



HOME SELLER'S GUIDE

■ ALL BUSINESS
REAL ESTATE

exp[®]
REALTY

To Our Clients,

In the tapestry of life, our homes are not just significant financial assets; they are the backdrop to our most treasured moments and memories. Recognizing the profound significance of these sanctuaries, we approach the sale of each home with a deep sense of responsibility, empathy, and professional diligence.

At eXp Realty, we hold the conviction that every client is entitled to the utmost in knowledge and customer care. Our commitment to you is unwavering: to deliver the most professional, enlightening, and devoted service in the real estate sector, underpinned by an uncompromising dedication to ethics, transparency, and integrity.

Your interests are the heart of our mission. They guide our actions and decisions, ensuring that your priorities are always placed above our own. Our goal is to not just facilitate transactions, but to cultivate enduring client relationships built on trust and mutual respect.

We are honored by the opportunity to collaborate with you and are committed to earning your trust and referrals through our steadfast dedication to your real estate needs.

We eagerly anticipate the privilege of being your chosen Real Estate Team, guiding you with expertise and care through every step of your property's journey.

With warm regards,

A handwritten signature in black ink, appearing to read "Olivia Bardinelli". The signature is fluid and cursive, with a long horizontal stroke at the end.

Olivia Bardinelli

eXp Realty - Founder of All Business Real Estate Group

A photograph of a forest path in autumn. The path is covered with fallen leaves and leads towards a body of water. The trees are dense, with some showing yellow and orange foliage. The scene is misty, and the lighting is soft, suggesting early morning or late afternoon. The text "OUR STORY" is overlaid on the left side of the image.

OUR STORY



EVERY HOME HAS A STORY

■ *and we'd love to share yours*

At the eXp Realty, we firmly believe in the individuality of every client and their homes. Our dedicated team is committed to understanding your unique needs, making them our top priority. Regardless of the price range or location, we strive to deliver the utmost level of service to each and every client throughout the entire process.

Our team consists of highly-qualified agents and support staff, all driven by a common goal: to listen attentively to your requirements, help you achieve your objectives, and provide you with the exceptional service and attention you deserve. We are excited to share our story with you and believe that this guide will empower you throughout the home selling journey.







WE WERE BORN OUT OF A DESIRE

■ *for something more meaningful*

Welcome to eXp Realty's All Business Real Estate Group, your premier local real estate resource in the South Florida region, backed by a network of global partners.

Our success stems from a clear vision that we've upheld since our inception.

At the heart of our approach is a revolutionary real estate model embraced by our founder. This model empowers our agents, giving them unparalleled support so they can genuinely prioritize their clients' needs. We take great pride in our hyperlocal focus on the communities we serve, live, work, and contribute to. This dedication has honed our expertise, providing us with a competitive edge that benefits each and every one of our clients.

When you choose our team, you gain a trusted advisor who will stand by your side at every step of the process. Our primary focus is on helping you navigate the complexities of selling your home, while skillfully negotiating a deal that aligns perfectly with your ultimate goals.



OUR JOURNEY

■ *local roots, global reach*

Since our founding in 2009, eXp Realty has steadily risen to become the 4th largest national brokerage and fastest growing globally, a testament to our dedication and success in the real estate industry.

In addition, the All Business Real Estate Group is a proud partner of the largest independently operated team in the South Florida region, boasting an impressive annual sales record of over \$552 million in 2022.

Our unwavering commitment to excellence has enabled us to establish a strong presence across Palm Beach, Broward, Miami, Martin and Saint Lucie counties. With every milestone, our mission remains steadfast – to make the most significant positive impact on both our clients and the communities we serve.

Through our continued growth and success, we strive to be the driving force that not only fulfills our clients' real estate needs but also contributes positively to the well-being and prosperity of the communities we call home. As we move forward, our dedication to delivering exceptional service and uplifting our neighborhoods remains the foundation of our continued accomplishments.

89,000
AGENTS

network to increase
marketing exposure

50
STATES 

coverage through our
nationwide real estate
partnerships



LARGEST U.S. BROKERAGE BY
Transaction Sides

#1

LARGEST U.S. BROKERAGE BY
Agent Count

#1

LARGEST U.S. BROKERAGE BY
Sales Volume

#4

Source: T3 Sixty's 2023 Mega 1000

24

COUNTRIES

represented with eXp
Realty worldwide

14

YEARS

of unparalleled
growth



LOVE IN OUR COMMUNITIES

■ *a culture of giving back*

At our core, we understand that homeownership is not just about investing in a property; it's about investing in a place you truly love and call home. As a real estate company, we embrace this philosophy and mirror it in our actions.

