



Your Home. *Marketed & Sold* the Right Way.

Your pre-listing packet: who I am, exactly how we'll launch your home, the full marketing campaign, a launch-to-closing calendar, and a 180-day pricing plan. Read it before we meet, so our time together is about your home and your goals.

PREPARED FOR

PROPERTY

LISTING APPOINTMENT

Kinsey Haddock P.A.

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MEET YOUR LISTING AGENT

Kinsey Haddock P.A.



Native Floridian and Broker Associate with Coldwell Banker Realty, covering six counties from the Forgotten Coast to the Emerald Coast. A straight shooter with a measured approach: you get all the facts, good or bad, and we move at your pace.

15+

YEARS IN REAL ESTATE

100+

TRANSACTIONS
CLOSED

\$50M+

SALES VOLUME

5.0★

AVG. REVIEW RATING

Experience

- **Broker Associate, Coldwell Banker Realty** — Former independent broker-owner for 5+ years, with 15+ years of experience in residential and light commercial real estate.
- **Coverage:** Panama City, Panama City Beach, 30A, Destin/Miramar Beach, Cape San Blas and St. George Island — Franklin, Gulf, Bay, Walton, Okaloosa and Santa Rosa counties.
- **Before real estate:** manufacturer's rep in wholesale home furniture, managing accounts across national and international territories. Today, most of my buyers are out of the area — the same skill set.
- **Marketing built for remote and local buyers:** video tours, remote inspections, e-signing and mail-away closings — so the buyers your home attracts can act from anywhere.
- **Market watch:** tracked weekly or monthly from the Emerald Coast to the Forgotten Coast. Your data covers your local market: recent and pending sales plus active and new listings, typically within a 1–3 mile radius.

Credentials

- **Florida Broker Associate** · License #BK3253849
- **REALTOR®** · National Association of REALTORS® · **Designations**

PSA Pricing Strategy Advisor

ABR® Accredited Buyer's Rep.

MRP Military Relocation Professional

RSPS Resort & Second-Home Specialist

BPOR Broker Price Opinion Resource

SFR® Short Sale & Foreclosure Resource

Reviews

Platform	Reviews	Rating
Zillow	30	5.0 ★
Realtor.com	5	5.0 ★

"Kinsey was incredibly knowledgeable about the local market and made the entire selling process smooth and stress-free. Highly recommend."

— Verified Zillow review, 5.0

Here's the real answer — good and bad.

A large share of Panhandle buyers live somewhere else. They're buying a family home, a second home or a rental, often from hundreds of miles away. Your home has to be marketed to them: clear numbers, strong visuals, and an agent who can answer the questions a remote buyer will ask.

01

CONDO SELLERS

I know the building, not just the area

Building-level knowledge across PC, PCB, 30A and Destin: milestone inspections, SIRS and reserves, special assessments, HOA docs, rental rules and rental income history — ready before a buyer asks.

02

SINGLE FAMILY

Built for out-of-area buyers

Video and 3D tours, drone shots and e-signing reach buyers who can't drive by. Roof and HVAC age, wind mitigation, elevation certificate, permits and repair records ready before inspection.

03

FOLLOW UP

You'll always know where you stand

Showing feedback, a written activity report every week, and check-ins timed to your schedule. No guessing, no chasing me down.

Commitment	What it means for you
Data behind every price	Every pricing recommendation comes with the sold, active, pending and expired comps behind it. You see the why, not just the number.
Showing feedback	Feedback from every showing, sent through ShowingTime or shared with you by me personally from my conversations with the buyer's agent.
Weekly / monthly activity report	Updates on your property every week by email or text, plus a verifiable report built from showing feedback and market data.
Fast response	I typically respond within a few hours or sooner during business hours.
One point of contact	Me, from listing day through closing and the key handoff.

"...responsiveness is as good as immediate."

— Client review

"Knew the different condo buildings and had excellent contacts with property management companies and finance companies."

— Out-of-state client, 2021

15 pieces of marketing, one home.

This is the actual campaign I ran on a recent listing, pulled from my Coldwell Banker product-tracking dashboard. Your home gets the same package, branded to your property and launched on a set schedule.

