STEPS TO SUCCESS

For Selling Your Home

Introduction

1 - We are interviewing you as much as you are interviewing us. Only if we can work together well, will we be able to guide you throughout this extensive process to help you sell your home in the quickest time possible and at the highest price.

2 - We are not going to simply promise marketing genius and brag about ourselves, instead we will show you just how we will be your resourceful guide helping you through one of the most important processes of your life.

3 - We want you to know WHAT we are doing for you, WHEN and WHY.

COLDWELL BANKER REALTY

PANHANDLE REAL ESTATE · PC · PCB · 30A · DESTIN

Selling Your Home In 7 Steps

Introduction

A Little About Who We Are

kinseyhaddockcoldwellbanker.com

Kinsey Haddock P.A. has sought to modernize and simplify the real estate buying and selling experience for you the customer.

Our experience has given us vast knowledge of the home buying and home selling process working in the industry. We have aligned strategic partners within our industry that bring their experience to ensure a positive result for all parties involved.

Kinsey's prior career in the wholesale furnishings industry enhanced his understanding in home knowledge. This 1st hand knowledge of consumer products gave him insight to the customers wants and needs related to the home industry. He applied that experience and expertise into a traditional real estate brokerage business and streamlines the efficiency through technology along with a team of tech savvy mobile real estate experts.

Coldwell Banker Realty is a brokerage you can trust. Our company is recognized as a reputable brokerage with stability, trust, and a high level of integrity. Our brokerage aims to provide you with the highest and most reliant marketing that encompasses today's technology.

Our Brokerage partner's with:

- Realtor.com, Trulia, Zillow, X (Twitter), Facebook, LinkedIn, Broker Mint, Ylopo.
- We proudly partner with trusted title and lending professionals for a smooth closing.

Selling Your Home In 7 Steps

Introduction

A Little About Who We Are

BAY COUNTY

WALTON COUNTY

OKALOOSA COUNTY

SANTA ROSA COUNTY

The highest level of service is the cornerstone of our unprecedented success and is our continued promise to you. Professionalism, knowledge, integrity and commitment are all aspects of offering the absolute best as real estate professionals. As your helpful guide throughout every step of every real estate transaction, we pride ourselves on our focus to your personal attention and complete satisfaction. Our experienced team works together to ensure that you always receive the excellent service you expect and deserve.

At Coldwell Banker Realty, we view numbers such as sales results as nothing more than a reflection of our commitment to serve our clients. Success, we believe, is not in the number of deals, but in the way we deal with people. You can expect your real estate transaction with us to be a great experience. Your success truly is our success.

Selling Your Home In 7 Steps

Introduction

A Little About Who We Are

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Kinsey Haddock P.A.

Lic: Broker Associate - Realtor

Kinsey Haddock P.A. is a licensed Broker Associate. Kinsey has been dedicated to his profession full time since 2010. His management of customer care and real estate compliance throughout the transaction is what sets him apart from other Realtors. His team of transaction managers and title officers demonstrates a high level of professionalism to ensure you have a smooth transaction with a successful closing. I hope you will allow me to prove this with my services and help you have a successful sale of your current home. I look forward to the opportunity to work with you.

- ABR® · Accredited Buyer's Representative
- MRP · Military Relocation Professional
- PSA · Pricing Strategy Advisor
- BPOR · Broker Price Opinion Resource
- RSPS · Resort & Second-Home Property Specialist
- SFR® · Short Sales & Foreclosure Resource

REALTOR®

Commercial Education:

- Fundamentals of Commercial Real Estate
- Client Advocacy in Commercial Real Estate
- Commercial Landlord Representation
- Anatomy of Commercial Building
- Investment Strategies in Commercial Real Estate

EQUAL HOUSING OPPORTUNITY

Community College · Building and Construction Technology

Community College · HVAC Technology

Selling Your Home in 7 Steps

Step 1 - Selling Consultation

Step 2 - Develop Pricing Strategy

Step 3 - Develop Marketing Strategy

Step 4 - Implement Customized Marketing Plan

Step 5 - Understanding Your Role

Step 6 - Negotiating the Purchase Contract

Step 7 - Managing the Transaction Through Closing

Selling Your Home In 7 Steps

Step 1
Selling Consultation

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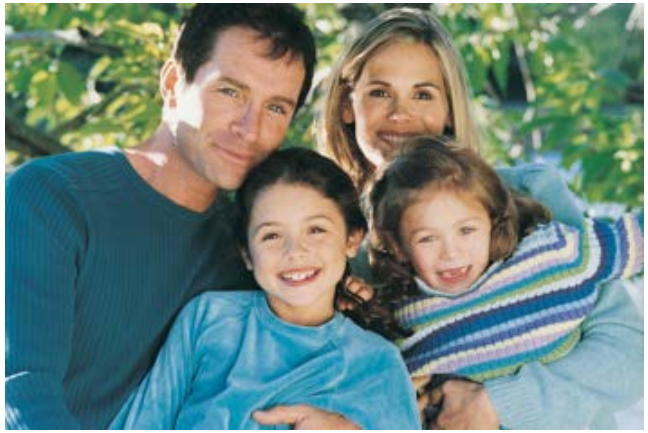
Working for You as Your Listing Agent – Realtor



There are 3 types of Agency Relationships between parties in a real estate transaction:

- **Seller's Agent** - An agent who represents the Seller
- **Buyer's Agent** - An agent who represents the Buyer
- **Transaction Broker** - An agent who represents both the Seller or Buyer

When you select Coldwell Banker Realty to promote the sale of your property, we become your "Listing Agent" working on your behalf and looking out for your best interests.
We will market your home, evaluate and negotiate offers from buyers, and guide you throughout the entire transaction to ensure a successful closing. As a Transaction Broker we represent either or sometimes both Seller or Buyer in the same transaction. Our Duty and loyalty is to assist in negotiating acceptable terms to the transaction.

In Florida it is presumed that we are working in the Transaction Broker Relationship.

Selling Your Home In 7 Steps

Step 1
Selling Consultation

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DETERMINE YOUR NEEDS
What is Most Important to You?