Our commitment to giving back to the communities we serve is unwavering. Through financial donations and grassroots volunteerism, we actively support causes that hold great importance to us. Our aim is to extend a helping hand to those in need, making a positive impact on the lives of others.

When you choose to work with us, you become an integral part of this effort to enrich our community. Selling your home through us means contributing to these initiatives that uplift and support the very place we all call home. Together, let's make a difference and create a better, brighter future for everyone in our community.

ALL BUSINESS REAL ESTATE

CHARITY INVOLVEMENT

We value giving back.

As an involved part of our community, we donate a portion of our profits and volunteer at the following various local charities.



A photograph of a well-maintained green lawn. In the background, there is a fence made of brick pillars and dark metal railings, with several lantern-style lights mounted on the pillars. A light-colored dog is visible on the right side of the lawn. The text "PREPARING TO SELL" is overlaid in white, bold, sans-serif font on the left side of the image.

**PREPARING
TO SELL**



YOU'VE DECIDED TO SELL

■ *guidance throughout every step*

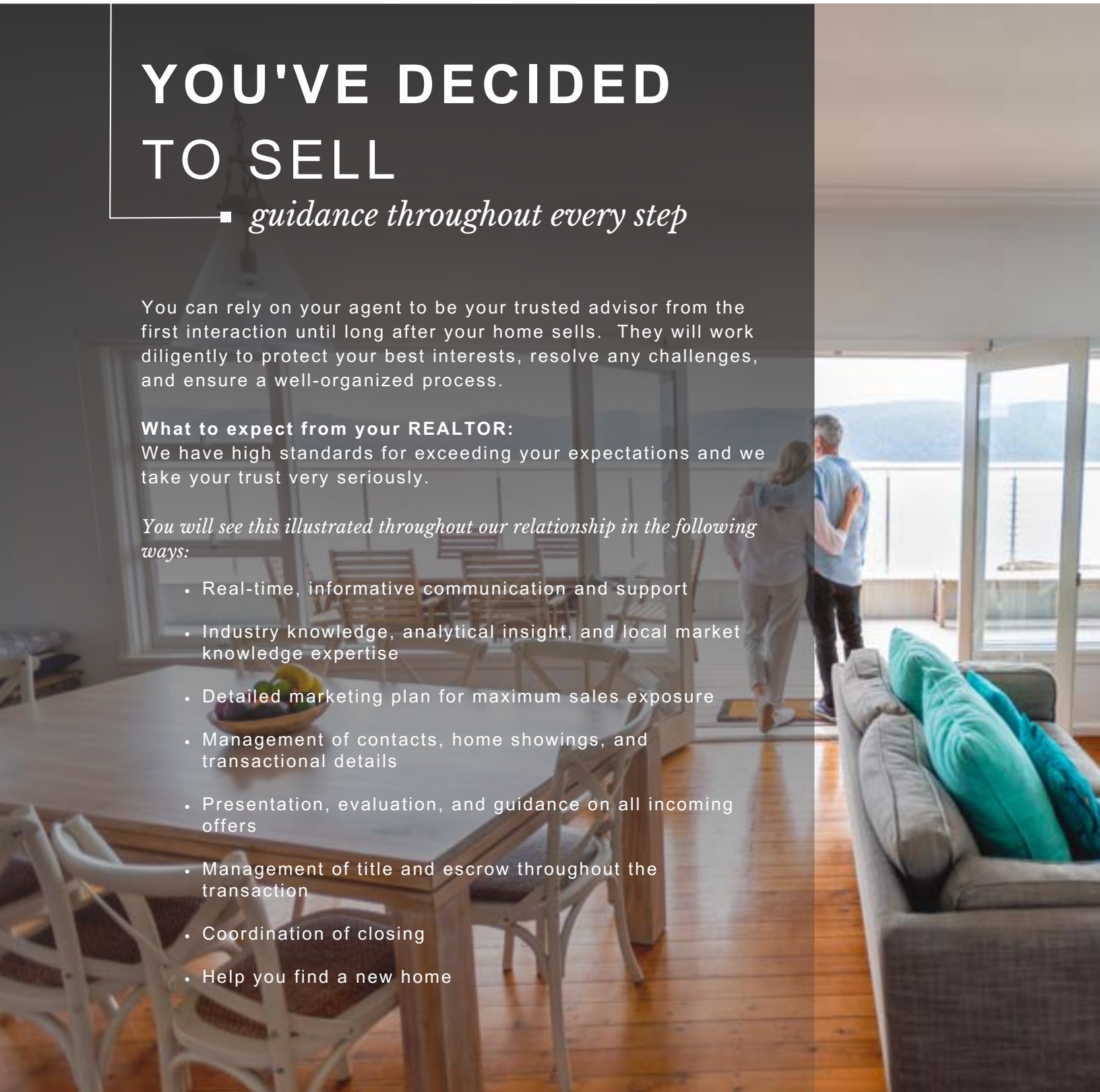
You can rely on your agent to be your trusted advisor from the first interaction until long after your home sells. They will work diligently to protect your best interests, resolve any challenges, and ensure a well-organized process.

