



SAVVY SELLER WORKBOOK

*Companion to The Savvy Seller's Guide to Selling
Your Home*

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W E L C O M E

How to Use This Workbook

Selling your home is a big decision—and this workbook is your guide to doing it confidently. As you move through each video module, use this workbook to reflect, clarify your goals, and take action. Print it, write in it, and make it your own.

Each section matches a course module, with reflection prompts, checklists, and smart questions to help you make empowered decisions along the way.

Liz Opatie

Hi, I'm Liz Opatie—a lifelong West Michigan local, Realtor since 1999, and someone who truly understands how overwhelming (and emotional!) selling a home can be.

Whether you're upsizing, downsizing, or making a major life move, I created this Savvy Seller's Course and workbook to make sure you feel informed, confident, and supported every step of the way.



MODULE 1:

Choosing Your Agent

REFLECTION PROMPT:

01 Why is choosing the right agent important to me?

02 What qualities or credentials matter most to me in a listing agent?

BONUS TIPS:

Research Online Before You Decide

Search Their Name – Look for:

- ★ Google Reviews
- ★ Zillow / Realtor.com / Facebook testimonials

Visit Their Website – Ask yourself:

- Is it up to date and professional?
- Do they provide educational content or recent market insights?
- Do their listings look polished and well marketed?

Check Social Media – Scan their posts:

- Are they consistently active?
- Do they offer tips and showcase listings?
- Do they respond to followers or seem engaged?

MODULE 2:

Savvy Marketing in Today's World

CHECKLIST: WHAT TO LOOK FOR IN A MODERN MARKETING PLAN

- ☐ Professional photos
- ☐ Video walkthrough or property tour
- ☐ Paid Social Media Advertising
- ☐ SEO and optimized listings
- ☐ Pre-marketing strategies
- ☐ “Just Listed” campaign
- ☐ Email marketing to buyers and agents
- ☐ Presence on YouTube, Facebook, Instagram

01 What do I want buyers to notice or feel when they see my home online?

MODULE 3:

Supercharging Traditional Marketing

TRADITIONAL VS. EXCEPTIONAL CHECKLIST

- ☐ Listed on MLS + all major platforms (Zillow, Redfin, Realtor.com)
- ☐ Property-specific website with video tour
- ☐ High-quality printed brochures + QR codes
- ☐ Drone or 3D virtual tour
- ☐ Customized lawn sign with text capture feature
- ☐ Neighborhood mailers + buyer funnels

TOP 3 FEATURES I WANT HIGHLIGHTED ABOUT MY HOME:

01 _____

02 _____

03 _____

MODULE 4:

Compensation & Commission

Notes:

- *Commission is negotiable*
- *Buyer agent compensation can still be offered by the seller to widen interest*
- *Focus on your net proceeds, not just the sale price*

Worksheet:

What is most important to me financially? (Check all that apply)

- ☐ Maximize net proceeds
- ☐ Sell quickly
- ☐ Minimize out-of-pocket costs

Estimated amount I need to net: _____

Willing to offer buyer agent compensation?

☐ Yes ☐ No ☐ Unsure

MODULE 5:

Savvy Negotiations

NEGOTIATION STYLE

Quiz: What Type of Negotiator Do I Want?

☐ Competitive ☐ Collaborative ☐ Compliant

**THREE THINGS I WANT MY AGENT
TO PROTECT IN NEGOTIATIONS:**

01

02

03

MODULE 6:

Communication

COMMUNICATION PLAN WORKSHEET:

My preferred communication style:

☐ ***Text*** ☐ ***Email*** ☐ ***Phone***

What I expect:

- ☐ ***Weekly updates***
- ☐ ***Feedback after showings***
- ☐ ***Prompt replies to questions***

Questions to ask your agent:

- ***Who will be my main point of contact?***
- ***How often will I receive marketing and showing updates?***
- ***How do you stay in touch during escrow?***

NOTES:

MODULE 7-8:

Goals, Priorities & Getting Clarity

WORKSHEET: WHAT ARE MY REAL GOALS?

- *Why are we selling our home?* _____
- *Is this a ☐ want to sell or ☐ need to sell situation?*
- *Ideal timing:* _____
- *Target net proceeds:* _____
- *Willing to invest in updates or sell as-is?* ☐ Yes ☐ No
- *What are our biggest concerns?* _____

TOP 3 PRIORITIES:

01 _____

02 _____

03 _____

WHAT I *DON'T* WANT DURING THE SALE:

01 _____

MODULE 9:

Preparing Your Home for Sale

PRE-MARKET PREP CHECKLIST

- ☐ Decluttered closets & rooms
- ☐ Deep cleaned bathrooms and kitchen
- ☐ Neutralized scents
- ☐ Curb appeal refreshed
- ☐ Small repairs completed (light bulbs, faucets, etc.)

