



FROM LISTED TO SOLD

# Sell Sook



TANYA CASON
FLORIDA HOMES REALTY AND
MORTGAGE



# TANYA CASON FLORIDA REALTY HOMES AND MORTGAGE

1. INTRODUCTION	
About Me/Us	4
Seller FAQ's	6
Phases of home selling	7
2. YOUR CURRENT HOME	
Pricing Right	9
Your Property	10
Comparables	11
3. OUR STEPS TO SOLD	
Steps to sold	13
Preparing your home	14
Staging your home	15
Marketing your property	17
Showing Checklist	23
4. THE OFFER AND CLOSING	
Negotiating the offer	26
The offer process	28
Final Steps	29
Scheduling your move	30
What to bring to Closing	31
5. WHY US?	
Our Promise	34
Testimonials	35

Thank you!

As a real estate agent, I promise to work tirelessly to market and sell your home for the best possible price.

I'll keep you informed every step of the way and ensure that the selling process is as smooth and stress-free as possible.

Your satisfaction is my top priority and I'm committed to delivering outstanding service throughout the entire transaction.

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#### **HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?**

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

#### SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

### **HOW LONG DOES IT TAKE TO SELL A HOME?**

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

### DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

#### DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

#### WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. Your real estate agent can guide you through the process.

# 4 STAGES OF HOME SELLING

### **PRELISTING**

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

### **PREP FOR MARKET**

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- · Showing times selected
- Property brochure delivered
- Direct mail campaign
   launched
- Email campaigns started
- Open House scheduled

### **ACTIVE ON MARKET**

- Showings started
- Curb appeal kept up
- House is kept ready to show
- · Showing feedback shared
- Open House held
- Neighborhood door knocked

### **OFFER AND CLOSING**

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- · Refer friends to us!

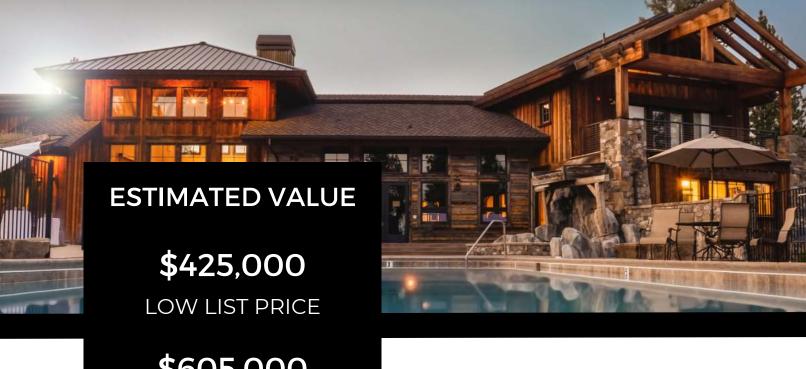


## PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.



### YOUR PROPERTY



\$605,000

HIGH LIST PRICE

\$520,000

RECOMMENDED LIST PRICE

### **PROPERTY FEATURES:**

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool

### **PROPERTY DETAILS:**

Type: Single Family Style: Colonial

Year Built: 1972

Lot Size: 0.4 acres

Taxes: \$15,045

Basement: 780 Sq Ft

### **COMPARABLE LISTINGS**





List Price:

\$520,000

#### PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
- Stainless Steel
   Appliances
- Custom Closets





123 Anywhere St., Any City, ST 12345

List Price:

\$520,000

#### PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
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COUR EIGHT

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

**PHOTOGRAPHY** 

ONLINE MARKETING BLAST

SOCIAL MEDIA

**OPEN HOUSES** 

PRINT MARKETING

ACTIVE PHONE WORK

### PREPARING YOUR HOME

### **FIRST IMPRESSIONS**

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

### **CLEANLINESS**

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

### **REPAIRS**

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

## STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home 67%

of top agents say that home staging helps a seller fetch more money for their house resale 40%

of top buyers agents cited that a home staging had an effect on most buyers view of the home

