

SOLD *it* TODAY

# 1457 Indian Trail

Milford, Michigan 48380  
Printable CMA & Listing Plan



Recommended Launch Price	Strategy Range
<b>\$509,900</b>	<b>\$489,900 - \$529,900</b>

Prepared for Terry, Mike & Laurie  
Prepared by Charlotte Hypes

# 1. Executive Summary

<b>Recommended Launch Price</b>	<b>\$509,900</b>	Clean, strategic launch price supported by comparable sales, acreage, finished walkout living, seller-confirmed features, and the visual review already completed.
<b>Pricing Strategy Range</b>	<b>\$489,900 - \$529,900</b>	A defensible range from activity-first positioning to feature-premium positioning.
<b>Best Comparable Anchor</b>	<b>\$505,000</b>	1330 Evergreen is the strongest anchor: a Milford Township ranch on 1.5 acres with finished lower-level living.
<b>Automated Support</b>	<b>\$487,878 / \$477,900</b>	Automated valuation models provide baseline support; property-specific features support a list strategy above the baseline midpoint.

The pricing conversation is built around what buyers can see and understand: acreage, finished walkout living, original custom quality, an oversized attached garage, barn/outbuilding, generator, and a strong Milford Township setting.

## 2. Who You're Working With

You'll be working with Charlotte Hypes and Christopher Centers of Sold It Today, powered by Remerica United Realty.

Charlotte Hypes is the Team Lead REALTOR® for Sold It Today. She has been licensed since July 2006 and has helped sell well over 350 homes throughout her career. Her role is to guide the pricing strategy, listing plan, negotiation approach, and overall market positioning.

Christopher Centers is a REALTOR® with Sold It Today and will be helping with listing preparation, launch coordination, buyer interest, showing/open house support, and communication throughout the process.

Sold It Today is the marketing and client-service brand our team uses to create a polished, strategic listing experience. Our brokerage is Remerica United Realty, with office locations in Novi and Brighton. Our broker is Gary Reggish.

## 3. Key Property Features

- Custom 3-bedroom ranch with 2 full bathrooms and seller-confirmed bedroom detail.
- Finished walkout lower level with flexible living space and plumbing in place for a possible future third bathroom.
- Potential fourth bedroom / flex space in the lower level, depending on buyer use and code/egress confirmation.
- 1.5-acre setting outside a subdivision, with open yard space and natural surroundings.
- Oversized attached 2-car garage with additional room for lawn equipment, seasonal items, and storage.
- Grandfathered barn / outbuilding, plus a fenced area for a dog.
- Furnace and central air replaced in 2025. The home records can help support this update for buyers.
- Generac generator, Andersen windows, sprinkler system, cathedral ceilings, custom built-ins, and thoughtful storage.
- Roof age can be addressed through the seller disclosure and home records.

## 4. Pricing Strategy

<b>Activity-First</b>	<b>\$489,900</b>	Conservative entry designed to drive early traffic and competition. Good for speed; may leave some custom-feature value on the table.
<b>Recommended Launch</b>	<b>\$509,900</b>	Strategic launch price supported by the strongest comparable sale, automated valuation support, acreage, finished walkout living, and seller-confirmed features.
<b>Feature Premium</b>	<b>\$529,900</b>	Stretch position for the custom build, outbuilding, setting, and overall presentation - best supported if documentation and photography strongly reinforce condition and features.

Recommendation: Launch at \$509,900, while keeping the full strategy range visible. This gives the sellers a clear recommendation without losing sight of the activity-first and feature-premium scenarios.