Campaign piece	When	What it does for your home
VISUALS		
Professional Photography + drone aerials	Pre-listing	First impression on every portal. Aerials show the beach, bay or community.
3D Matterport Virtual Tour	Pre-listing	Lets out-of-area buyers walk the home from anywhere.
Video Slideshow	Launch week	Short video for social, email and the property website.
PRINT		
Flyer & Brochure	Launch week	In-home take-aways for showings and Realtor preview.
Just Listed Postcard	Launch week	Mailed to the surrounding neighborhood. Neighbors often know the next buyer.
Just Sold Postcard	After closing	Announces the sale and closes the loop with your neighbors.
DIGITAL & SOCIAL		
Property Website	Launch day	A dedicated site for your home: photos, tour, details, inquiry form.
MLS + 100+ portals	Launch day	Syndicated to Zillow, Realtor.com, Homes.com and more, plus the Coldwell Banker network.
Social Media Post	Launch day	Just Listed post on Facebook and Instagram.
Social & Web Advertising (Boost) — Just Listed + 14-day add-on	Days 1-14+	Paid ads across social and web, targeted to buyers shopping your area and price range.
YouTube Advertising + My Beach House Guy channel	Launch week	Video ads plus a feature on my YouTube channel, which out-of-area buyers use to research the coast.
EMAIL & REPORTING		
Email Flyer — Just Listed	Launch week	Sent to my buyer database and the local agent network.
The Update (email)	Ongoing	Keeps your home in front of buyers and agents after launch week.
Email Flyer — Just Sold	After closing	Announces the result to my database.
Client Report	Weekly	Your written report: views, showings, ad performance and feedback.

Plus: Realtor preview and ShowingTime scheduling. Campaign media may vary by property type and community rules.

Eight steps, appointment to keys.

You'll always know which step we're in, what happens next, and what I need from you.

1

Before we meet

CMA of sold, active and expired listings; absorption rate and days-on-market trends; tax records, HOA documents and flood zone reviewed; a preliminary price range.

2

The appointment

Walk-through to spot value factors and deferred maintenance. Your timeline and goals. Estimated net proceeds, liens and payoffs.

3

Pricing strategy

Side-by-side CMA review. List price vs. appraised vs. market value. Aggressive, market or aspirational, and what overpricing costs in time and final price.

4

Marketing launch

Photography, drone, 3D tour, property website, MLS syndication, print, email, social and video ads. The full media campaign.

5

Showings & feedback

ShowingTime scheduling, showing feedback, weekly activity reports, and price recommendations based on what buyers say.

6

Offers & negotiation

Every term explained, not just price: financing, inspection period, closing date. Counter-offer strategy and multiple-offer handling.

7

Under contract

Inspection coordination and repair requests, appraisal management with comps, title and closing disclosure, final walk-through.

8

After closing

Utility transfer checklist, key handoff, and referrals to movers, contractors and service providers.

Coastal homes come with coastal questions. Buyers will ask about flood zone, elevation certificate, insurance, HOA rental rules, and (for condos) reserves and special assessments. I gather this information before launch so a buyer's questions don't slow down a deal.

Your pre-listing checklist.

Steps 1 through 4 from the previous page, item by item. Check each box as it is gathered or done, and keep this page handy until we launch.

1 Before we meet

- ☐ CMA of sold, active and expired listings
- ☐ Absorption rate and days-on-market trends
- ☐ Tax records
- ☐ HOA documents
- ☐ Flood zone
- ☐ Preliminary price range

2 The appointment

- ☐ Walk-through: value factors
- ☐ Deferred maintenance list
- ☐ Your timeline and goals
- ☐ Estimated net proceeds
- ☐ Liens and mortgage payoff

3 Pricing strategy

- ☐ Side-by-side CMA review
- ☐ List price vs. appraised vs. market value
- ☐ Pricing approach: aggressive, market or aspirational
- ☐ What overpricing costs in time and final price

4 Marketing launch

- ☐ Photography
- ☐ Drone
- ☐ 3D tour
- ☐ Property website
- ☐ MLS syndication
- ☐ Print
- ☐ Email
- ☐ Social media
- ☐ Video ads

Notes & missing items

From signed agreement to closing day.

A typical timeline. Your dates are set at our appointment, and closing timing depends on the contract and the buyer's financing.

