





PREPARING FOR A  
**SUCCESSFUL**  
HOME SALE



941-275-9399

[GenerousProperty.com](http://GenerousProperty.com)

 @GenerousPropertyRE

 @GenerousProperty

# WELCOME



We realize that you have a choice when hiring a real estate professional to help you sell your home and truly appreciate the opportunity to present our proven approach and the results we've achieved for our clients. As your real estate professionals, there are several services you can expect us to provide, including:

Accurately pricing your property.

Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price.

Providing unmatched aggressive marketing including professional staging, photography, video and custom property web sites.

Securing a qualified buyer within your specific time frame.

Helping you avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.

Regardless of the price of your home, when you hire us as your Realtors, both you - and your home - will be prepared for a successful sale.

Warm Regards,

Troy Sacco,  
Generous Property, Broker



# HOW HOMES SELL



## UNDERSTANDING HOW BUYERS EVALUATE HOMES

The marketing we will do to promote your home has only one purpose – to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door the marketing is over.

Your home must now compete with other homes in two areas:

*Features & Price.*

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate marketplace.

# SUCCESS SALES IN 2021

107 HOMES SOLD | \$68.14 MILLION IN SALES





# SUCCESS

## SALES IN 2022

81 HOMES SOLD | \$75.42 MILLION IN SALES



# PRICE



## Factors that Influence Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- Buyer's Perception of Your Home

## PRICING YOUR HOME FOR A SUCCESSFUL SALE

Pricing your home accurately is the most effective way to ensure a successful sale. Allow me to repeat that - pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price.

Please keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will set the price, or value, for your home..

## Factors with Little or No Influence on Market Value

- The Price the Seller Paid for the House
- The Seller's Expected Net Proceeds
- The Amount Spent on Improvements





# CONDITION



**In a Maritz Research poll, 63% of buyers responded that they would pay more for a house that is move-in ready.**

## **PREPARING YOUR HOME FOR A SUCCESSFUL SALE**

With the typical real estate brokerages, you only discover potential deal-killing repairs after you are already under contract - when the buyer hires a home inspector to scrutinize every aspect of your home.

When you list your home with GENEROUS PROPERTY, We also suggest a pre-listing inspection by one of Sarasota County's most experienced, and respected, inspection firms.

Discovering and repairing problems early in the marketing process places you in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home - not what they would have to repair.

Additionally, your property will stand out from the competition as a better value and command a higher price.

We will also recommend trustworthy, professional contractors to address any repairs that are needed. The extent that these repairs are made will directly affect your listing price. You have the ability to command a higher asking price, and substantiate it, when your home is in top condition.

# CONDITION



*"Joyce and Troy Sacco were the consummate professionals who absolutely wowed me with their marketing video. My house looked so beautiful, I wanted to buy it back! The photos were Hollywood quality and the advice on staging was excellent. The proof is in the pudding - the house was sold in three days at over-asking price. I thoroughly enjoyed working with the Saccos and would recommend them highly. They always had a calm solution for any problems that arose, and frequently helped me solve them in person. Kudos to this team!"*

**Ginny Seller - Nokomis**

## HOME STAGING

Once you have had your home inspected and made the necessary repairs, we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers. Well staged homes look better, photograph better, show better and sell faster than non-staged homes.

When you list - and close - your home with us, we will pay for an interior design consultation by one of Sarasota's most experienced professional stagers.

Home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home. An AOL Money & Finance poll revealed that 87% of respondents said home presentation makes the difference in most sales.

Also, while many agents overlook the presentation of your home and push for price reductions, the problems, whether perceived or real, still exist.



# MARKETING



*Mark Lyda is the best realtor in my 20 years of experience of buying and selling real estate both residential and commercial! He is a consummate professional and very detail focused to represent both buyers and sellers. He has been my realtor for both sides of the transactions for a total of 4 properties in the last year. He is a step above the pool of realtors in southwest Florida and has the acumen and professional experience to manage your real estate deal.*

**Mark C. - Osprey**

## MARKETING YOUR HOME FOR A SUCCESSFUL SALE

Your home is now priced accurately and looks great. Let's show it off!

The marketing of your home will reflect an established history of how buyers search for, and purchase, homes.

95% of buyers use the Internet during their home search.

85% of all home sales in Sarasota are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors® is our most productive activity.

The most effective way to get the attention of productive agents and buyers is through accurate pricing and great photography.

# MARKETING



## PROFESSIONAL PHOTOGRAPHY

After your home is staged, we will pay to have your home photographed by a nationally-recognized photographer.

With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it personally. Getting, and holding, their attention online with professional photography is one way to increase the probability of an in-person showing.

**“Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.”**

*The Wall Street Journal*



# MARKETING



*click the photo to view example*

## **3D VIRTUAL WALKTHROUGH TOUR**

With a 3D virtual tour, prospective buyers can do their own walkthrough of your property from anywhere, anytime, generating higher engagement and interest.