What to expect from your REALTOR:

We have high standards for exceeding your expectations and we take your trust very seriously.

You will see this illustrated throughout our relationship in the following ways:

- Real-time, informative communication and support
- Industry knowledge, analytical insight, and local market knowledge expertise
- Detailed marketing plan for maximum sales exposure
- Management of contacts, home showings, and transactional details
- Presentation, evaluation, and guidance on all incoming offers
- Management of title and escrow throughout the transaction
- Coordination of closing
- Help you find a new home



LISTING TIMELINE

PRE-MARKET PREPARATION

Listing Meeting & Discovery

- Review Seller's Goals
- Evaluate Property Condition
- Market Analysis
- Pricing Strategy

Property Preparation

- Repairs
- Home Upgrades and Renovations
- Staging
- Inspection / Appraisal
- Disclosures & Documents

Marketing

- Professional Photography
- Floor Plan, Virtual Tour, Videography
- Email Campaigns
- Targeted Print Ads

ON MARKET

Live on Market

- Broker Tour
- Open House Dates
- Review Agent & Buyer Feedback
- Market Update

Receive Offers

- Present Offers Promptly
- Review Financial Qualifications
- Negotiations
- Execution

IN CONTRACT

Sale Pending

- Escrow Deposit
- Buyer Inspections & Repairs
- Property Appraisal
- HOA or COA Approval

Contingency Removals

- Walk Through Property
- Final Signatures

CLOSE OF ESCROW



BEFORE YOUR HOME IS SHOWN

■ *positioning it in the best light*

Presenting your home in the best light before showing it to potential buyers is crucial for attracting a wide pool of qualified buyers and making an outstanding first impression. Here is a list of common preparations that can help achieve these objectives:

- ✓ Clean, declutter, & organize [Client Guide]
- ✓ Paint interior with neutral tones [Client Guide]
- ✓ Complete necessary repairs
- ✓ Focus on curb appeal & make exterior visually attractive
- ✓ Add final touches (eg. fresh flowers, air freshener, plush towels)





PREPARING TO SELL

To secure the highest sales price within the shortest possible time, it is essential to position your home as one of the most desirable properties on the market. This strategic approach sets your home apart from the competition and swiftly attracts potential buyers. Here are some effective ways to achieve this:

-> Brighten up the space by opening window coverings and allowing natural light to enter the space
-> Keep personal items and photographs to a minimum so the prospective buyer can envision themselves in the home.
-> Remove oversized furniture in spaces that may already feel overcrowded to make a room feel larger.
-> Keep the decor neutral so as not to distract from the desirability of the home itself.
-> Focus on staging the main living areas, primary bedroom, and kitchen
-> Enhance curb and yard appeal with landscaping, potted plants, and outdoor furniture.

PRICING YOUR HOME

■ *the art and science*

By harnessing the power of cutting-edge technology and combining it with the hyperlocal expertise and extensive industry knowledge of your agent, we guarantee that your home will be priced to achieve the most profitable and swift sale.

In addition to conducting a thorough Comparative Market Analysis (CMA), your agent can tap into the advantages of company-wide collaboration and unmatched insights into the local market.

The following factors may also affect the pricing strategy:

- Supply and demand
- Market activity & time of year
- Interest rates and availability of credit
- Price and status changes of similar properties
- Economic factors
- Room count and square footage
- Condition of property
- Lot size, usability, privacy, & location
- Desirability of unique features



PREPARING TO SELL



DISCLOSURES AND INSPECTIONS

■ *what they mean and why they matter*



Both the seller and the listing agent are required to disclose all known defects, repairs, and alterations made to the home so that the buyer has an opportunity to review everything in detail before writing an offer.

The home inspection is a visual examination conducted by a licensed professional to examine all interior and exterior components of the home.

