



LISTING PRESENTATION

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AGENDA



**WHAT DOES IT MEAN TO BE A
REALTOR**



**OUR COMMITMENT
TO YOU**



**A STANDARD
INDUSTRY MODEL**



**MARKETING
PLAN**



**STEPS TO SELLING
YOUR HOME**



NET SHEET

WHAT DOES IT MEAN TO BE A REALTOR

Only Real Estate Agents who are members of the National Association of Realtors can use this term.

Real estate agents who are realtors advocate to a higher code of ethics.

To real estate agents that are Realtors are required to have additional education.

We are members of the Local, State and National Association of Realtors.

OUR COMMITMENT TO YOU

1

We work for you the seller
(This is actually part of the legislation)

2

Our mission is to get you the best highest possible price

3

We are transparent and honest at all times

4

We will promise a process not a price

5

We will use the BEST marketing strategies to get you a premium price

6

Our mission is to get you the best highest possible price

TESTIMONIAL

5 ★ ★ ★ ★ ★

Manuel y Delia were amazing and extremely diligent, they have the right connections to make a transaction move as fast as the client needs.

Walter & Cinthia



5 ★ ★ ★ ★ ★

My wife and I will be forever grateful with Manuel y Delia, they were so patient with us. they advocated for us, communicated and guided us through the entire process and made us feel like family! We definitely recommend them to anyone looking to buy or sell a home.

Sheridan & Isabella



A STANDARD INDUSTRY MODEL

The theory is:

The higher price, the fewer the buyer
The lower price, the more buyers

But do you really want to sell for a
BARGAIN PRICE ?

- We will find the right price in the market
- We will not give it away
- The agent that creates the most competition wins
- It's not where we start, it's where we finish

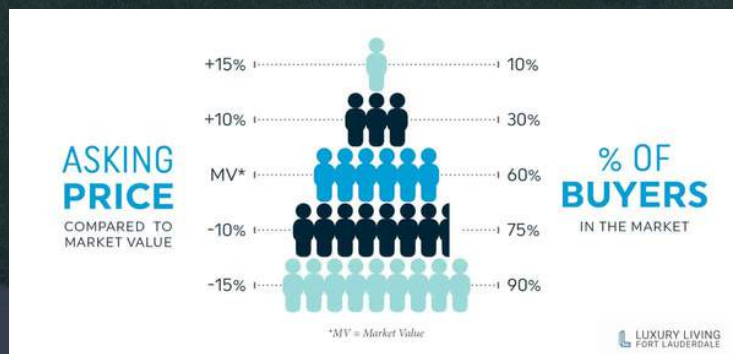


ADVANTAGES OF PROPER PRICING

1. Faster sale
2. Less inconvenience
3. Increase salesperson response
4. Means more money to sellers
5. Better response from advertising and sign calls
6. Finance gets approved
7. Attracts higher offers

Remember:

The opinion of the market may not be kind, but it is never wrong. We will know if we have got it right because the market will show up and put offers on your property.



MARKETING PLAN

- 1. Qualified purchasers**
- 2. Returning clients**
- 3. Active investors**
- 4. Tenants**
- 5. Facebook/ Instagram audience**
- 6. Our Website**
- 7. Real Estate websites**
- 8. Google**
- 9. Local Community**

When would be the first time I could show prospective purchasers your home?

STEPS TO SELLING YOUR HOME

1

Meet with a Real Estate Professional

2

Establish a selling price

3

List your property
FOR SALE

4

Offers &
Negotiations

5

Under Contract

6

Closing Date

SOLD