- Sell at a 4-9% higher sales price.
- Decrease time on market by up to 31%.
- 90% of buys would be more compelled by a listing with a 3D tour.

Attract more qualified buyers by giving viewers the most complete representation of your property, filtering out those the property may not be right for while also attracting leads that are genuinely interested in your property.

*Matterport.com*

# MARKETING



*click the photo to view example*

## **AERIAL DRONE VIDEO TOUR**

A drone real estate video is when a neighborhood and home are taken live in real-time by this device. Using drones is ideal for providing a real-time tour of both the exterior and interior of the home.

As a result, your property is in a better position to sell as it gives a buyer a clearer view of how the home looks and what living in it will be like once it is purchased.

**According to the multiple listing service (MLS), homes and properties with drone images are up to 68% more likely to sell than those without them. Aerial photos allow buyers to get a better understanding of what the property looks like, its dimensions, and the surrounding area.**



# MARKETING



## MLS & LISTING SYNDICATION

Our membership in the Multiple Listing Service puts your home in front of nearly every agent working with potential buyers. This network of relationships is how most homes get sold.

Information on recent comparable sales found within the Multiple Listing Service will guide us on pricing your home and evaluating offers.

When we place your home on the Multiple Listing Service, we ensure that your home is displayed on nearly every real estate company website in town and on top real estate search apps.

# MARKETING

WALL STREET  
JOURNAL  
INTERNATIONAL

The  
New York  
Times

The  
Washington  
Post

MANSION  
GLOBAL



INTERNATIONAL  
Herald Tribune

Robb Report  
FOR THE LUXURY LIFESTYLE™

## LUXURY MARKETING SYNDICATION

In addition to our internet syndication marketing, your property will be marketed on demographically specific sites.

Sites such as The Wall Street Journal, DuPont Registry, Robb Report and more are used to attract qualified prospects.



# MARKETING



718 Shakett Creek Drive | Shakett Creek Pointe | Nokomis, Florida

**NOKOMIS WATERFRONT HOME**

**EXCLUSIVE FEATURES**

- Swimming Pool • Boat Dock
- ICW & Gulf Access • Outdoor Kitchen
- 4 Bed 3.5 Bath • Custom Millwork
- Elevator • MLS # A4534184

View the 3D virtual tour, aerial video and professional photography at:  
[718ShakettCreekDrive.com](http://718ShakettCreekDrive.com)

**\$1,495,000**

Contact  
**(941) 275-9399**  
info@generousproperty.com

## E-MAIL MARKETING

Your home will also be marketed using the latest email technology, enabling agents and potential buyers to watch a hi-definition video of your home directly from their email.

Sent to more than 9,000 active real estate agents and area residents, these emails have generated a tremendous response for our clients - leading to increased awareness and showings!

# MARKETING



## A MARKET WITHIN A MARKET

Your home will not only be marketed through universal channels such as the Internet, print advertising, the Multiple Listing Service and signage.

We will also promote your property nationally and internationally to a highly collaborative and extensive network of more than 500,000 real estate professionals - each with their own connections that forms a rich source of prospects, buyers and referrals.



# MARKETING



## TARGET MARKETING SPECIFIC TO YOUR PROPERTY

One thing that sets GENEROUS PROPERTY from other brokerages is our ability to put sophisticated targeted marketing to work for you. In fact, to help sell your home, We'll be using the same databases and tools that FlexJet, Bentley, Lamborghini, Neiman Marcus, and even J.P. Morgan use in their marketing.

For example, we can tell you right now that there are 1,007 people in the Sarasota/Bradenton metropolitan area with a net worth of at least \$25 million. Not only do we have the names and address of each and every one of them, we can access a detailed profile on each of them, allowing us to determine which ones are likely to be the best prospects and how best to position your property with them.

# SERVICE



## WHAT ELSE YOU CAN EXPECT FROM US

In addition to the services we've covered, you can expect us to provide the following:

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off to other agents or assistants. We are present for every showing to ensure your home is presented properly and to gather valuable feedback.
- Regular communications regarding every aspect of our efforts and the results of those efforts as well as any changes in the market, including new listings, price changes of competing homes, sales and how we should re-position your property to remain competitive.
- Assistance negotiating offers and preparing contracts.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.



# GIVING BACK



## PHILANTHROPY

The more you focus on the good, the more good comes into your life. That is our main philosophy at Generous Property Real Estate. We know that the good we are blessed with in our lives is nothing unless we focus on sharing with our community.

That is why from each professional service fee Generous Property earns, a portion is designated to charity and community organizations helping local people in need of their services.

# THANK YOU



**THANK YOU FOR THE PRIVILEGE AND OPPORTUNITY TO WORK WITH YOU.**

As always, feel free to call us if you have any questions. We look forward to meeting with you and helping you achieve a successful sale.

The Generous Property Team

Office: (941) 275-9399  
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Web Site: [generousproperty.com](http://generousproperty.com)