

LET'S GET YOUR HOME

Sold

Seller Guide



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GROUP
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THE PROCESS AT A GLANCE



MEET WITH YOUR REAL ESTATE
PROFESSIONAL



ESTABLISH A
PRICE



PREPARE YOUR HOME FOR THE
MARKET



LIST HOME FOR
SALE



OFFERS AND
NEGOTIATIONS



GO UNDER CONTRACT



FINAL DETAILS



CLOSING!

ABOUT ME



Selling with Johanna
BUY • SELL • BUILD



Johanna has lived in this area since 2001. She has a proven record of success in helping home sellers with a timely and effective sale of their home. Not only do you get her, but you also get to work with an amazing real estate team.

Her business background of over 25 years is in management, sales, and marketing. Combining her expertise along with her passion for real estate has allowed her to become very successful in a short period of time. She also served in the United States Air Force.

“

I am here to help you in any way I can. Our relationship is more important than any transaction.

Real estate is more than a career to me, it is my passion and it will be an honor to help you meet your real estate goals.

”



ABOUT LPT REALTY

- Every day, a LPT Realty agent helps someone find their perfect place.
- LPT Realty offers support and services not available at other real estate companies.
- LPT Realty has unmatched marketing capabilities to get your home sold.
- Ability to market home on radio show; iHeart Radio
- Through unmatched marketing capabilities homes are being sold at a faster rate and for highest amount possible.



WHAT MY CLIENTS SAY



Fantastic Job!

"I had my house for sale "by Owner" for two months without any response. After acquiring Johanna and her team as my agents, I had a buyer within 6 days! In addition, it sold for \$15,000 more than I had it priced earlier. The experience was Fantastic!"

Attentive and Responsive

"Johanna really bird dogged the sale of my home and went out of her way to make the transition as seamless as possible. I would highly recommend her with your transaction!"



"Johanna possesses the ultimate "can do" attitude while taking on responsibility with a positive energy and a smile. Johanna consistently takes initiative to go beyond the expected parameters of her job. All of the intangibles that lead to success are in order with Johanna."

Attention to Detail and Honest

"Johanna demonstrated the highest degree of market knowledge, communication, and professionalism in handling our real estate transition. She exhibited the utmost in professionalism and competence in handling the sale of our property. She maintained timely communication and exhibited complete knowledge of legal and ethical aspects associated with our sale. We give Johanna our highest recommendation as one of the best real estate agents with whom we have ever worked and would be happy to work with her again!"



"The townhouse was on the market for 6 months with a previous agent with no success. Johanna took over the property and within two days we had multiple offers to consider and some were over asking price. It is with little doubt that her success comes from her professionalism and her knowledge in marketing. I was very impressed by her communication and integrity. I highly recommend Johanna!"

THE FORMULA FOR A SUCCESSFUL HOME SALE

1. MARKET PREPARATION



2. STRATEGIC PRICING



3. RELENTLESS MARKETING



MARKET PREPARATION

It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN

EASY, LOW COST REPAIRS WITH HIGH RETURN



- REPAINT AND CLEAN WALLS
 - Using light shades of blue or gray have been shown to be more appealing to potential buyers
 - In the kitchen paint baseboards, kitchen cabinets, trim, molding
- LANDSCAPE
 - Add some color with flowers and shrubs
 - Keep the lawn mowed and remove weeds
- UPGRADE LIGHTING
 - Swap out old light bulbs with new brighter bulbs
 - Add more lamps and accent lighting to brighten up darker rooms
- DEPERSONALIZE
 - Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone
- REPLACE OLD APPLIANCES
- CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS
 - Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return

MARKET PREPARATION

SHOULD YOU STAGE YOUR HOME?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

*Statistics from the National Association of Realtors® Research Group, 2019

PROS

- 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 shorter time

CONS

- 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

RELENTLESS MARKETING

STRONG ONLINE PRESENCE

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

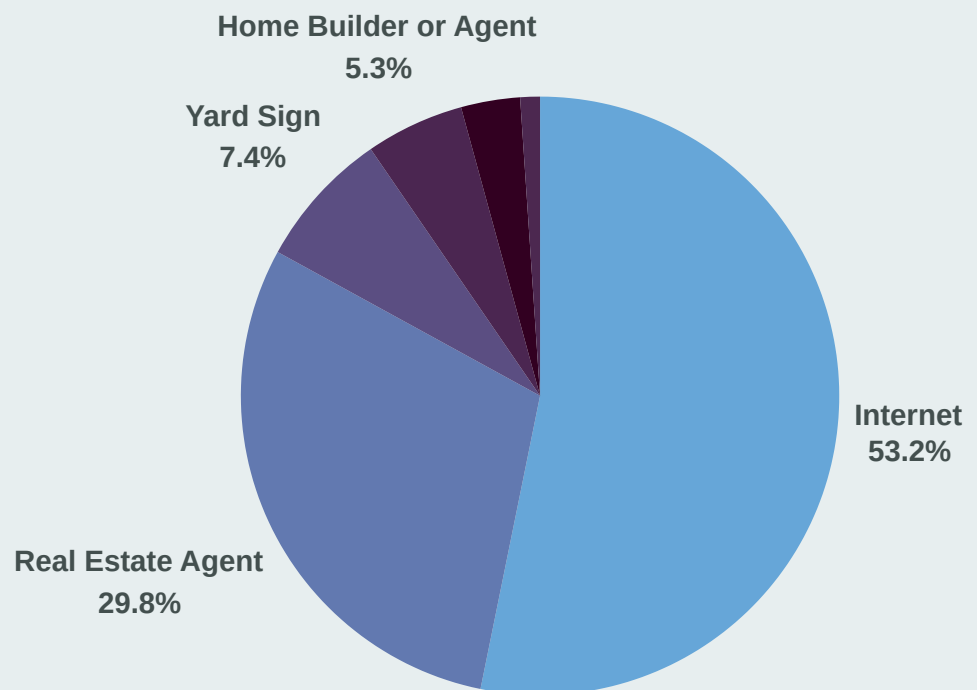
The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

I OFFER THESE UNIQUE TOOLS FOR MARKETING:

- DISPLAYED ON BROKERAGE WEBSITE
- DISPLAYED ON MY WEBSITE
- COMING SOON CAMPAIGNS
- VIRTUAL TOUR
- BROADCASTED TO ___ FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS
- FACEBOOK MARKETPLACE
- CRAIGSLIST
- FLYERS
- POSTCARDS
- PROFESSIONAL PHOTOGRAPHY (PLUS DRONE SHOTS)
- PROFESSIONAL VIDEOGRAPHY
- OPEN HOUSES
- YARD SIGN CAPTURES

HOME BUYERS ARE SHOPPING ONLINE

The pie chart below shows where buyers find the home they purchased in 2019.



Source: 2019 NAR Home Buyer and Seller Generational Trends

RELENTLESS MARKETING

93% of home buyers use the internet
54% of them first find the home they buy online

Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Below are samples of photos from my previous listings.



STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

	AVERAGE DAYS ON MARKET:	AVERAGE SOLD PRICE TO LIST PRICE RATIO:
Central FL	25 DAYS	94%
Johanna Chandler	9 DAYS	99.5%

HOME STAGING CHECKLIST

CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

GO "MARIE KONDO" ON THE PLACE

- Thoroughly clean the entire home or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

KITCHEN & BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts

FINISHING TOUCHES

- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds

THANK YOU!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.



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BUY • SELL • BUILD

SRES⁺ REALTOR®
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let's get social



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