

# R TEAM 4U

Responsive. Reliable. Realtors.



**COASTAL**  
properties group  
INTERNATIONAL

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

ABOUT THE TEAM

THE COASTAL DIFFERENCE

OUR PROACTIVE APPROACH

HOW RTEAM4U PLANS TO SELL YOUR HOME

TEAM SALES

STRATEGIC MARKETING

RTTEAM4U EXIT GUARANTEE

# *Meet The Team*



# The Rteam4U



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**Richard Hehl**  
*Real Estate Broker*  
*Luxury Real Estate Specialist*

From growing up on Bikini Way in St. Pete Beach to graduating from Seminole High School and raising my five beautiful daughters in Madeira Beach, I am proud to call the Gulf Beaches community of Tampa Bay my home. As a veteran real estate broker with over 36 years of experience, I'm excited to help my clients achieve their real estate goals here too - whether that's selling, buying, or investing.

My team and I are committed to helping you navigate one of the most important transactions of your life with ease. Our goal is to exceed your expectations. If you're buying, we'll work with you throughout the entire home search and negotiation process to get you to the closing stress-free. If you're selling, we'll work with you to ensure that your property is sold at the highest price in the shortest amount of time possible. Most importantly, we'll give you the personalized service you deserve.

Outside of real estate, you can find me grilling on my Big Green Egg, trying to catch snook from my kayak, or watching NASCAR and college football (roll tide and go noles!)





## Misty Buis

*Luxury Real Estate Specialist*

I am a Licensed Realtor working in Pinellas and the surrounding counties. I was born and raised in north Alabama where I excelled in sales and marketing within both the automobile and construction industries. It was there that I met my husband and decided to relocate to his hometown of Seminole, FL to start our family. Once in Florida, I transitioned into real estate in order to pursue my passion of helping clients find their perfect home. I utilize the latest technologies, market research and business strategies to help you sell or buy property. I pride myself on being adept at Buyer's consultations so clients fully understand the real estate process and the expected steps it will take to get to the closing table.

I am great at managing all the trials and tribulations of a real estate transaction. I'm by your side and on your team through it all. Whether it be negotiating the purchase price, requesting repairs, or just needing a friend to talk to.

When I'm not working with my clients, I enjoy spending time with my family and going to my two little boys baseball game.



**Amy Sheardown**  
*Director of Operations*

I am a licensed Florida Real Estate Agent with a background in Education as well as administrative work and customer service. I graduated from the University of South Florida in Tampa. It never surprises me when people are looking for their forever home here in the sunshine state. I work behind the scenes to make sure every sale goes smoothly with every “i” dotted and “t” crossed. Some of my responsibilities include: being a point of contact for clients, handling listing and buying files, client care, working with title companies as well as lenders, and make sure every transaction goes seamlessly.

## OUR MISSION STATEMENT

Our philosophy is simple: clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We believe that if you're not left with an amazing experience, we haven't done our job. We don't measure success through achievements or awards, but through the satisfaction of our clients.

# THERE IS A DIFFERENCE THE **COASTAL DIFFERENCE**



Since opening our doors in July 2012, we have quickly become one of Tampa Bay's most successful real estate Companies, consistently ranking among the area's top brokerages. Coastal Properties Group International sold 186 homes priced at more than \$1 million in 2020, representing more transaction sides than any other office in Pinellas and Hillsborough Counties for existing home sales in excess of \$1 million. The company sold 2,385 homes, totaling \$1.32 Billion in Residential and Commercial Sales in 2020.

As the area's exclusive affiliate of Christie's International Real Estate, we have access to marketing resources and technology like no other Tampa Bay real estate firm. An invitation only brokerage, our elite team of multi-million dollar producing real estate advisors are dedicated to providing you bespoke services, ensuring you are taken care of in a way that matches your individual needs and preferences.

The term 'bespoke' comes from England where it originally referred to custom or tailor-made clothing. Today the term refers to customized services or products. At Coastal Properties Group International, we are committed to providing our clients with nothing less than bespoke services from start to finish. We enjoy going the 'extra mile' for our clients; it is the cornerstone of who we are and how we do business. We want your experience with Coastal Properties Group International to exceed your expectations in every manner.