TOP 3 PREP TASKS I WILL COMPLETE BEFORE PHOTOS:

01 _____

02 _____

03 _____

MODULE 10:

Showings Do's and Don'ts

SHOWING CHECKLIST

- ☐ Lights on
- ☐ Blinds open
- ☐ Plug-ins fresh (not overpowering)
- ☐ Counters clear
- ☐ Personal items stored
- ☐ Pets removed
- ☐ Entryway swept

**WHAT'S ONE THING I CAN DO
EVERY DAY TO MAKE MY HOME
SHOWING-READY?**

01



READY FOR THE NEXT
STEP?



Click below to schedule a quick phone consultation
—I'd love to hear more about your plans and how I
can help. your next move a smart and confident one.

SCHEDULE A FREE CALL



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BONUS

Questions to Ask a Realtor (Complete Guide)

Getting to Know the Agent

- How long have you been a licensed Realtor?
- Are you a full-time agent?
- How many homes have you sold in my area or price range?
- Do you work solo or with a team?

Strategy & Marketing

- What is your pricing strategy for my home?
- Can you walk me through your pre-launch and active marketing plan?
- Can you show examples of your past listings and materials?
- What platforms will you use to market my home?
- Do you use video marketing or paid social media ads?

Technology & Tools

- Will my home have a property-specific website?
- How do you track and optimize your marketing efforts?
- What systems do you use to follow up with interested buyers?

Communication

- What's your preferred method of communication?
- How often will I get updates on showings and interest?
- Who do I contact if I have a question or concern?

Negotiation & Offers

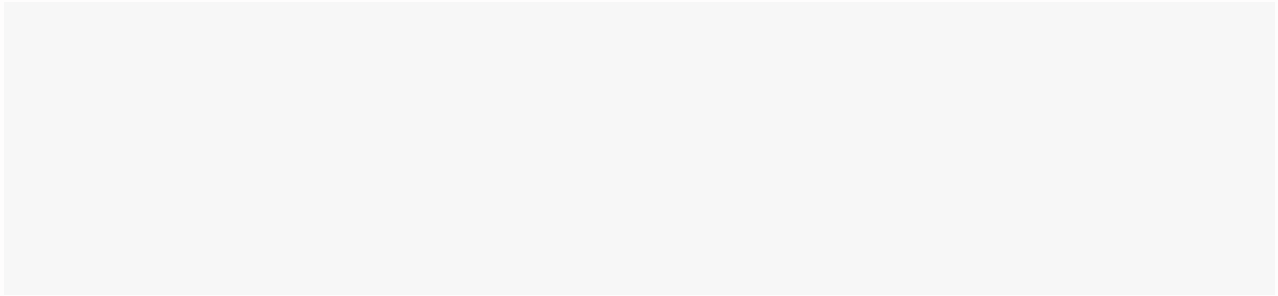
- What negotiation training or experience do you have?
- What is your negotiation style?
- How do you protect my priorities when we receive offers?

Commission & Compensation

- What commission rate do you charge?
- Can you explain seller-paid compensation options?
- Will you help me calculate my estimated net proceeds?

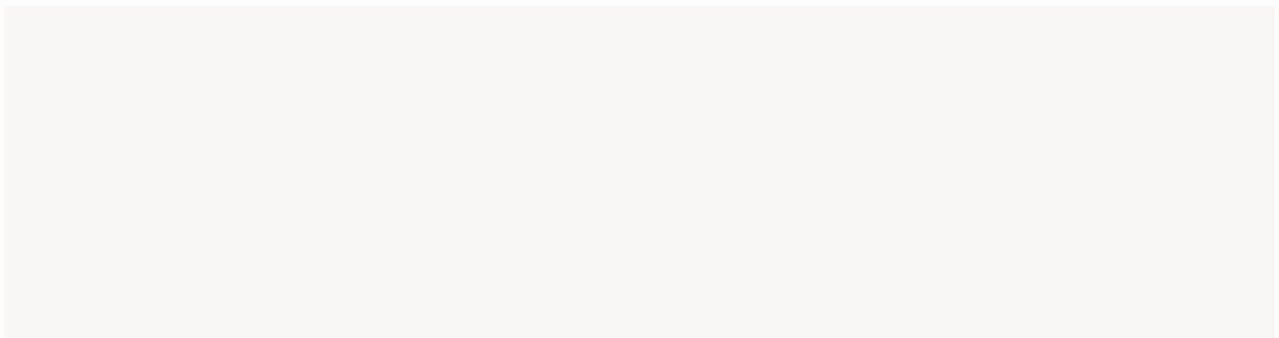
Support & Process

- Do you help prepare homes for market?
- Do you offer staging or professional photography?
- Will you help coordinate showings, inspections, and appraisals?



Experience & Results

- What's your average days on market?
- What percentage of list price do your homes sell for?
- Can I read reviews or speak to past clients?



Reflection

- What stood out about this agent?
- Do I feel like this agent is a good fit?