## 5. Comparable Sales Summary

Comparable	Sold Price	Why It Matters
<b>806 Abbey Lane</b>	<b>\$435,000</b>	3 bed / 2 bath ranch, about 1,713 sq ft, 0.20-acre lot, unfinished basement. Helps establish lower support/floor because Indian Trail has more acreage and finished lower-level living.
<b>1330 Evergreen</b>	<b>\$505,000</b>	3 bed / 2.1 bath ranch, about 1,714 sq ft above grade, 1.5 acres, finished lower level. Strongest anchor because it is a Milford Township ranch on similar acreage with finished lower-level living.
<b>726 Berwick Court</b>	<b>\$540,000</b>	3 bed / 2.1 bath ranch, about 1,785 sq ft above grade, 0.56 acres, finished basement, updated/golf-community setting. Supports the upper range, but should be used carefully because of update/community differences.

Automated valuation models establish a baseline. Recent comparable sales and property-specific features support the recommended launch price. The stronger the documentation and photography, the better the upper-range story will read to buyers.

## 6. Pre-Launch Action Plan

### 1. Complete the listing paperwork

We'll get the listing agreement and seller disclosure forms completed so everything is ready before launch. Since the home was built after 1978, we'll also include the appropriate lead-based paint disclosure or exemption form for the file.

### 2. Start the title review

We'll order the preliminary title work early so there are no surprises later. Depending on how title is currently held, the title company may ask for items such as a death certificate, certificate of trust, trust documents, or estate/probate paperwork. If anything is needed, I'll walk you through it and help coordinate with title.

### 3. Gather the home's records and update documents

The documentation you have for the home will be very helpful. Any records related to the original build, furnace and central air replacement, generator, Andersen windows, sprinkler system, barn/outbuilding, roof information, and other updates can help us tell the home's story clearly and support the value.

### 4. Schedule photography, measurements, and floor plan

We'll schedule professional photography, interior and exterior photos, room measurements, and a floor plan. The goal is to make the home as marketable as possible and help buyers understand the layout, finished walkout basement, acreage, and overall setting. We'll want the home photo-ready before that appointment.

## Pre-Launch Action Plan (continued)

### 5. Finalize the launch price

Once we have the final documentation, measurements, photos, current MLS activity, and your selling goals lined up, we'll finalize the list price together. As of now, the pricing strategy range remains \$489,900 - \$529,900, with \$509,900 as the recommended launch price.

### 6. Coming Soon marketing

We'll market the home as Coming Soon approximately five days before it goes active. This helps create early awareness and gives buyers time to watch for the full launch.

### 7. Go live, promote, and hold the first open house

We'll set the active launch date, go live with professional photos and the full listing, and market the home across the major real estate platforms, including Zillow, Realtor.com, Homes.com, MLS syndication websites, social media, and buyer-agent outreach. We'll also plan the first open house for the first weekend after going active.

### 8. Review activity and adjust if needed

After launch, we'll keep an eye on showing activity, buyer feedback, online interest, open house traffic, and overall response. I'll keep you updated so we can see how the market is responding and make any adjustments if needed.

## 7. Documents & Next Steps

The following forms are available in the online Documents tab for download or printing:

- Seller's Disclosure Statement - complete based on what is known about the property. If something does not apply, mark Not Available. If unsure, mark Unknown.
- Lead-Based Paint Acknowledgment - because the home was built after 1978, this acknowledgment confirms that the federal lead-based paint disclosure rules do not apply to this property.
- Printable CMA / Listing Plan PDF - this packet can be saved, printed, or shared among the seller group for review.

Small title note: Some title or estate-related items may depend on how the property is currently held. If title needs anything additional, I will help coordinate that with the title company.

## 8. Contact & Brokerage

Name	Role	Phone	Email
Charlotte Hypes	Team Lead REALTOR®	(313) 529-5750	charlotte@soldittoday.com
Christopher Centers	REALTOR®	(313) 706-9785	christopher@soldittoday.com

Sold It Today powered by Remerica United Realty  
 Broker: Gary Reggish  
 Brokerage locations: Novi and Brighton



This printable plan is a seller-facing summary prepared for discussion purposes. Final list price and launch timing should be confirmed after documentation review, measurements, professional photography, current MLS activity, and seller goals are aligned.