

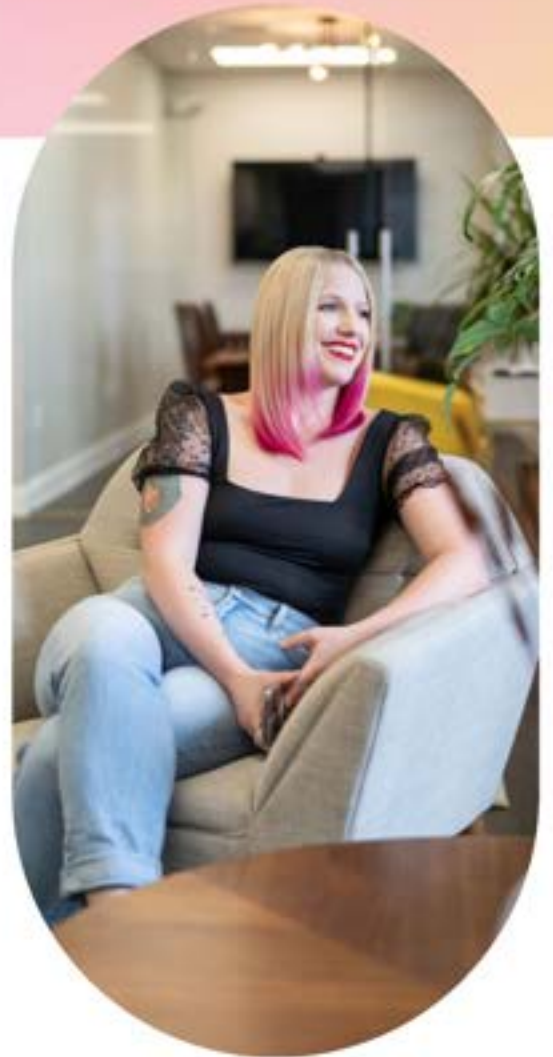
Seller Guide



Everything you need to know regarding the process of selling your home.

Meet Alyssa

Hello there! I'm Alyssa, your dedicated and passionate real estate professional serving the beautiful Tampa Bay area. With a commitment to integrity, honesty, and hard work, I am here to guide you through the exciting journey of buying or selling your home. Known for my vibrant energy and expert know-how, I have turned my two decades in real estate into a joyous journey, creating lasting friendships with my clients along the way. My passion is helping people, and I treat each person I work with like family. I am not just a real estate agent; I am your trusted partner in achieving your real estate goals. My mission is to provide unparalleled service, always putting your best interests at the forefront. With a deep love for the Tampa Bay community, I am well-versed in the local market trends, neighborhoods, and hidden gems that make this area truly special. I believe in transparent communication, ensuring that you are well-informed and confident at every step of the journey. Your satisfaction is my top priority. I take the time to listen, learn, and tailor my approach to meet your specific needs. Being an integral part of the Tampa Bay community, I am not just selling houses; I am connecting people with their dream homes. When I'm not lighting up the real estate world, I devote time to volunteering, immersing myself in books, and staying active. Living life to the fullest in Tampa with my husband and my French Bulldogs, Chuck Norris and Pete, who are as much a part of my family as my human friends.



“ The ultimate choice is theirs, not mine. Recognizing the diverse needs and objectives of each client, they enlist my guidance to tap into my wealth of knowledge and experience, empowering them to arrive at the best-suited decision.” ”

Client Testimonials

Selling or buying a home can be one of the most stressful times in your life. You really need an experienced, knowledgeable, friendly and helpful realtor to get through it successfully. Alyssa is all of those things and more. She goes above and beyond for her clients and genuinely wants to make them happy. We are so happy we trusted Alyssa with selling our home and would recommend her to anyone looking to have the best experience possible in home buying or selling. She is simply THE BEST!

CHAD AND JESS G.

I have used Alyssa twice now and have been more than pleased with her dedication to her clients. She is always available and prompt with communication, knows the market like the back of her hand, and has YOUR best interest at heart. There are plenty of Realtors to choose from, but you can't go wrong having her on your side supporting you through your journey. Will be using her again in the future!

CATHY F.

Client Testimonials

Our experience with Alyssa in finding our dream home in a country community was nothing short of exceptional. From the moment we engaged with her, Alyssa demonstrated an unparalleled level of attentiveness and professionalism. Alyssa proved to be an exceptional listener, taking the time to truly understand our needs and preferences. Her keen attention to detail ensured that every aspect of the house she presented to us aligned perfectly with our requirements. She was incredibly responsive and proactive. What truly set Alyssa apart was her thoughtful gestures and generosity.

DAN AND DARLA S.

Alyssa made selling our house quick and easy. We were able to get our home sold within a couple days. She treated us like family.

ALEX H.

Client Testimonials

Alyssa is the most reputable and honest real estate professional I've encountered. She is dedicated to her craft and to the individuals she works with, she keeps you involved and aware of the entire process from the start.

RYAN S.