Real estate is about much more than just buying or selling a home, it is about the quality of the experience and service you receive along the way. When you work with our team you work with an experienced team backed by the leading luxury real estate network.



# “CONTRACT TO CLOSE”

## FOR HOME SELLERS

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1

### DOCUMENTS

After being presented with an offer to purchase, you and the buyer will have a meeting of the minds on price and terms. Make sure to have signatures of both parties for not only the purchase agreement but for every document involved. Get copies of everything!



2

### EARNEST MONEY

Along with the offer, the buyer will present an earnest money or good faith deposit. There's no set amount but the bigger the check, the more serious the buyer is taken. This check will go into escrow and be credited back to the buyer at closing unless the buyer defaults on the contract.



3

### CONTINGENCIES

There are a number of contingencies or conditions that must be met in order for the home to close which includes a home inspection, termite/moisture inspection, financing, and appraisal. All repairs must be agreed on by both parties and all deadlines must be met.



4

### REPAIRS

The buyer can ask for some, all, or no repairs to be made. If the buyer wants repairs, based on the home inspection, the seller can negotiate with the buyer on what repairs, if any, they are willing to do. Usually 4-Point items have to be fixed in order for the buyer to get their loan. If the buyer and seller can not agree, the buyer can cancel the contract. The same thing goes for termite/moisture repairs and the appraisal. But don't worry, your agent will help you every step of the way!



5

### HOA DOCS

Whether the property is in a neighborhood or condo community, the seller will need to provide Home Owner's Association documents, if applicable. The buyer will then have 3 days to approve of them.



6

### CLOSING DAY

The big day has arrived! As a seller, you won't have to sit at the closing table too long, but make sure to bring your driver's license or passport. It is also a good idea to bring a copy of all of your paperwork and your deed, if there isn't a mortgage on the property. Get copies of everything!



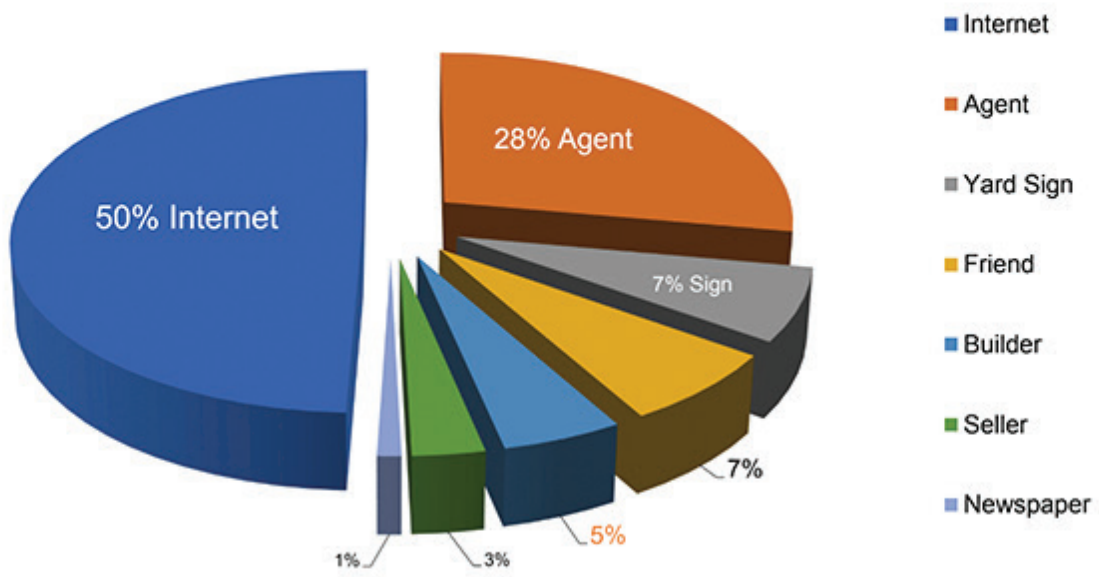
**HOW  
RTEAM4U  
PLANS TO  
SELL YOUR  
HOME**



# FINDING YOUR BUYER

We target the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we'll work diligently to find your buyer as fast and efficiently as possible.