Motivation - Why have you decided to sell your home?
Timing - Are you flexible in timing or are we working towards closing before a certain date?
Pricing - Are you leveraged with debt on the home? Is there concern of a short sale?
Decision Making - Will anyone else (family member, financial adviser) be involved?
Communication - How often would you like updates, and what is the best way to contact you?
Previous Selling Experiences - What went well, what went bad?
Personal Property - Are you planning to include any personal property in the sale?
Condition of Home - Any problems with the property that will need to be disclosed?
Relocating - Can we assist you in purchasing a new home or moving to a new area?
Concerns - Are there any general concerns you would like to discuss?

*** Refer to insert questionnaire "Selling Consultation – Selling Your Home".**

Selling Your Home In 7 Steps

Step 1
Selling Consultation

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Your Home's Marketability

- What will you miss most about your home?
- What will you miss most about this location?
- What are some favorite features about your home?
- What compliments have friends and neighbors made about your home?
- What characteristics do you feel make your home unique when compared to others?
- Who do you consider to be the target market for your home?

*** Refer to insert questionnaire "Things You Like About Your Home".**

Selling Your Home In 7 Steps

Step 1
Selling Consultation

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Any Issues We Need to Be Aware Of?

Two of the first things we do when we list your home is to order a “Preliminary Title Report” and have you fill out a “Sellers Property Condition Disclosure”. These documents will answer or confirm some of these questions below but let's get started on the right foot and discuss these potential issues now. PROACTIVE vs. REACTIVE!

- **With pricing in our market, will we be close to a Potential Short Sale?**
- **Does your current mortgage have a Pre-Payment Penalty?**
- **Are there any Liens on your home?**
- **Are there any Easements, or Encroachments associated with your home?**
- **Is there an HOA? What are the Dues? Is there a Transfer Fee?**
- **Is there any Litigation associated directly with your home or the HOA?**
- **Are there any Assessments coming up or pending with the HOA?**
- **Are there any Physical Issues with your home?**
- **Have you had to do Major Repairs to your home?**

DISCLOSE! DISCLOSE! DISCLOSE!

Selling Your Home in 7 Steps

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Working Towards an Accurate Price

Priced Too Low:
We want to be careful to not price the home too low, as we do not want to leave money on the table. Our goal is to get you as much money as we can.

Priced Too High:
We also want to be cautious of pricing too high. Homes that are priced too high produce far less showings, and typically those showings do not generate offers.

Accurately Priced:
Pricing a home accurately is the best way to ensure that the home will sell in the shortest time possible, yet also achieve the highest price possible.

Selling Your Home In 7 Steps

Step 2
Develop Pricing Strategy

Selling Your Home In 7 Steps

Step 2
Develop Pricing Strategy

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What Affects Your Home's Market Value?

Physical Characteristics:
Your home's location, home size, lot size, architectural design, floor plan, age, amenities and condition have the strongest impacts on the value.

Market Conditions:
There are other factors that also directly impact the value of your home.
These include current mortgage interest rates, national and regional economic conditions, buyer demand, seasonal demand, availability of competing properties and prices of recently sold properties.

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Step 2
Develop Pricing Strategy

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Using a Comparative Market Analysis as a Guide

A Comparative Market Analysis (CMA) is the strongest tool we use when estimating the potential selling price for your home. As a member of the Board of REALTORS® with access to the Multiple Listing Service, we can prepare a report that analyzes comparable homes in your area. Using this valuable information, we can assist you in determining an attractive, yet realistic price for your home.

A Comparative Market Analysis highlights similar homes in your area that are:

Active Listings - Homes that are currently competing with yours for the attention of buyers. We can see what comparable asking prices are but remember these homes have not yet received an acceptable offer.

Under Contract - Homes that have received and accepted an offer and give a good indication of realistic pricing.

Sold - Looking at the prices paid for recently sold homes provides the best foundation in determining your home's most accurate market value. Once adjustments are made for square footage and features, we can make a qualified recommendation for the asking price of your home.

Expired - Homes that have gone through the duration of a listing period but failed to sell. Many factors could be responsible such as lack of marketing or the home's condition, but most often it is simply because the home was priced too high.

Selling Your Home In 7 Steps

Step 2
Develop Pricing Strategy

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A Buyer Will Not Pay More Than They Need To

List Price: **$430,000**

List Price: **$455,000**

List Price: **$435,000**

List Price: **$437,000**

List Price: **$425,000**

List Price: **$432,000**

It's quite simple, a Buyer is just not going to pay any more than they must when purchasing a home. They have been watching the market closely and are out there looking at all the inventory. They know more than anyone what is available, and for how much. If your price is within the range of your market, Buyers will look at your home. If you're priced too high, they probably will skip it. Your high price will make your competition look good, and will get them sold, not you.

If you had time to only see 3 homes in this neighborhood, which 3 would you go look at?

Do you want to sell your home or help sell your neighbors home?

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Step 2
Develop Pricing Strategy

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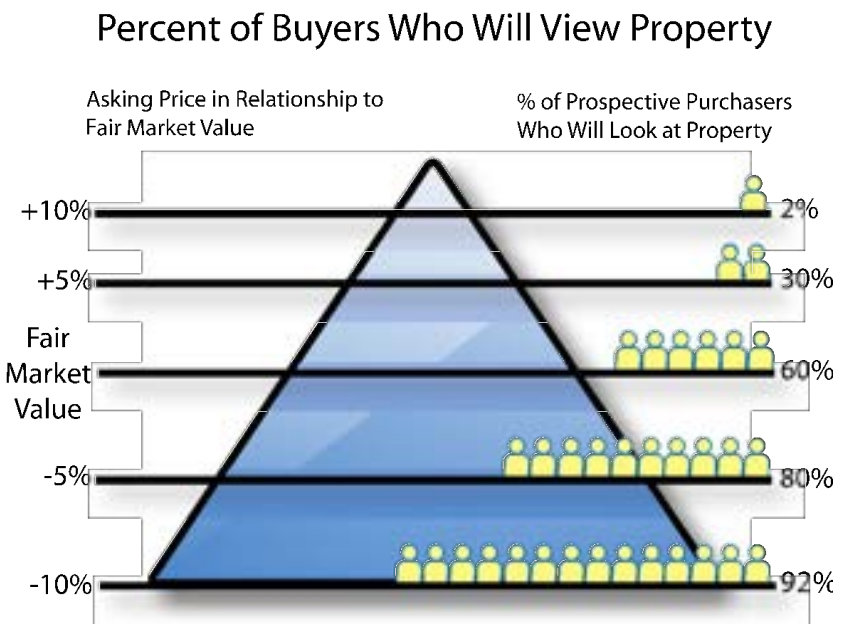
The Risks of Pricing Too High