Phase	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7-10	Wk 11-14
Pre-listing prep Agreement, disclosures, prep list	Prep & documents							
Photo, drone & 3D Shoot, edit, proof		Shoot						
Print & web build Flyer, brochure, postcard, site		Proofing → print						
Launch week MLS live, postcard, email, social			Go live					
Paid ads (Boost + YouTube) 14-day push + add-on			Ad campaign					
Showings Showing feedback			Showings · weekly client report					
Day-30 pricing review Hold or adjust						Review		
Under contract → close Typically 30-45 days							Contract → close	

Weeks 1-2 PRE-LISTING

- Sign listing agreement and seller's disclosure
- Order photography, drone and 3D tour
- Walk-through prep list (repairs, declutter, staging)
- Gather HOA docs, survey, flood/elevation info
- Proof flyer, brochure and Just Listed postcard
- Build property website and video slideshow

Week 3 LAUNCH

- MLS live + syndication to 100+ portals
- Just Listed postcard mails to neighbors
- Email flyer to buyer database and agents
- Social post + Boost and YouTube ads start
- Agent preview and campaign review
- First weekly client report

Weeks 4-6 MOMENTUM

- Showing feedback
- "The Update" email keeps buyers engaged
- Review and suggest changes as warranted
- Boost 14-day add-on extends the ads
- Day-30 pricing review together
- Weekly report every week

Under contract TO CLOSING

- Inspection and repair negotiation
- Appraisal: I provide comps to the appraiser
- Title, survey and closing disclosure
- Final walk-through, closing and key handoff
- Just Sold postcard and email
- Utility and move-out checklist

Getting the price right from day one.

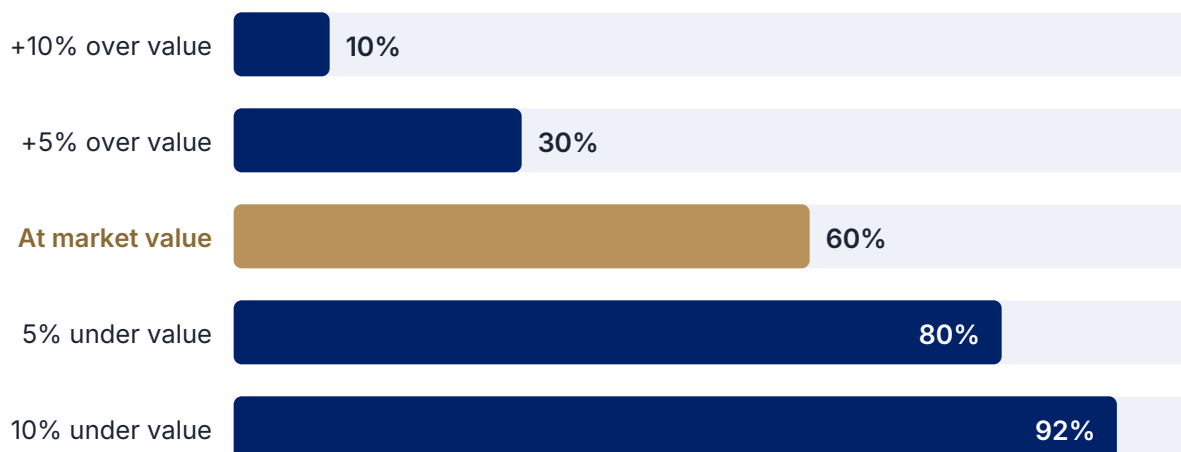
The starting price shapes everything that follows: who looks, how fast they act, and what you net. These pictures show why.

01 Working toward an accurate price



02 The risk of pricing too high

Share of active buyers likely to view a home, by asking price compared to market value



Price at market value and you will see good activity and real buyer interest. The further above value you go to "test the market," the fewer showings you get. Price at or slightly under value and you can draw multiple offers, with buyers competing for your home.

An asking price beyond the market range works against your marketing.