What's Important to Home Buyers



# OUR PROACTIVE APPROACH

- We have a team of experienced licensed agents, administrator, marketing department, brokers and transaction coordinators who provide top-notch customer service.
- The RTeam4u has the Luxury Specialist designation certifying them as luxury agents.
- All calls are handled promptly by a member of the RTeam4u.
- Our phones ring simultaneously on every member of the team's cell phones so every call is answered.
- Our expert advisors will assist you in pricing your home accurately and understand current market conditions.
- We will suggest any changes necessary or beneficial to make your property more marketable and ultimately net you more money.
- You will be provided weekly, an updated comprehensive market report until your home is sold.
- A professional post and sign will be installed with sign riders updated for every stage of the transaction including "open house", "pending", and "sold".
- Riders pointing out stand-out features will also be used, for example "pool", "waterfront".
- Additional signs will be placed on boat docks and adjoining streets.
- Conduct open houses and catered broker's opens.
- A dedicated property website featuring your home only. When visited, a buyer's information is captured for lead follow-up.
- Follow up on all activities related to the property.



# LIST LOCALLY MARKET GLOBALLY

Christie's International Real Estate is the world's leading luxury real estate network, with more than 32,000 sales associates in its network of 940 real estate offices in more than 46 countries. Admittance to the exclusive Christie's network is by invitation-only to companies with proven records of success in high-value home sales.

As Tampa Bay's exclusive affiliate of Christie's International Real Estate, we are proud to be a member of this exceptional network. Inclusion in Christie's International Real Estate provides maximum global exposure for your property, an incomparable level of service, worldwide visibility, lead generation, and instant brand recognition, resulting in assisting with the sale of your home.



# IT'S IN THE DETAILS

## **Eye-Catching Yard Signs**

For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

## **Door-Knocking**

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement.

You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, we'll do it.

## **High-Quality Professional Photography**

Crisp, clear photos will make your property pop online and maximize visual appeal. We work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

## **Engaging Videography**

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.



# OUR SALES



1745 Oyster Point Way, Palm Harbor, FL  
SOLD \$1,500,000



1314 Park St N, St. Petersburg, FL  
SOLD \$1,125,000



9815 Harrell Ave, #204, Treasure Island, FL  
SOLD \$255,000



1210 Woodcrest Ave, Safety Harbor, FL  
SOLD \$335,000



1010 Central Avenue #426, St. Petersburg, FL  
SOLD \$354,000



4192 Birch St NE, St. Petersburg, FL  
SOLD \$277,000



# OUR SALES



11364 Canterbury Ln, Seminole, FL  
SOLD \$399,000



11328 Canterbury Ln, Seminole, FL  
SOLD \$520,000



18317 Sunset Boulevard, Redington Shores, FL  
SOLD \$510,000



17705 Long Point Dr, Redington Shores, FL  
SOLD \$510,000



15805 2nd Street E, Redington Beach, FL  
SOLD \$361,500



11380 8th St E, Treasure Island, FL  
SOLD \$700,900





# PROFESSIONAL **PHOTOGRAPHY**

## **EXCEPTIONAL SHOWCASING OF YOUR HOME**

With 95%\* of home buyers using the internet during their home buying experience, and over 87%\* of home buyers ranking photographs as the most important feature of an online listing, professional photography is critical to the marketing of your home. We utilize professional photography as well for aerial photos and videos and 3D Matterport tours of your home. It's like your home is always hosting a virtual open house

*\*Source: National Association of Realtors 2019 Profile of Home Buyers and Sellers*



# JUST LISTED!

## NOT YOUR ORDINARY MARKETING PROGRAM

New listings attract the most attention within the first few weeks of coming onto the market. It is crucial to connect your home with the right buyers at the right time. As the area's exclusive affiliate of Christie's International Real Estate, we have access to marketing resources like no other Tampa Bay real estate firm. Combining new technologies with traditional marketing strategies, our expert real estate advisors will develop a unique marketing plan to compliment the uniqueness of your home, for maximum impact when it matters, and maximum exposure where it matters.