If you price your home at "Fair Market Value" you will see good activity and a good amount of buyer interest. The higher you go above Fair Market Value to "Test the Market" the less showings you will have. If you get really aggressive and price below Fair Market Value, you will get an increase in showings, and may end up receiving multiple offers with buyers trying to outbid each other for your home.

An asking price that is beyond market range can adversely affect the marketing of a property.

Selling Your Home In 7 Steps

Step 2
Develop Pricing Strategy

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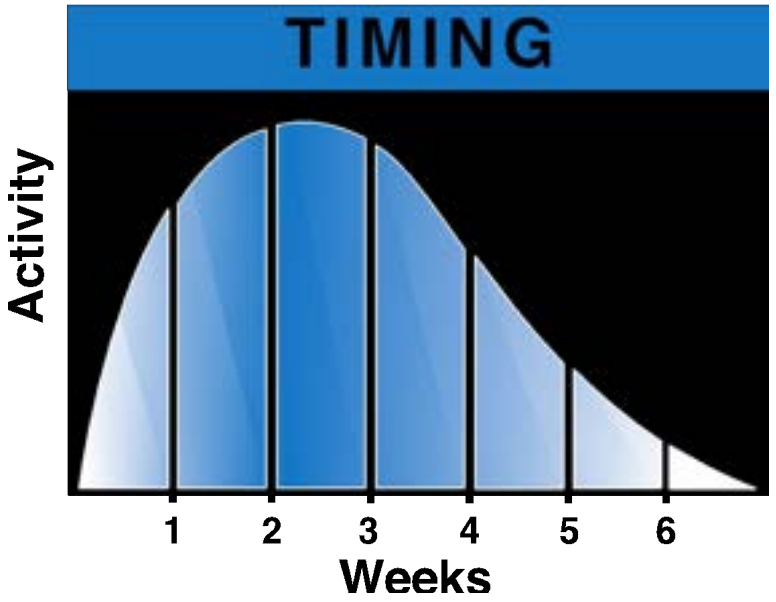
The Excitement of a “New On Market” Listing



When selling your home, time is not your friend. When a new home is listed for sale, we market it extensively to other agents and potential buyers. Most of the local working agents and their prospective buyers will see it come on to the market right away. Interest will build over the first week or two, with a peak of interest usually at about 2-3 weeks out.

Then as we always see, the activity of inquiries and showings will start to decrease rapidly.
Your home becomes "old" and "stale" in the eyes of other agents and buyers. Marketing time is prolonged, and our initial marketing momentum is lost. If you are not priced right, you may miss showing opportunities, or showings that do occur will not produce an offer. **Your home may eventually sell below market value due to these costly delays.**

Selling Your Home In 7 Steps

Step 2

Develop Pricing Strategy

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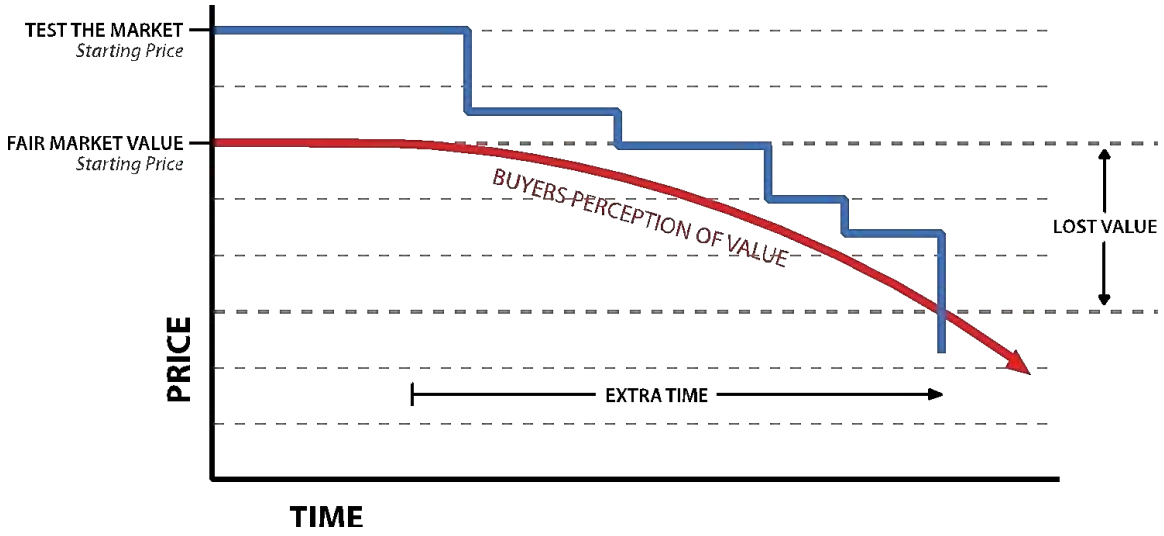
The Problem with "Testing the Market"



A common mistake sellers make is pricing their home high in the beginning to "test the market". The thought is "we can always lower the price if we don't receive any offers" or "we need to build in a cushion for negotiation." Unfortunately, most of the showing activity occurs when the home is first listed. Once initial pool of buyers have seen the home and it doesn't sell, the sellers will then have to wait for new buyers to come into the market and they will have to reduce their price to be competitive.