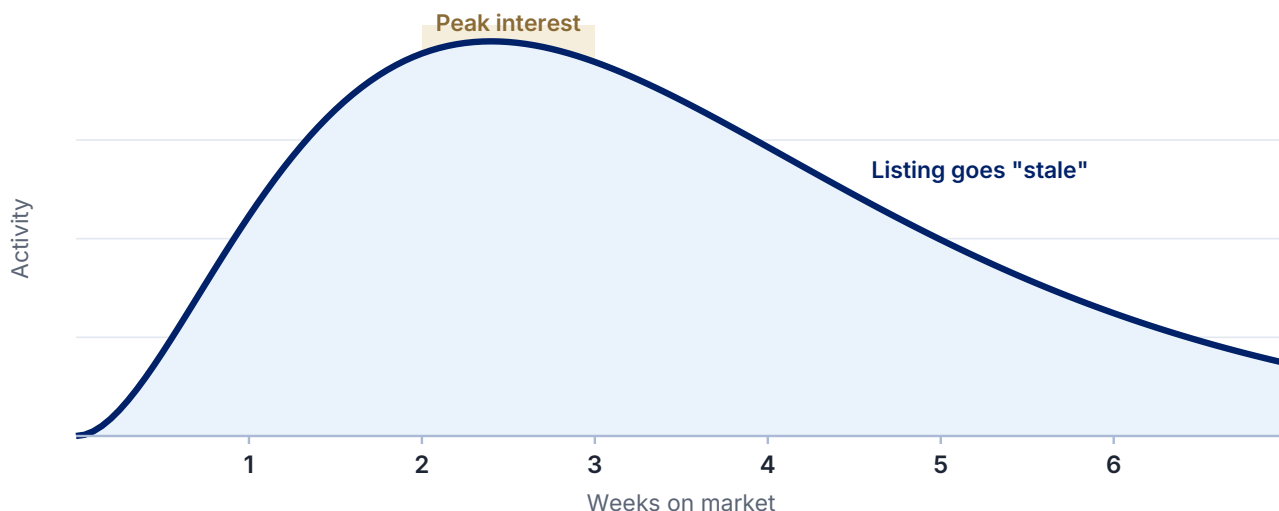
Percentages are a commonly cited industry estimate, shown for illustration.

Time is not on an overpriced listing's side.

Most buyer activity happens in the first few weeks. Miss that window and the price usually has to come down anyway.

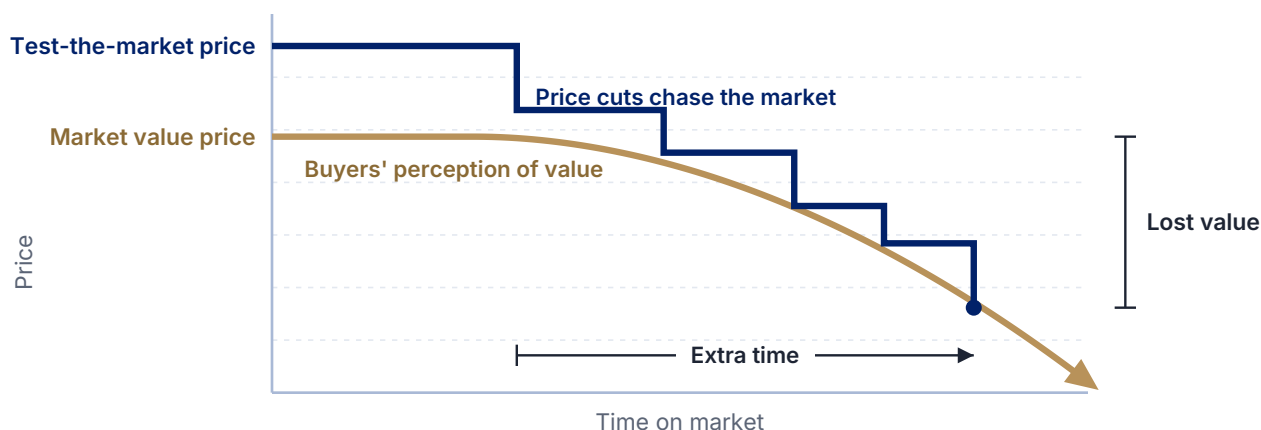
03 The excitement of a new listing

Showing and inquiry activity in the first weeks on the market



When selling your home, time is not your friend. Agents and their buyers see a new listing right away. Interest builds over the first week or two and usually peaks around weeks 2–3. Then inquiries and showings drop quickly, the home starts to look "old" to buyers, and showings that do happen are less likely to produce an offer.

04 The problem with "testing the market"



Pricing high "to leave room to negotiate" spends your best weeks on buyers who won't pay that price. Once they pass, you wait for new buyers and cut the price to compete, and by then buyers expect a discount on a home that has been sitting. Buyers aren't making low-ball offers; they're waiting for homes priced right.

Charts show typical market patterns for illustration, not a forecast for your home.

The first 30 days set the tone.

New listings get the most attention from buyers and agents when they first go live. If the price is off, that first wave of attention is lost. We'll pick a starting price from the comps and set checkpoints ahead of time, so any change is a planned decision and not a reaction.