# SOCIAL MEDIA

## CONNECTING WITH BUYERS THROUGH SOCIAL MEDIA

We understand the important role and relevance of social media in today's real estate market. By sharing real-time information and relevant conversations, we have successfully built and continue to grow an engaged and impressive global social media network. These powerful communication channels provide a useful marketing vehicle for us to effectively connect your home with an active audience of discerning homebuyers. Connect with us through any of the channels above.

# OUR **OBJECTIVE**

To sell your home for the highest dollar value in the shortest amount of time. We will aggressively market your home to pre-qualified luxury buyers until your home is sold.

# YOUR **NEEDS** **COME FIRST**

Visualize your dream scenario for selling your home. What's the one thing that has to happen to make that dream scenario a reality? How can we make that happen for you?





# OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Getting on the phone the morning of the open house to remind everyone about attending
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends



## CAPTIVATING STAGING

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It’s what creates an emotional response and can often influence whether or not an offer is made.

# THE **PROCESS**

The real estate transaction is complex and navigating you through every step of the sale is our expertise.

- Initial meeting, walk-through and “ needs ” analysis
- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Establish a competitive price
- Officially list your property
- Launch “just listed” marketing campaign
- Start showing your house
- Hold an open house
- Receive and present offers
- Negotiate contract
- Go under contract
- Facilitate inspection
- Negotiate any issues
- Oversee appraisal
- Final walk-through
- Close!

**YOUR CUSTOM MARKETING**



## **DIGITAL MARKETING THAT DRIVES RESULTS**

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. Our award-winning suite of technology marketing tools in combination with our market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is our goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

# BEST IN- CLASS PROMOTIONAL **ASSETS**

## **SMART, TARGETED NETWORKING**

From dynamic fliers, to lead optimized landing pages, to beautiful postcards, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property. As active members in the real estate community and our community at large, we will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.





# TESTIMONIALS

*“We had limited time to look at properties and she spent considerable time with us to see everything available that she thought we would be interested in. Walked us through any and all issues with long distance closing. THEN she even found us a gentleman to help us unload U-Haul into storage unit and helped unload herself! She goes above and beyond for sure!!!! She is one in a million!”*

- Tjamison60

*“Richard and his group were extremely helpful and knowledgeable with the sale of my home. They made the whole experience very easy and stress free. They prepared me for what to expect from start to finish. I would highly recommend Richard Hehl and his associate Diana Flores.”*

- Cory Horn

*“She was an excellent realtor. She was always on top of it every step of the way, and we got our wonderful home quickly and efficiently. Her negotiation skills and knowledge of the industry is second to none! I highly recommend her.”*

