amazing real estate partner. He did a great job helping us sell my father-in-law's house. His communication was helpful, frequent, and always timely. He guided us through the process with ease. He did such an amazing job, I referred my daughter/son-in-law to him for buying their first house. 1000% recommend!!!

- Scott B.



## Client Review

It was our pleasure to work with Malachi in selling our 95 year old historic home. He started with a thorough Market Analysis which helped us determine a reasonable selling price. He responded quickly to any questions and gave us clear direction in the prepping, showing, and selling of our family home. The difficult move into retirement, downsizing and relocating out-of-state was done in a timely manner with his help. We were grateful to renew an old friendship and appreciated every consideration in sometimes stressful negotiations. We'd highly recommend Malachi to anyone selling their home in the Rockford area.

- Ron & Mary Z.



## Client Review

Malachi helped us sell an investment home in Rockford. He made the transition easy as he handled all of the details so that we could focus on our family and our work. He was able to answer all the questions that I had and got back to me almost immediately regardless of the time or day. He knows the market well, was able to make excellent recommendations and give referrals when needed to people who know their job well just like he does. He took care of everything...even our morning coffee the day we signed paperwork early. I can't imagine working with anyone else! When questioned about the realtor fees I've told them it was well worth it. He's a professional and earned every dollar. Give him a call if you're considering selling or buying a property.

- Dee Dee W.



## Client Review

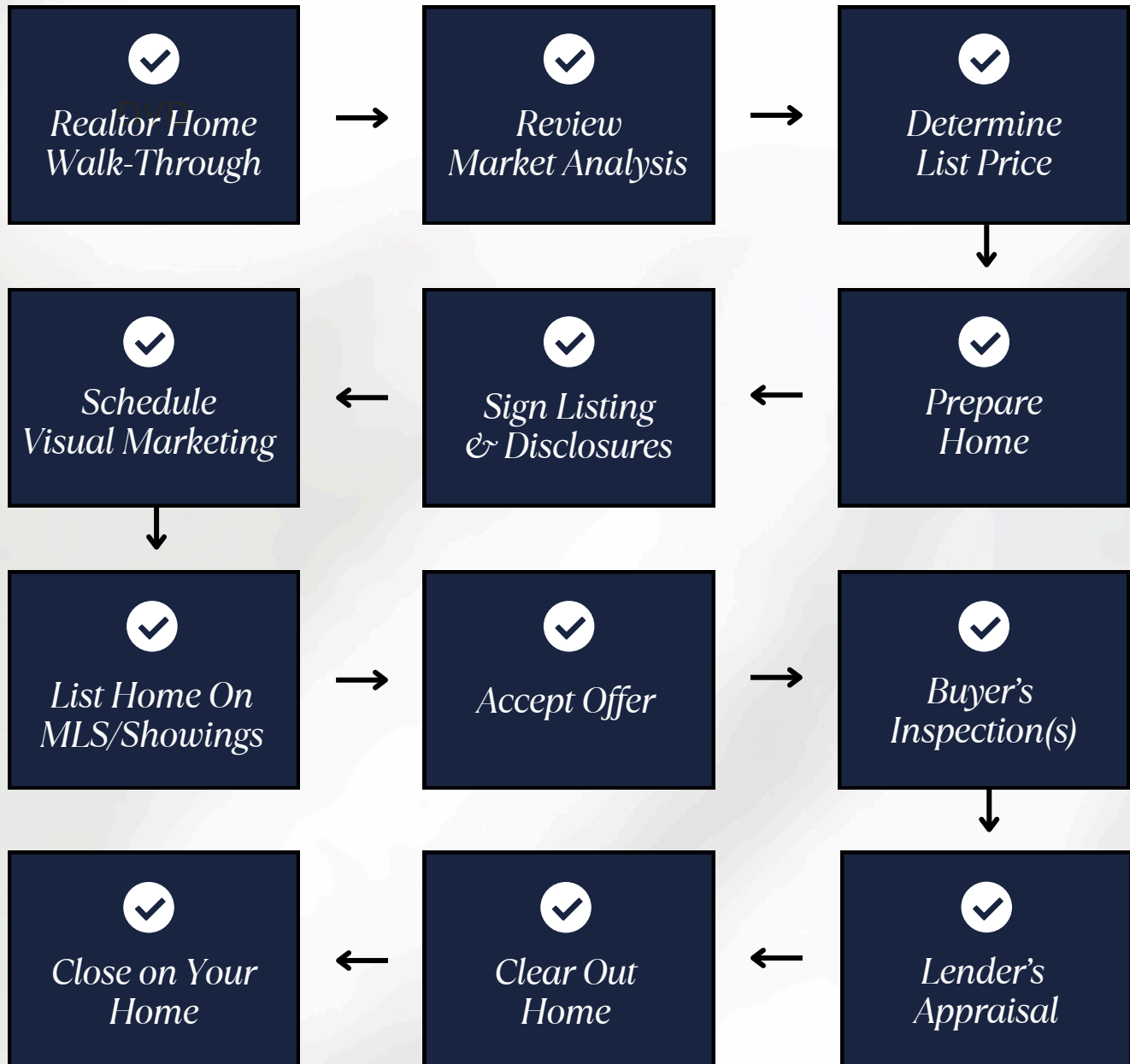
Malachi is THE man!!! He's very friendly, extremely helpful and very knowledgeable. Always went extra mile. Very communicative and responds right away. From the very beginning, giving tips on preparing the home for showing to the final closing, he was always there to answer all the questions and that too in. Very timely manner. He's gem of a person and I was very happy to have him as my realtor!