Examples of items that need to be disclosed:

- Age and warranties for roof; HVAC, hot water heater, appliances, and storm protection. (provide manuals if available)
- Dates of home improvement projects, remodels, and repairs
- Permits and certifications of compliance that apply
- Written and verbal estimates of work to be completed
- Title report showing clear title and loan balances
- Anything that affects the value, desirability, and safety of the property

GENERAL DISCLOSURES

Termite or Pest Inspection

Home Warranties

Receipts of Recently Completed Work

Property Insurance Information

Preliminary Title Search

Preliminary Permit Search

Seller Conducted Appraisal

Property Inspection Disclosure



HOMEOWNERS OR CONDOMINIUM ASSOCIATION PROPERTIES

- Financial Statement or Budget (current year)
- Declaration of Condominium
- Rules and Regulations
- Any Assessment Information
- Frequently Asked Questions and Answers
- Articles of Incorporation
- By Laws
- Milestone Inspection Report Summary (Every 40 Years)

A photograph of a large, modern home at dusk. The house has a dark shingled roof and light-colored walls. A large covered patio area is visible, featuring a dining table with chairs and a lounge area with a striped umbrella. In the foreground, a stone fire pit with a large fire is lit. To the right, a swimming pool with blue tiles and underwater lights is visible. The sky is a deep blue with some clouds.

MARKETING
YOUR HOME





BRINGING YOUR HOME TO LIFE

■ *to gain maximum exposure*

Regardless of the price point or location, exposure is everything.

Your agent will work with diligently to refine our marketing strategies, ensuring they are effective and cohesive. The goal is to present your home attractively to qualified buyers. We aim to make your property shine in a competitive market, facilitating a swift sale at the most favorable price.

Placing your home in the best light possible:

- [Professional photography](#)
- [Floorplan & Virtual Tour](#)
- [Professional videography](#)
- [Professional home staging](#)

Your home will be available for viewing on the top real estate websites:

- [exprealty.com](#)
- [zillow.com](#)
- [realtor.com](#)
- [trulia.com](#)
- [redfin.com](#)
- [homes.com](#)

Brokerage Network Advertising

eXp Realty provides in network listing exclusive marketing to work within our brokerage to find a buyer that is looking for a property like yours. We have several channels to notify thousands of agents internationally.

Direct Mail

We work to provide professionally designed Coming Soon and Just Listed mailers to prospective buyers to showcase your property.

Print Advertising

Connecting your property on a hyperlocal level in publications that potential buyers read to enhance the exposure to the masses.

Email Marketing

Introducing your home to interested buyers through professionally designed emails that are sent to a targeted audience and network.

Social Media

Showcasing your property via social media and providing to the masses allows us to not only gain an additional marketing angle, but to also provide information to a network of local brokerages with potential qualified buyers.



THE VALUE OF RELATIONSHIPS

■ *when marketing your home*

Our brokerage values the culture of collaboration and relationships, creating business partners and furthering our networks to achieve our seller's end goal.

We are staunch advocates for the power of technology, marketing, and advertising in the home-selling process. However, we also recognize that the strength of personal relationships offers a unique competitive edge. These connections complement our digital efforts, creating a robust and comprehensive approach to selling your home.

Leveraging our established industry relationships, we will strategically promote your property across multiple channels. This approach amplifies the visibility of your home, connecting it with a wider network of discerning, potential buyers. Our aim is to ensure your property receives the attention it deserves from the most qualified audience.

- Zenlist / eXp Realty Exclusives
- Brokerage Network
- Team Communications
- Buyers & Past Clients
- Sphere - Family, Friends, Community Involvement







CONTRACT
TO CLOSE.





EVALUATING AND CHOOSING

■ *the best offer*

As your trusted advisor, your agent will share local market conditions, recent comparable sales, and a number of other factors that will allow you to make an informed decision.

Upon your agent reviewing each offer, you will have four choices when responding to purchase offers:

Accept as Written	If you accept the offer as written, you are under contract to sell your home.
Counteroffer	An offer with a revisited purchase price, length of escrow, or other terms. This can continue until both parties come to an agreement.
Reject the Offer	You are stating that you are not interested in the offer.
Offer a Back-up	This is to position another buyer's offer behind the accepted offer.

The highest offer is not always the best offer. Not all offers are equal. Factors such as all cash, a request to rent back, home warranty, a date of closing, deposit, and preapproval letter all affect the value. Your agent will serve as your guide to ensure you understand the process of evaluating offers.

Contingent Offers

A contingency can be explained as a clause in a formal real estate contract that states there are certain conditions that must be met by either the buyer or the seller in order to continue to the next step in the contract. There are many types of contingencies and almost every contract will have them. They serve to protect the buyer and seller. If they are not met, that could result in a failure to close. [[*Client Guide to Contingencies*](#)]

Financing

If a buyer enters into a contract contingent upon obtaining a written lender commitment for the loan amount and the lender commitment cannot be obtained, the buyer has the right to cancel the contract.