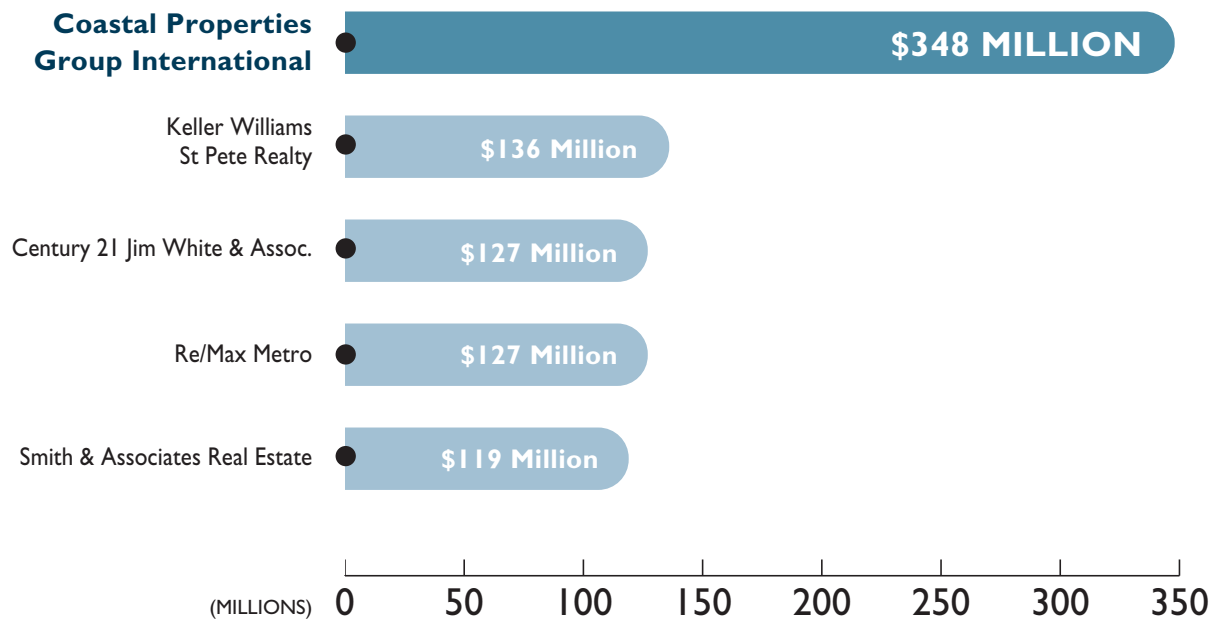
- user0072712

*“ ... played an integral part in making the purchase of our condo happen. She educated us regarding our unique purchase and found the answers to any concerns we had. She was knowledgeable and responsive with the challenges we encountered and went ABOVE and BEYOND to make the deal! She is now my realtor in Florida!*

- Cindy Hutchins

## TOP OFFICES IN PINELLAS FOR HOMES SOLD OVER \$1 MILLION

### TOP OFFICES PINELLAS FOR SALES OVER \$1 MILLION



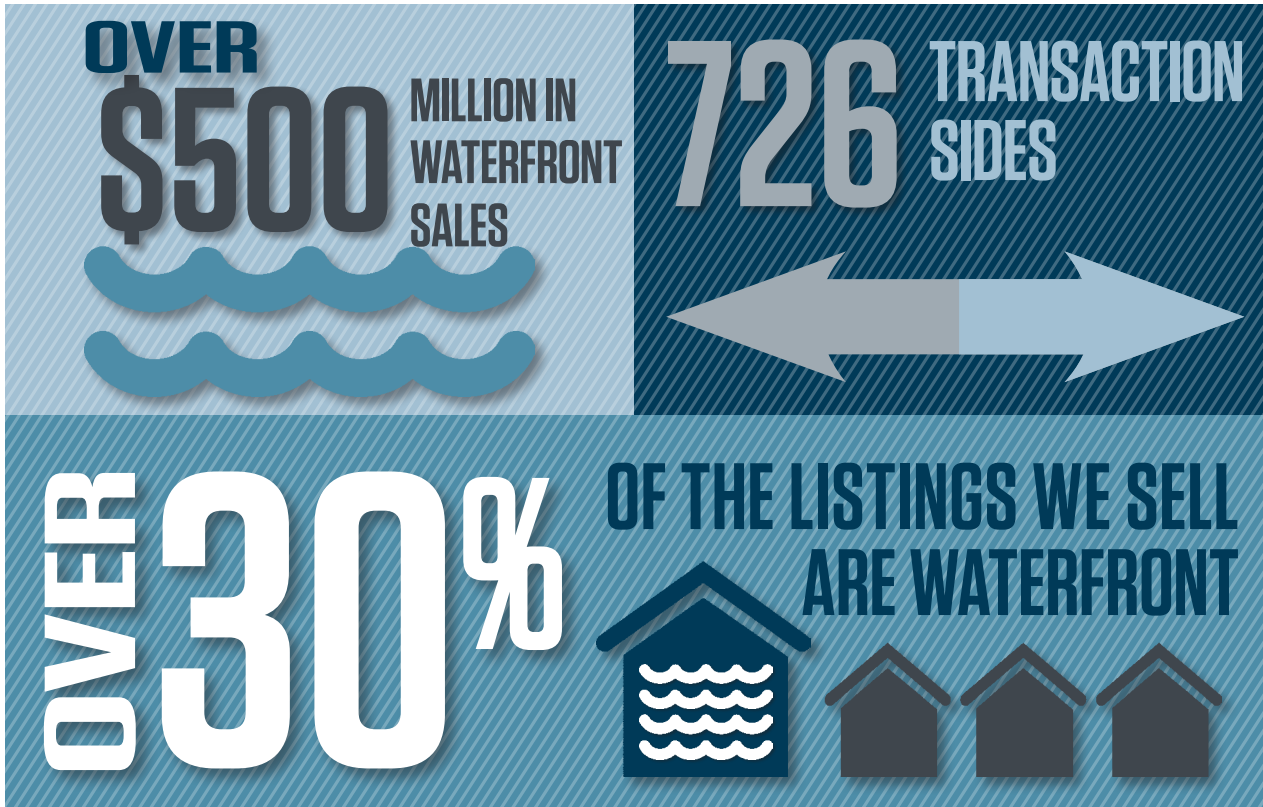
Based on results from Mid Florida Regional MLS. Search date range: 1/01/20 - 12/31/20.