If you are looking for professional, smart, attentive realtor, then look no further. when we were ready to start looking for a permanent place to live, our first call was to Alyssa. She connected us with a great mortgage guy, sent us listings, answered our hundreds of questions with patience and professionalism, and took us through house tours and pointed out pros and cons we wouldn't have thought of on our own. She successfully negotiated for us in a very tough, strange market and gave sage advice about how best to proceed. Alyssa is wonderful realtor and we do not hesitate to recommend her services. In fact, we regularly give out her name to anyone we meeting looking for a realtor!.

TARA AND CHRIS C.

Alyssa McIntyre

UNIQUE VALUE ADD

1

CLIENT FOCUSED

For Alyssa, real estate isn't about the transaction but about the relationship with her customers. She concentrates on providing details and service centered around the clients needs and goals to create a tailored and 5 star experience.

2

MARKETING STRATEGY

Our marketing plan has been created from years of data and research to make sure that your home becomes a top selling product in the market. Our strategies and creative techniques draw buyers in and create a connection to the property.

3

COMMUNITY EXPERT

Buyers buy a home because of the lifestyle image it creates for them when they consider themselves living in the home. We use our area knowledge and understanding of the local market to target the right buyer.

Prepare for a successful launch

1

GET THE PROPERTY VISUALLY READY

Arrange updates and staging.

2

SCHEDULE LISTING PHOTOGRAPHY AND VIDEOGRAPHER

Execute interior and exterior photos and video shoots.

3

DEVELOP VISUAL IDENTITY AND TONE

Create listing collateral messaging and designs.

4

TAILOR ADVERTISING PLANS

Prepare full-funnel print and digital media tactics.

Strategically pricing your property

The price for your home will be determined based on live market data, ensuring that your property captures the attention of buyers upon listing and sustains its appeal in the market.



Make an impression with multi-channel marketing & design

Creating a Cohesive Visual Identity to Highlight Your Home's Value

We understand the importance of showcasing your home in the best possible light. Our team will design a consistent visual identity that highlights your property's unique features. This distinct aesthetic will be present throughout all print and digital materials.

We take pride in presenting your home in the best possible manner. Therefore, before sending to high-value buyers, our collateral will be thoughtfully crafted and packaged.

TOP-QUALITY PRINTED COLLATERALCAPTIVATING DIGITAL DESIGN

Types of Print

Marketing Materials:

- Brochures
- Flyers

Different Channels for Marketing

Communication. Here are some channels to consider for your next marketing campaign:

- Organic Social
 - Paid Ads
- 



Engage buyers with custom video

Lights! Camera! Action! Our team goes all out to create personalized videos that capture the essence of your home's best features! Picture-perfect videos that will have your friends' Instagram feeds buzzing with envy! We know that your neighborhood is like a hidden gem, that's why our focus is on marketing your property to the right audience, the ones who will truly appreciate the unique sights and sounds around you!

Driving traffic to your listing

We compensate for promoting your property listing on the most popular Real Estate Websites that buyers frequently search!

Realtor.com | Zillow

We also offer Pay Advertisements on various platforms, including:

- Google – Advertise with search ads
- Instagram – Sponsored ads targeting specific accounts
- Facebook – Sponsored ads targeting specific accounts



Leverage our national network

1

MY AGENT COMMUNITY

Focusing Promotional Efforts on Personal and Industry Connections to maximize our reach, we will target marketing efforts towards my personal and professional network. This includes identifying top agents who have listed or sold similar properties in the area, as well as feeder markets.

2

MY INSTAGRAM

Showcase your home by featuring it in a post on Alyssa's Instagram accounts, which reach thousands of followers.

3

MY WORKPLACE

Increase the Visibility of Your Home with Monthly Posts to a Networking Tool Used by thousands of Agents and Employees.

Step-by-step plan



What's Next?

☐ **COMPLETE LISTING PAPERWORK**

The listing agreement is a legally binding contract that outlines the nature of our partnership and the exceptional level of service we will offer to you.

☐ **BEGIN TO PREPARE YOUR HOME FOR THE MARKET**

Shall we work together to decide on the next steps?

☐ **CONTINUE TO MONITOR THE MARKET AND ASSESS OUR STRATEGY**

After preparing your home for the market, we will review the latest market data and adjust our pricing strategy accordingly to reflect any recent changes in your neighborhood.

☐ **LAUNCH YOUR PROPERTY**

Why Past Sellers Hired Me



EASY EXIT AGREEMENT

Unlike other agents, I don't lock you down to any long-term listing contracts. I believe that I need to earn your business every day that I am working for you. If there's ever a time where you're not happy with the service in which I provide, just let me know and we can shake hands as friends and go our separate ways. * Cancellation fee applies.



SMART SELLER PROGRAM

For a lot of people, they would still like the option of selling their own home and saving money or realtor commissions if they can. I believe they should be able to do that very thing even while listed with me. My Smart Seller Program allows you to market your own home to your friends, family and co-workers. I believe this is a win-win scenario for you.

Flexible Compensation Program


- 2%** You find the buyer and I handle the entire transaction
- 4%** I find the buyer
- 6%** If another agent brings the buyer


LET'S GET STARTED



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