Appraisal

This is when the buyer requires an appraisal for the property at or above the purchase price whether needed for financing or a lender's written commitment to finance. In exercising this contingency, the buyer shall rely upon an appraisal from an independent licensed appraiser.

Inspection

The contract is contingent upon the buyer's approval of all conditions, disclosures, and circumstances relating to the property and any other matter, that materially affects the value and/or desirability of the property.

Home Sale

The home sale contingency can allow time for buyers to sell their home before the home purchase is finalized. If the buyer's current home doesn't sell, they can back out of the deal.

Association Approval

A contingency stating that the buyer must obtain condo or homeowners association approval prior to closing.

A Note For Sellers

- As a seller, you are obligated to make the property reasonably available for all buyer inspections and appraisals.
- During contract period, the seller is obligated to maintain the property, including landscaping and all items in the contract. This is to keep in the same condition as when offer was accepted.

NEGOTIATING STRATEGIES

- *everything is negotiable, especially in real estate*

Our team possesses a vast expertise in the art of negotiation, from doing the necessary research to unearthing the best strategy and exploring common objectives. Deals often can fall apart over the smallest and seemingly inconsequential details, so having the negotiation intelligence of an experienced agent can be the essential element in preventing a deal from falling through.

It is important to conduct all communication through the seller's and buyer's agent. This ensures that all personal information and circumstances are handled confidentially and in the most professional manner.

Your agent will take many elements into account when conducting the negotiation process:

- What personalities are involved?
- Who is the decision maker?
- What are the non-negotiable points?
- In what areas might concessions be possible?
- What would be a win-win for both sides?
- What has happened so far that we can use to our advantage?



CANCELING A CONTRACT

what you need to know

With most purchase contracts in Florida, there is minimal recourse to terminate a purchase agreement once it has been accepted. Therefore, if you have any reservations about the terms of the offer you've received, it's advisable to refrain from signing the contract until you have fully resolved your concerns and are completely confident in moving forward.

There are specific scenarios in which the seller may have contingencies in the contract to find a replacement property, remove existing tenants, or complete other tasks.

In this type of situation, if you as the seller determine, in good faith, that any circumstances relating to your contract contingencies are unacceptable, then you are permitted to cancel within the prescribed time frames or prior to the expiration of a Notice to Perform by delivery of written Notice of Cancellation to the buyer. The buyer is entitled to a refund of the escrow deposit, less any non-reimbursable fees and costs.

All cancellations of real estate contracts should be discussed with your real estate professional and an attorney before making a final decision, as potential legal implications could arise from improper cancellation.



TITLE'S ROLE

■ *and why it's important*

The title company's role starts when we accept an offer and go under contract. They assist to hold the buyer's deposit, conduct numerous tasks to assist in the closing process until brought to completion at the closing table.

Typical Title Duties Include:

- Ensuring mutually agreed upon instructions laid out by the principals and parties to the transaction are executed in a timely manner.
- Paying any bills specified in the instructions
- Responding to requests from parties to the transaction
- Handling any funds or documents as directed in the instructions
- Closing escrow only when all the terms have been satisfied
- Providing final accounting details with the Closing or Settlement Statement

The Transaction Flowchart

While all transactions are unique, the following are typically accomplished when under contract during the home sale process:



Review and sign disclosures, some may be provided by the title company.



A refundable deposit is placed and held in escrow account through title company.



Buyer's lender prepares loan documents and collects necessary information for approval.



Any inspections mandated in the offer are performed.



Property appraisal is completed by the lender.



Title documents are signed and seller provides mortgage payoff to information.



Contingencies removed to meet deadline.



Final walkthrough to make certain that the property is in the same condition as it was when the buyer signed the contract.



Closing the sale and funding to sellers after all conditions have been satisfied.

The title company is a third, entirely neutral, party and does not represent anyone's interests in a transaction.

YOUR NEXT CHAPTER

■ *after the sale*

Our support does not end when escrow closes. Regardless of where your next chapter leads you, your agent is there to offer resources and assistance to facilitate anything that is happening in conjunction with your move, including helping you find your next home.

Additional areas your agent can be of assistance:

- Relocation
- Refinancing
- Consultancy on purchasing investment properties
- Assisting family members to purchase or sell properties, even outside the area.





Thank you for your time!

Please let me know what questions you have and when we can get started marketing your property. Download my digital business card by clicking the link below and put me to work for you today.

[CLICK HERE](#)



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