## MILLION DOLLAR LISTINGS

### SELLING THE WORLD'S MOST DESIRED PROPERTIES

Christie's is a brand that exudes exceptional quality and prestige when it comes to all things luxury, including fine art, jewelry, wine, collectibles... and real estate. With 96% of its properties listed at over \$1 million, Christie's International Real Estate is the only real estate network solely dedicated to the marketing of high-end homes.





## WATERFRONT SALES **DOMINANCE**

### **THE UNDISPUTED LEADER OF WATERFRONT PROPERTY SALES**

Whether you are listing a beachfront estate, a home on the Intracoastal waterway or a coastal condominium, we have become the proven authority of waterfront real estate sales. Selling on average 2 waterfront properties per day and continuously recognized for our performance, 30% of the listings we sell are waterfront, a significantly higher percentage than other area brokerages. Attracting the top sales talent in the Tampa Bay area, our elite team of real estate advisors is comprised of luxury and waterfront home specialists who have the expertise and knowledge to market your property to produce quick and effective results.

# THE **BOTTOM LINE**

Real estate is complicated. That's where we come in. At the closing table, our goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - we will work hard to achieve that goal. When you choose us as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home. Let's get started.

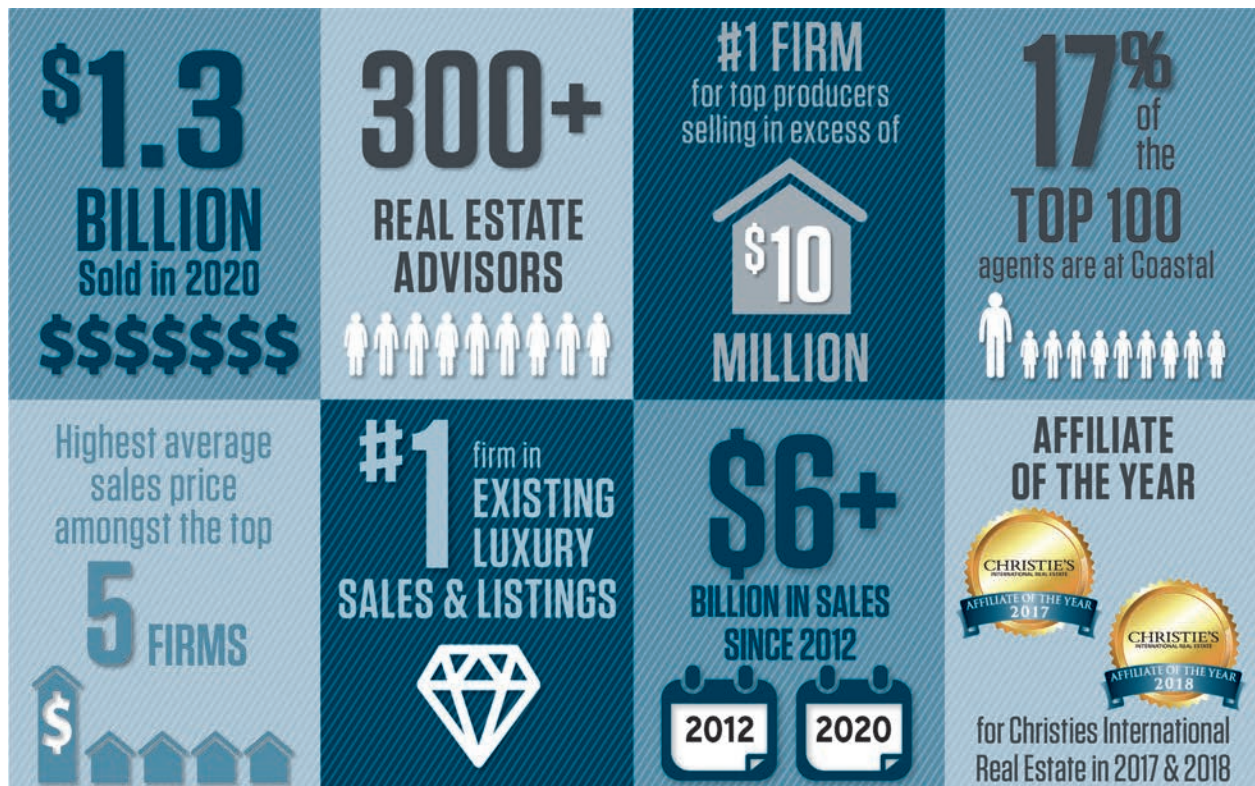


# A PROMISE

- To serve the community as leaders in the real estate industry and as friends and neighbors
- To always do the right thing, even if it isn't what is easiest.
- To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small.
- To serve as a trusted local expert and adviser by your side.
- To consistently and clearly communicate with you in the manner and frequency that you prefer
- To treat you and your family with straightforwardness, integrity and respect at all times
- To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond
- To hold ourselves accountable to selling your home for top dollar - after all, that is what our business is built on.