Also, the longer your home remains on the market, the less interest it will generate among all buyers. Buyers typically feel that they should pay less for a home the longer it has been on the market. At that point you have to face the real possibility of being forced to sell it for less than if you had priced it at fair market value from the start. It is especially important to make sure that your home is priced correctly when the conditions are leaning towards a buyer's market. In that scenario buyers are very sensitive to price and will look harder to find homes that offer the most value. Simply put, buyers are not making "low-ball" offers on properties, they are waiting for properties priced correctly to come onto the market.

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Step 2
Develop Pricing Strategy

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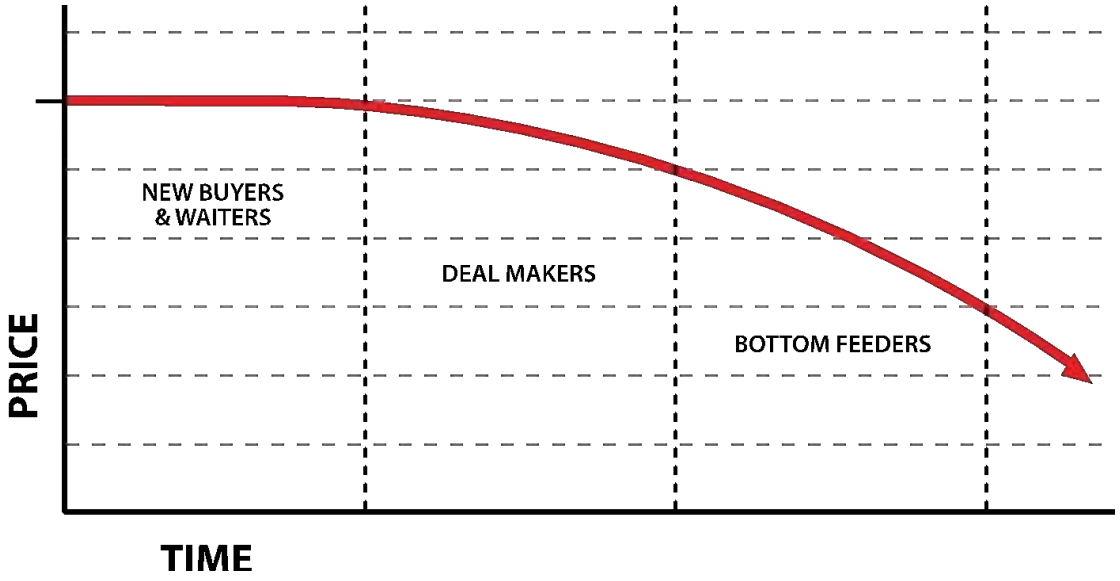
Why Your First Offer is Often Your Best Offer



Another common mistake Sellers make is to disregard the first offer they receive. Often, if they receive an offer quickly, they get over confident and think maybe they could do better if they wait for another buyer. Rarely is that the case. When you first list your home for sale, **New Buyers** and Buyers who are **Waiting for the Right Fit** will come see your home. So, it is possible, if priced at Fair Market Value, that you could get a good offer right away. After time goes on, and pricing comes down, you then attract the **Deal Makers**. Then after more time and more price reductions you attract the **Bottom Feeders**.

Who would you prefer to sell your home to?

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Step 2
Develop Pricing Strategy

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The "Selling Equation"

Its really quiet a simple equation. Price + Exposure = Your Home Sold. You must first start out with the correct, accurate pricing for your home. Then once we have the home priced right, we will heavily market the home to both potential buyers as well as to other Realtors in the area. We have established many great avenues and resources for marketing your home, but if we are overpriced, all of our extensive marketing efforts will go to waste.

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Step 2
Develop Pricing Strategy

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Suggested Pricing Based on Market Pricing

These prices are determined by recent comparable sales or like new homes in your area.

A 30 _____

Turnkey perfect home that has been updated recently.

B 60 _____

Has minor issues and needs some updating.

C 90 _____

Has issues and needs repairs, possible new roof.

How soon do you want to sell?

Is the home insurable? “roof” “sinkhole” “code” “ service panel “

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Develop Marketing Strategy

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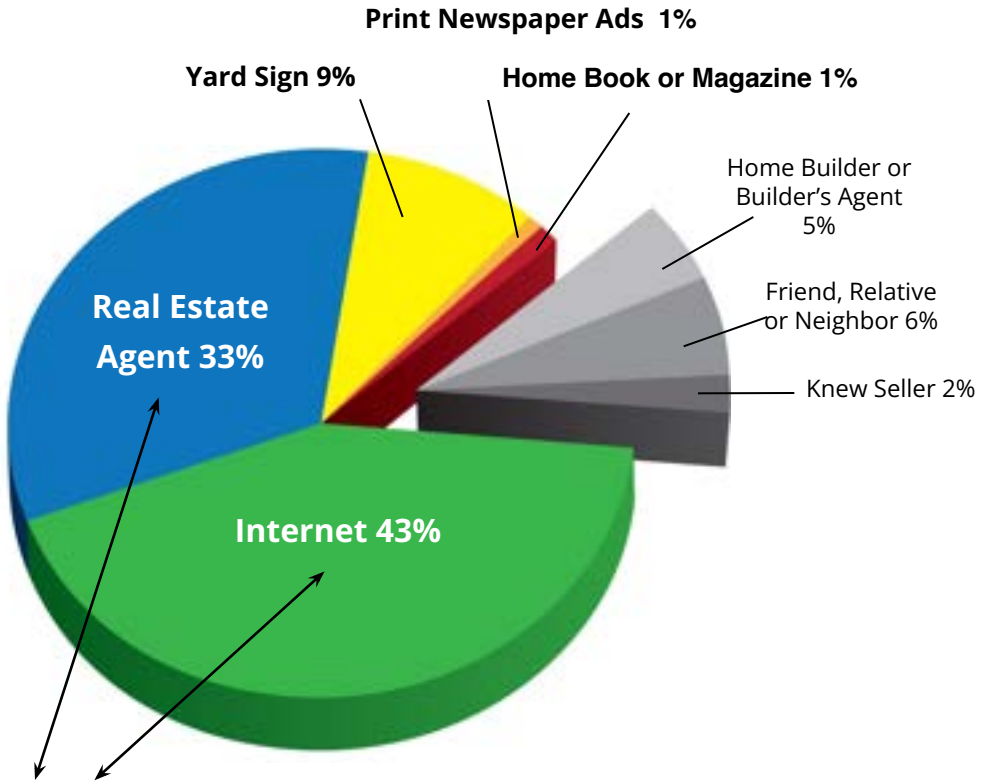
Where Buyers Find the Home They Purchase