#### **PROS OF STAGING**

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

#### **CONS OF STAGING**

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

### STAGING TIPS

#### MAXIMIZE CURB APPEAL

### **HOME EXTERIOR**

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

#### MAKE YOUR HOME SPARKLE

### FRESHEN & CLEAN

- · Paint interior walls neutral colors
- · Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

### YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

### **DECLUTTER**

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

### **FINAL TOUCHES**

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

### **DEPERSONALIZE**

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

### PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.





### HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster than homes with amateur photography Have a 50% higher asking price per square foot Get 403% more inquiries when paired with listing videos

# ONLINE ONLINE MARKETING

BLITZ

REALTOR.COM

ZILLOW.COM

LUXURY ESTATE DIGITAL

TARGETED ONLINE CAMPAIGN

TARGETED EMAIL CAMPAIGN

PINTEREST BOARD

**GOOGLE SEO** 

SOCIAL MEDIA POSTS

HOMEFINDER

HOMES.COM

HOMESNAP PRO

**+MANY MORE!** 

# SOCIAL MEDIA MARKETING

### **INSTAGRAM**

We regularly post professional photos, videos, and stories to expose your listing to as many people as possible.

### **FACEBOOK**

We run targeted ad campaigns to ensure your listing shows up in front of the right buyers.

### TIKTOK

We post professional grade videos of your home to show off every angle.



### OPEN HOUSES



WE LOVE SHOWCASING YOUR HOME WITH AN OPEN HOUSE

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

### **TIPS FOR AN EFFECTIVE OPEN HOUSE:**

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments to make visitors feel comfortable.

# PRINT MARKETING

To promote our current listings, we use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

### **PRINT COLLATERAL**

01

Property Flyer & Brochure 02

Custom Property Postcards 03

Custom Door Hangers

04

Newspapers & Custom Magazines 05

Open House & For Sale Signs

### SHOWING YOUR HOME

### STEP 1:

A SHOWING HAS BEEN REQUETED

### **STEP 3:**

HOME IS PREPARED FOR THE SHOWING

### **STEP 5:**

FEEDBACK IS RECIEVED

### **STEP 2:**

YOU APPROVE OR DISAPPROVE

### **STEP 4:**

YOU LEAVE AND THE SHOWING IS COMPLETED

### STEP 6:

REVIEW FEEDBACK OR OFFER

### SHOWING CHECKLIST

Clean and declutter the entire house, including closets, cabinets, and drawers.	Clear off kitchen and bathroom counters, leaving only necessary items.
Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.	Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.
Repaint walls in neutral colors if necessary.	Stage the house with attractive furniture and decor.
Mow the lawn and trim bushes and hedges.	Make sure all appliances are in good working order and clean.
Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.	Provide a detailed list of updates and renovations to your real estate agent.
Add potted plants or flowers for curb appeal.	Remove any pet odors and stains.
Clean the gutters and downspouts.	Replace any burnt-out light bulbs.
Clean or pressure wash the exterior of the house.	Provide a list of features and benefits of the house to the real estate agent.
Sweep and tidy up the yard and outdoor living spaces.	Clean and organize the garage or storage areas.
Ensure that the roof is in good condition.	Make sure that the house is well-lit both inside and outside.
Make any necessary arrangements for pets or children during the showing.	Be flexible and willing to work with potential buyers to make the sale happen.
Make sure that the house is easy to access and that potential buyers can find it easily.	Leave the house during the showing to give potential buyers privacy.

### SHOWING FEEDBACK

### GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is "What did you think?" Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what twe're doing right or what could be improved.

We're in direct contact with buyers agents and ask for feedback on each one of our properties after every showing.

### QUESTIONS WE'LL ASK

- 1. What's your overall impression?
- 2. How does this home compare?
- 3. What do you like most?
- 4. What do you like least?
- 5. What's your opinion of the price?
- 6. Do you see yourself living here?
- 7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers.