# THE LEADING PINELLAS REAL ESTATE FIRM

## COASTAL PINELLAS QUICK FACTS



# Rteam4u Exit Guarantee

Whether you're in the market to buy or sell real estate, getting stuck in a long-term contract with a Real Estate Broker who doesn't aggressively work for you, at marketing your home or finding you a new home, can become your worst nightmare and waste of your time!

What most buyers and sellers don't realize is that the listing contract or buyer agency contract that you sign when deciding to work with a real estate agent, does not have a release clause in it. Unless the broker takes pity on you (which doesn't happen often, believe me!) you are tied to that Real Estate Brokerage until that contract expires.

This situation can cost you not only valuable time, but MONEY as well! And isn't your bottom line what it's all about? When you list your home through the RTeam4u powered by Coastal Properties Group, we offer the Rteam4u Exit Guarantee, you can cancel your listing with me at any time. No hassles. It's easy.

We have strong opinions about real estate service. We believe that if you are unhappy with the service you receive, you should have the power to FIRE your agent. It takes a strong belief in the quality of one's service to make this kind of stand, but we never settle for less than the highest professional standards from the RTeam4u. We are confident you will be happy with our service and results. That's the simple truth! We always stand by our service.

The Guarantee: If you're unhappy with the service we are providing you, we ask that you first discuss it with us because we would like the opportunity to improve. Simply tell us the problem, and give us seven days to fix it. If you are still unhappy, simply ask for an unconditional release in writing emailed to [admin@rteam4u.com](mailto:admin@rteam4u.com). You'll have your release in writing, and you'll receive a copy of the MLS data sheet showing "Canceled" status within 48 hours of receipt of your request.

How many agents do you know of that are confident enough to make this kind of offer?

*RTeam4u*













[www.Rteam4u.com](http://www.Rteam4u.com)