Multiple Listing Service

The pie chart above illustrates where buyers find the home they purchase. **87% of home sales are generated from the marketing efforts of a real estate professional.**
Real Estate Agent and Internet leads are directly driven from having your home listed on the MLS.
Source - National Association of REALTORS® - 2014

Selling Your Home In 7 Steps

Step 3
Develop Marketing Strategy

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Over 90% of Buyers are Searching Online

As we just learned in the previous page with the pie chart, 37% of buyers actually find the home they purchase on the internet. But the important thing to know is that **over 90% of buyers are searching online for homes.** This is often the first step a buyer takes when planning to buy a new home. And it is also important to know that today's buyers are extremely educated and knowledgeable on the market before they even go out to look at homes. They know the current inventory, what pricing looks like, what has recently sold, and for how much.

With the utmost importance of online exposure, we have a strategic marketing plan that focuses strongly on the exact locations where buyers are looking the most.

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Step 4
Implement Customized Marketing Plan

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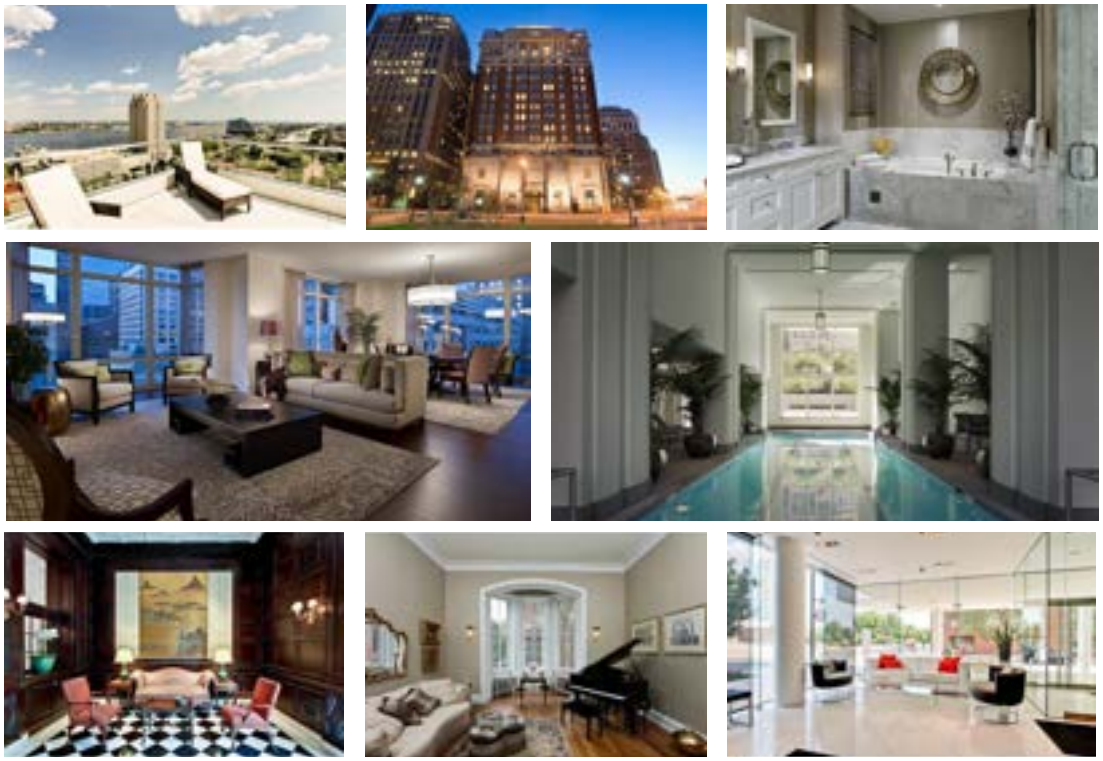
Beautiful Professional Photography



You only get one chance to make an emotional connection with a potential buyer. An important early step in the marketing process is to have your home photographed professionally. These photos will appear on the MLS listing, all print media and are posted to the top ranked real estate websites. We provide custom professional photography for all of our listings. Online, homes with multiple photos get viewed over 5 times as much as homes with only one or two photos.

Internet	Real Estate Agent	Yard Sign	Newspaper	Book & Magazine
43%	33%	9%	1%	1%

Descriptive Text Promoting Your Home's Best and Most Unique Features

Headline:
Beautiful City View Condo with Amenities!

Public Remarks:
This Condo in Panama City Beach is a unique collection of large and open condominium homes located at the city center. This 3 bedroom, 3.5 bath City Townhome enjoys park access, incredible walking & biking trails, pool, Jacuzzi, cardio room, private fitness lockers and reserved underground parking. This particular unit boasts beautiful views of downtown and is a desired corner unit adding extra windows for more light. High-end finishes, sensible floor plans, superior construction and a casual, family friendly atmosphere define this unrivaled metropolitan development in the heart of the City.

- Approx. 2450 Square Feet
- 3 Bedrooms, 4 Bathrooms
- Expansive City Views
- Easy Access to Nearby City Park
- Corner Unit, 11th Floor Location
- Fully Furnished
- Private Patio with Hot Tub

Confidential Agent Remarks: (Realtor's Only Remarks)
Call Kinsey(850) 340-0646 or assistant kinsey.haddock@cbrealty.com to schedule showing. Owners are sometimes in town but flexible with showing appointments, we will check on availability for you. You can access the property through Supra E-key box on the front door. This is best location in the building, corner unit, best views of the Gulf of Mexico.