### NEGOTIATING THE OFFER

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. Our team is made up of negotiation experts, and we'll use our skills to advocate for you.

### THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – we'll be there every step of the way to guide you.







### **DISCLOSURES**

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. In our state, sellers are legally required to disclose specific information to buyers. It's important to keep in mind that failing to provide the mandated disclosures can result in substantial penalties.

### **INSPECTIONS**

It's crucial to comprehend the contingencies that come with offers received. For instance, inspection contingencies could take anywhere from 1-14 days to complete. It's important to know your obligations and options during this period. We'll stay in contact with you to ensure that all deadlines are met.

### FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when purchasing a home. They can help you review offers and ensure that the buyers making them have undergone full underwriting and approval.

### **CLOSING**

Our goal is to help and coach you through the entire transaction. We're here to guide you through every step of the way.

# THE OFFER PROCESS

### **AFTER YOU RECIEVE AN OFFER**

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

### 1 - ACCEPT THE OFFER AS WRITTEN

### 2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

### 3 - COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT.



# FINAL STEPS

### **ORDER THE INSPECTIONS**

Ordering inspections before closing when selling a home is crucial to avoid potential complications and ensure the home is in good condition. General and pest inspections should be completed, and any issues should be addressed before finalizing the sale.

### ORDER THE APPRAISAL

Ordering an appraisal for home sellers before closing on a home can be a good idea to ensure that the home is priced correctly and to avoid any surprises during the sale process. However, it is not always necessary and the decision should be made based on individual circumstances.

### **NEGOTIATE FINAL OFFER**

When negotiating a final offer for a property, it's crucial to consider current market and property conditions, urgency of the sale, and be realistic with expectations to come up with a fair and reasonable offer. Flexibility and compromise are key to reaching a mutually beneficial agreement with potential buyers.

### SCHEDULING YOUR MOVE

### AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

### **4 WEEKS TO MOVE**

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

### 2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

### **3 WEEKS TO MOVE**

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

### 1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

### WHAT TO BRING TO CLOSING

- Photo identification
- House keys and garage door openers
- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)
- Any agreed-upon repairs or updates completed prior to closing
- Proof of homeowner's insurance for the closing date
- Any receipts for prepaid expenses (e.g. property taxes, utilities)



### OUR PROMISE TO YOU

Choosing us as your real estate team means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ HONESTY AND TRANSPARENCY
- ✓ COMMUNICATION AND RESPONSIVENESS
- ✓ PROFESSIONALISM AND EXPERTISE
- ✓ DILIGENCE AND ATTENTION TO DETAIL



### SUCCESS STORIES



TANYA WAS INCREDIBLY HELPFUL THROUGHOUT THE ENTIRE HOME SELLING PROCESS. THEY WERE KNOWLEDGEABLE, COMMUNICATIVE, AND ALWAYS HAD MY BEST INTERESTS IN MIND. I COULDN'T HAVE ASKED FOR A BETTER EXPERIENCE AND WOULD HIGHLY RECOMMEND THEIR SERVICES TO ANYONE IN NEED OF A RELIABLE AND TRUSTWORTHY AGENT.

- VONTRESSA WILLIAMS



OVERALL, I HAD AN EXCEPTIONAL EXPERIENCE, AND I WOULD HIGHLY RECOMMEND HER SERVICES TO ANYONE SEEKING A RELIABLE AND TRUSTWORTHY AGENT.

- MICHAEL VANGUARD



I HIGHLY RECOMMEND THIS REALTOR! HER EXPERTISE AND PROFESSIONALISM MADE THE PROCESS OF SELLING A PROPERTY EFFORTLESS. THEY WERE RESPONSIVE, KNOWLEDGEABLE, AND WENT ABOVE AND BEYOND TO ENSURE A SMOOTH TRANSACTION. I COULDN'T HAVE ASKED FOR A BETTER REALTOR TO WORK WITH.

- JACOB FAMILY