- Sid K.



# Home Selling Guide

## SIMPLE TWELVE STEP PROCESS





# REAL ESTATE

## *Home Inspection Process*

- ✓ Buyer hires a certified home inspector
- ✓ Optional: They may hire a certified radon inspector
- ✓ Buyer has 5 business days to have any inspections
- ✓ Seller and realtors are not present at inspection
- ✓ Buyer will discuss any concerns with their team
- ✓ They may ask for repairs and/or credits
- ✓ Decide how to proceed and respond to buyer's asks

# *Assembling Your Team*



## OTHER SERVICES

**Mark Giddens**

Giddens Property Service

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**Kaycee Chadwick**

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**Jerry DeVries**

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**Justin Kleparski**

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**Francesco Collura**

Fresh Start Environmental

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**Travis Brady**

Brady's Waterproofing & Concrete

815-988-2862

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**Brian Geier**

Top Notch Roofing

815-207-9345

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**Ben Freeman**

Freeman Electric

815-980-7562

benjaminfreeman85@gmail.com

# Visual Marketing

Professional  
Photography

Professional Drone  
Photo/Videography

- Virtual Staging (if needed) -

- Floor plans -





# *How Your Home Is Shown & Marketed*



# How Do I Get Paid?

That's a great question...

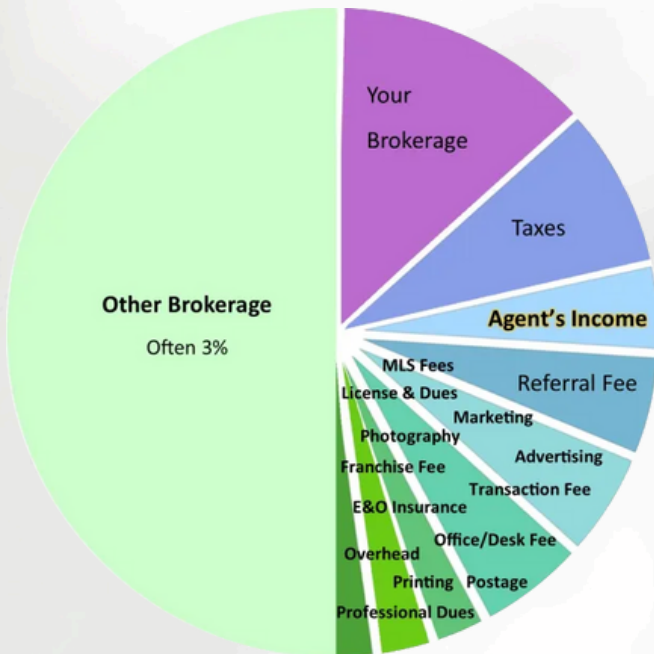
✓ Historically: Sellers hire a listing agent to sell their home and from that fee, the listing brokerage compensates the buyer's brokerage for bringing a well-qualified buyer.

✓ Professional Fee: Through this percentage based fee you pay at closing to my brokerage, they then pay a portion of that to me which I use to pay taxes, MLS/lockbox fees, insurance, re-coop upfront costs, etc.

✓ You deserve to be represented: Now more than ever, there's too much at stake and having proper representation is key to limiting your liability and ensuring a smooth and successful real estate transaction.

✓ What this means for you: When you hire Dickerson & Nieman and myself, we are a FULL SERVICE brokerage and we take care of everything from contract to closing -- walking you through the entire process

✓ My goal: To attract the most amount of buyers, get you the highest purchase price (in the shortest amount of time) and take the stress off of you during what can already be a hectic time.



# Helpful Definitions



Earnest Money: A deposit made to a seller that represents a buyer's good faith to make a purchase such as the acquisition of a new home. This is a credit to the buyer at closing and goes back to buyer if results of inspection are unfavorable.



Down Payment: The money a buyer pays upfront to complete the real estate transaction. Down payments are typically a percentage of a home's purchase price and can range from 3% – 20% for a primary residence.



As-Is: Many homes will be listed "as-is". In our market, this simply means that the seller is not giving a warranty on anything past the inspection period. During that time, a buyer can still do an inspection and ask for repairs and/or credits.



Escalation Rider: Like on Ebay, this functions as the "highest offer" and allows a buyer to compete against multiple offers by going \$500-\$1000 over a higher offer up to a capped amount that they set.



Appraisal Gap: This is an agreement the buyer makes with the seller to make up the difference between a property's purchase price and appraised value. This can also be useful in multiple offer situations where the seller might be nervous the home won't appraise.



Repair Rider: If needed, this is what a buyer will use to ask for repairs to be done to the property. Once accepted, this rider attaches to the contract.