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

We are always so surprised on how many properties are listed with minimal, poorly written property descriptions or even no description at all! We take our time to write well-written descriptive text promoting your home's best features, what makes it unique in our market, and what sets it apart from other competing properties. Separate text is written for both the end consumers (potential buyers) as well as for the other agents looking for the best fit for their buyer clients.

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Your Home's Information Listed on the MLS

Multiple Listing Service (MLS)

The Multiple Listing Service (MLS) is an extensive on-line database that includes all the listings from all the participating local brokerages. It is the single most important tool that brokerages and agents use when searching for available properties for their clients.
It contains all the properties that are listed for sale in our market area. The instant a property's data is listed on our local MLS, 1,000's of area agents have immediate, on-line access to all of the relevant information their buyer clients need.

75% of sales originate with the MLS.

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Your Home's Information Listed our website https://kinseyhaddockcoldwellbanker.com/

Over 90% of home buyers use the internet as a tool when searching for a new home!

Now more than ever people are accustomed to using the benefits of technology to better gather information. Many home purchases start from surfing the web, where buyers can take a virtual tour of your home. It's like having a constant open house with no inconvenience on your part. Web use for the real estate market is growing rapidly.

Always on the first page of Google for "Panhandle Real Estate"

- Over 1 million monthly visitors
- Over 4 million monthly property searches
- Over 20,000 monthly buyer leads
- Listings appear on 20+ real estate partner websites!
- The best web exposure in the industry!

Internet 43%

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Step 4
Implement Customized Marketing Plan

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Featured on the 5 Most Popular Real Estate Websites

Homes.com

Yahoo! Real Estate

Realtor.com

Trulia.com

Zillow.com

Nationally, these are continually the top 5 real estate websites. If you Google "Your City Homes for Sale" these are often the first sites to come up. When a buyer selects their search criteria, and gets a set of properties to browse through, our listings stand out on the page - highlighted by descriptive headlines, body text and the inclusion of many high-quality photos. When they click on one of our listings, our contact information is included so they can easily call or email us.

Internet
43%

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Your Home's Information Listed on https://kinseyhaddockcoldwellbanker.com/

Kinseyhaddockcoldwellbanker.com is the most useful website, we pull data from two MLS providers. ECAR and CPAR. We offer the best real estate data, with advanced search technologies that allow you to browse ALL homes for sale and all property listings in the local MLS®. You can search by property type, or by community, or try the MAP Search, its SO EASY! You will find our website to be a one-stop resource for your online research whether you want to browse through our collection of real estate communities, search all MLS listings, view Real Estate News and Trends or need further information about buying or selling a home in the local market area's we serve.

Internet 43%

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Your Property Appears on Many Local and Nationally Popular Real Estate Websites

Over 100's of other Realtor and Brokerage Affiliate Sites.

We cannot guarantee third-party websites display all listing information at all times.
We strive to update and expand our network frequently. Please notify us immediately if your listing is presented incorrectly.

Internet 43%

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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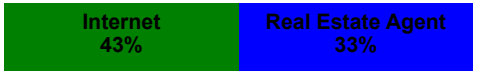
Automated Email Notifications

Many potential Buyers for your property have already teamed up with a local Realtor, and have been set up on an automated "Hot Sheet" system. When a new property that meets their search criteria becomes available, or has a price reduction, that property is automatically emailed to them. When we list your property on the MLS, your property's information and photography will be automatically emailed to your ideal target market - could possibly be hundreds of potential buyers. This is another reason why we make sure photos, text and info are all looking great right from the start!



Showcasing Your Home with a Virtual Tour

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

We have teamed up with the industry's leading virtual tour photographers to offer every one of our listings a custom online virtual tour. As both buyers and their agents use the internet to browse possible home choices, the added benefit of a virtual tour allows the buyer to better understand the layout, finishes, views, design, etc. This captures the buyer's attention and allows them to imagine themselves in your home.

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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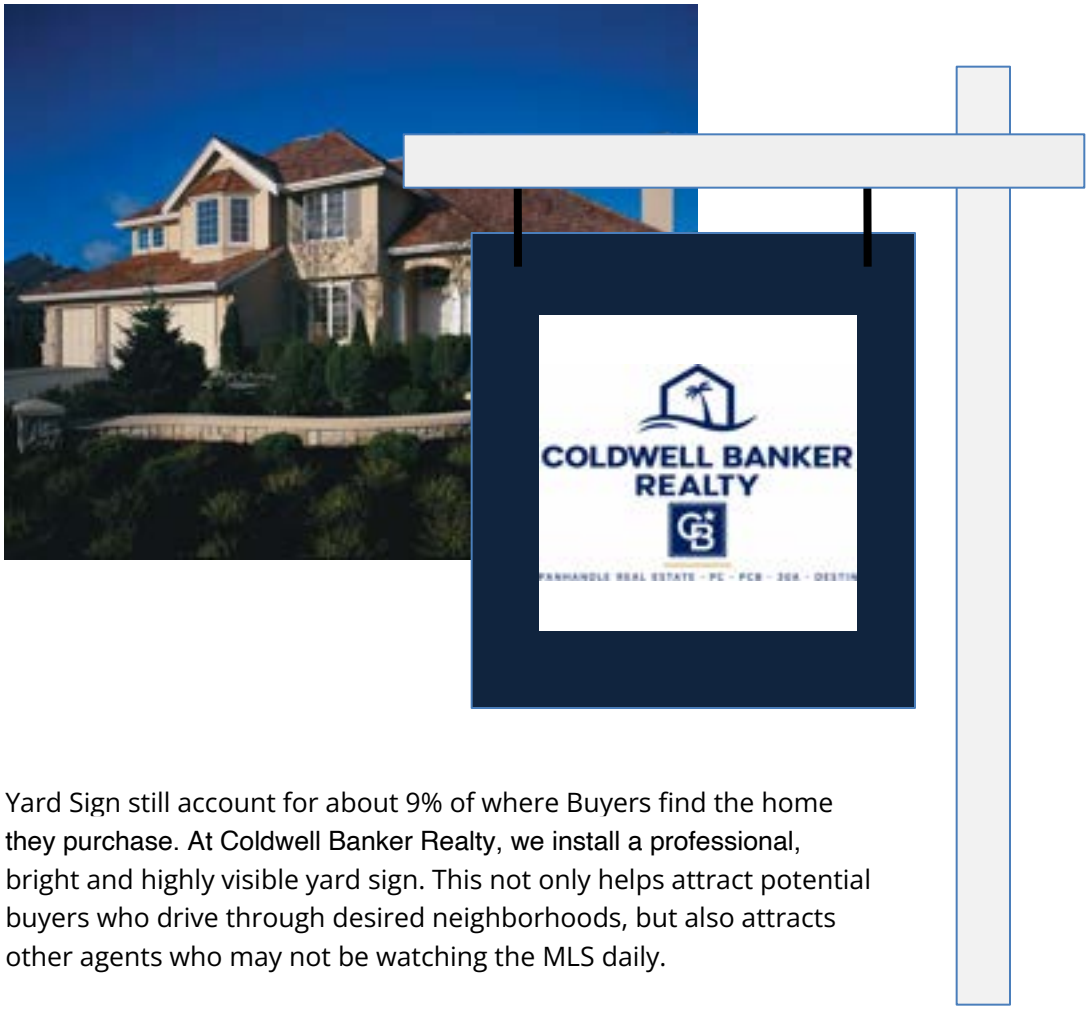
Highly Visible Yard Sign



Yard Sign still account for about 9% of where Buyers find the home they purchase. At Coldwell Banker Realty, we install a professional, bright and highly visible yard sign. This not only helps attract potential buyers who drive through desired neighborhoods, but also attracts other agents who may not be watching the MLS daily.

Real Estate Agent 33%	Yard Sign 9%

Realtor & Public Open House Tour

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

Open houses can be a great way to promote your property. As soon as we get listed, we conduct a Realtor Open House Tour. This is the opportunity for all other agents to easily preview new homes on the market for their clients. Getting agents to come view your property is a great promotional event and a great way to launch the property's marketing. The open houses are also open to the public.

Real Estate Agent 33%	Yard Sign 9%

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Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Custom Designed Property Brochures

It takes strong marketing tools, such as our full color brochures, to entice buyers to make that important first phone call. An attractive, well done brochure goes a long way. We will present your home in the best possible manner in order to convert lookers into buyers. Our custom designed color brochures provide maximum impact with an emphasis on adding "value" to the product, whereby obtaining the highest possible price for your home.

Real Estate Agent 33%	Yard Sign 9%

Just Listed Postcard Mailing Campaign

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

Direct marketing has proven to be one of the most successful ways to generate new buyers, keep in touch with current contacts and create an awareness of new product. We can send a beautiful, custom designed "Just Listed" postcard directly to the locations that include the highest probability of prospective buyers. Many buyer leads are generated from direct marketing sent to the same neighborhood in which your home is located.

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Quick Response to All Inquiries

Once our focused marketing generates results, we are always available on phone, text and email. When there is genuine interest in your property, we want to be able to immediately respond to an interested buyer or another agent inquiring on behalf of their client. Social Networking allows us to reach an even wider audience of potential buyers. Mastering today's available technology allows us to be connected to our prospects and serve our clients well.

Selling Your Home In 7 Steps

Step 4
Implement Customized Marketing Plan

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Promoting Your Home to the Close

Our ultimate goal is to exceed your expectations in achieving your real estate objectives. As professional Realtors we have resolved that nothing less than your complete satisfaction is acceptable. To achieve our goal, we will work to obtain the highest price for your home within the allowable period of time. Once all of our initial marketing is in place, we will continue our efforts in promoting your home until we have completed the sale.

Our Continued Marketing Efforts:

- Follow up through market analysis and agent feedback
- Periodic reviews of our marketing plan based on current market activity
- Discuss pricing and timing within the market
- Notify you on other competing properties in your neighborhood
- Inform other agents of any and all changes to your listing
- Maintain stock of property brochures for buyers
- Make seasonal changes to online marketing as needed

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Step 5 - Understanding Your Role

Step 6 - Negotiating the Purchase Contract

Step 7 - Managing the Transaction Through Closing

Selling Your Home In 7 Steps

Step 5
Understanding Your Role

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Presentation of Your Home

Every showing counts and you only get one chance to make a first impression! A home that is presented at its very best will typically sell faster, at a higher purchase price and with fewer problems involved. Here are some useful tips for preparing your home for showings. We will also walk through your home together and make suggestions.

- Remove all clutter, personal objects and unnecessary furniture - less is more.
- Do a quick dusting and vacuuming right before showings.
- Leave lights on and open all drapes and shades. Be sure windows and blinds are clean.
- Be aware of unusual cooking or pet odors. Opening windows can provide fresh air.
- Be sure items like laundry, dishes, kids toys, pet items, etc., are put away.
- Turn off TV, appliances and other distractions. Soft music can create a positive experience.

You want to have your home show like a model home.
We don't want it to feel like a USED home.

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Step 5
Understanding Your Role

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Your Participation

- Always maintain your home in ready-to-show condition.
- Try to be flexible in the scheduling of showings.
- It is always best to leave during showings. Also secure pets or take them with you.
- Save business cards of all agents who show your home.
- Be cautious when talking to buyers, you could accidentally weaken your negotiating position.
- Let us know of any changes in your property's condition.
- If approached by buyers not accompanied with an agent, contact us immediately. Do not let them in unescorted.
- All valuables such as jewelry, portable electronics, collectibles and pharmaceuticals should be safely secured.

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Scheduling Home Showings and Providing Feedback

The advantage of a key box installed at your home makes it very convenient for agents to set up showings while maintaining a high level of security. A Realtor key box is a secure way to allow cooperating real estate agents access to show your home. The agent must be a member of the Board of Realtors with an access key and code to open the key box and obtain the key to your home.

Another advantage to using a key box is that it can provide a record of showing activity for us to review. When a Realtor shows your home, we receive an email within 5 minutes of the keybox being opened, with info on the time, and who it was. How did the home show? Is it priced right? Is there interest? These follow-up questions provide valuable information that we get back to you. We continually update you on each and every showing. And for interested parties, we stay in contact and do what we can to help them along to making an offer.

Keeping You Updated on Competing Homes

New Listing

Pending Sale

New Listing

New Listing

Recently Closed

New Listing

Throughout the listing time period we will continually update you on the competing homes in your neighborhood. You need to be aware of other homes that come on the market, and what pricing they are at. Also once you start getting showings, these other homes will most likely be shown too. If they are selling, and yours is not, we need to know about it, and figure out why. Is your price too high? Is it the showing condition of your home? Was the other home simply a better fit for the buyer? What can we do to be sure you are the next home to sell?

Watching and analyzing your competition is extremely important!

Selling Your Home In 7 Steps

Step 5
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Step 6

Negotiating the Purchase Contract

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Evaluation of an Offer - Does it meet your needs?

An offer for your home will come in the form of a Florida Realtors Purchase Agreement (FRPA) - a state approved form that is used to present an offer. The FRPA should be thoroughly read and reviewed before any decisions are made. Once we receive an offer for your home, we will carefully review all terms of the offer with you. All accepted terms of the FRPA must be carried through the life of the contract. The signed, accepted FRPA (with all addenda & counteroffers) is a LEGALLY BINDING CONTRACT.

Below are some of the items that we will need to pay close attention to:

Purchase Price - Be sure to factor in all the terms of the offer before getting excited or disappointed.
Included Items - What is included - Refrigerator, Washer & Dryer, Hot Tub, Furniture, Artwork, etc.?
Excluded Items - What is excluded - Refrigerator, Washer & Dryer, Hot Tub, Furniture, Artwork, etc.?
Water Rights - Do they apply? You may need to employ the services of a Water Lawyer. "Docks"
Earnest Money - This is the initial deposit. The importance of this item is often overlooked.
Method of Payment - Is this a Cash sale, Conventional Mortgage, FHA, VA or other Seller Financing. How much is the down payment and escrow amount?
Special Assessments - Are there any outstanding or upcoming HOA assessments? Who pays, Buyer or Seller? Is there any pending litigation with the HOA? This can affect the financing contract.
Possession - When does the property legally change ownership? (Buyer receives keys and moves in)
Seller Disclosures - What information about the property is the Buyer asking for? Do we have it ready? It is best to have this filled out at the time of going live with your listing.
Due Diligence Condition - What "outs" will the Buyer have? "inspection period"
Appraisal Condition - Is the sale contingent on the home's appraisal amount?
Financing Condition - Is the sale contingent on the Buyer securing financing? Or selling their current home first?
Additional Earnest Money - Will the Buyer offer an additional deposit of earnest money?
Additional Addenda - Are there any additional terms or addenda attached to the offer?
Home Warranty - Is the Buyer asking for a home warranty? Are they asking for you to pay for it?
Mediation - If a dispute arises, how are you and the Buyer directed to handle it?
Seller Disclosure Deadline - What is the deadline date for you to provide all seller disclosures?
Due Diligence Deadline - What is the deadline date for the Buyer to complete due diligence?
Financing & Appraisal Deadline - What is the deadline date for the Buyer to cancel based on loan denial?
Settlement Deadline - What is the deadline date for you and the Buyer to complete closing?
Response Deadline - How long do you have to respond to the offer, or counteroffer?
Multiple Offers - As great as it is to have multiple buyers for your home, we need to negotiate strategically.
After considering all terms... Do you Accept, Counteroffer, or Reject the Buyer's Offer?

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Providing the Seller's Disclosures

This is the process where you as the Seller are required to provide information relating to your home.

- Seller Property Condition Disclosure - filled out, signed and dated from Seller.
- Commitment for the policy of Title Insurance, showing easements, encroachments and liens.
- HOA information, budget, minutes, assessments, CC&R's, and survey, water rights if applicable.
- Copy of any leases, rental, and property management affecting the property not expiring prior to closing.
- Notice of any claims and/or conditions relating to environmental problems & building or zoning code violations.

Buyer's Due Diligence (Evaluations and Inspections)

This is the time period provided to the Buyer to learn, review, inspect and decide if acceptable.

- The Buyer will carefully review all items provided in the Seller's Disclosures.
- The Buyer may schedule physical condition inspections, tests and evaluations of the property.
- The Buyer will review the costs, terms and availability of homeowner's insurance for the property.

Buyer's Right to Cancel or Resolve Objections

If the Buyer determines the Evaluations and Inspections to be unacceptable, the Buyer may:

- No later than the Due Diligence Deadline, cancel the contract by written notice to Seller.
- Or no later than the Due Diligence Deadline, resolve in writing any objections.

Remaining Contingencies and Financing

In the final steps of the transaction we will coordinate and complete any remaining details.

- Is the sale contingent upon an appraisal? At what amount did the property appraise?
- How is the Buyer's financing going? Are there any last-minute issues for securing their mortgage?
- Was the sale contingent upon the Buyer selling their previous home?
- Final pre-settlement walk-through inspection.

Settlement (Closing)

Settlement, and then Closing shall take place only when all of the following occur:

- Buyer and Seller have signed all documents required by REPC, Title, Lender, etc.
- Any monies required to be paid have been delivered by Buyer and/or Seller.
- The proceeds of the new loan have been "funded", then all closing docs are [illegible] County Recorder.
- Hand off keys, garage door openers, manuals, warranties.
- Help you to find a new home in this area or offer relocation assistance.

Lets Get Started!

There is so much thought, knowledge and preparation that goes into a successful home-selling campaign. We will be your resourceful guide through every step. Lets get started on formulating our strategic plan to get your home sold.

Thank You for Your Business

Much of my business is based on referrals from satisfied clients.
If you know anyone who could benefit from my services,
please let me know how I can be of assistance!