RECOMMENDED LIST PRICE

Based on the CMA we review together

ASPIRATIONAL

Top of the range. Longer market time is a real risk.

MARKET

In line with recent sales and active competition.

AGGRESSIVE

Priced to attract the widest buyer pool.

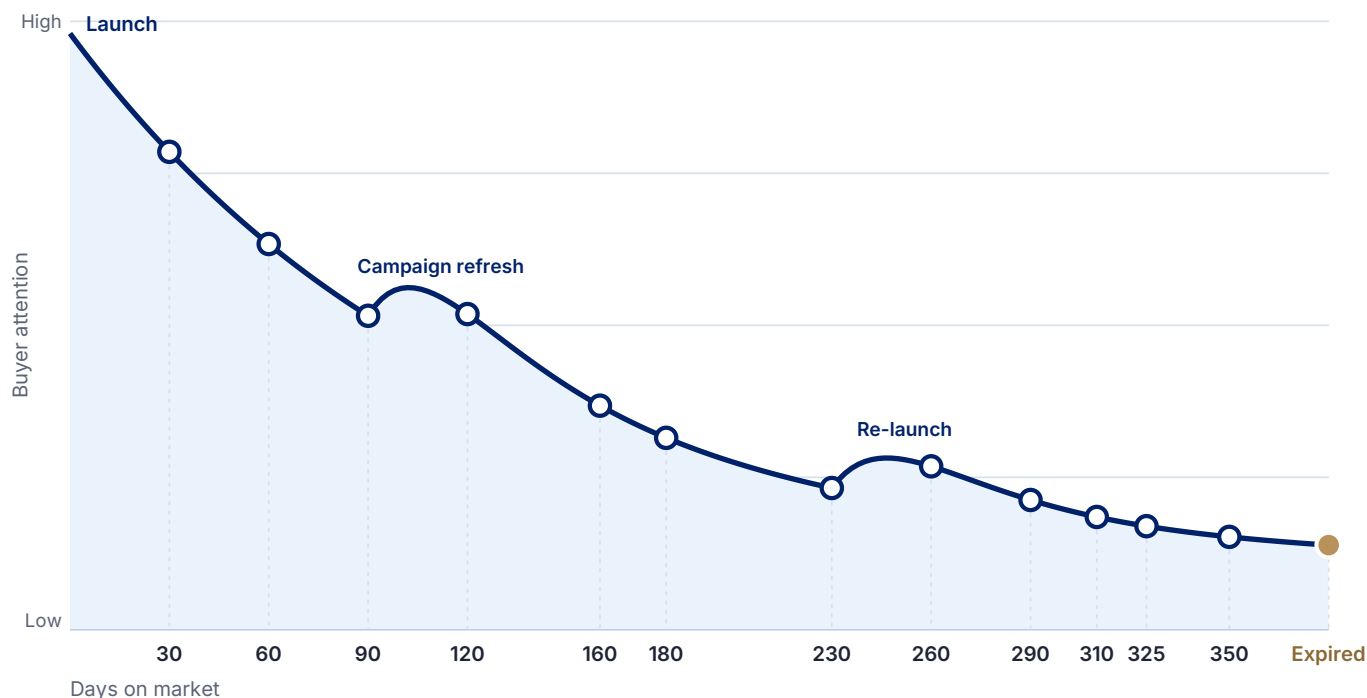
Checkpoint	What we review	If the market says...	Agreed action
Day 14	Showings, online views, ad results, first feedback	Low showings, or feedback that keeps pointing to price	Adjust photos or marketing; flag price
Day 30	Full first-month report vs. competing listings and new solds	Showings but no offers, or very few showings	Adjust to _____ or hold
Day 60	Updated CMA; new competition and price reductions nearby	Active competition has moved below us	Adjust to _____ or hold
Day 90	Campaign refresh: re-run ads as necessary	Interest has slowed since launch	Re-launch + adjust to _____
Day 120	Seasonal shift, rates, inventory changes	Market conditions changed	Adjust to _____ or hold
Day 150-180	Full review of results and your goals	Still no accepted offer	Final adjustment, extend, or other options

Why we plan this now. Deciding the checkpoints before launch keeps us both focused on data, not emotion. You'll get the comps and buyer feedback at every checkpoint, and we decide together.

Straight talk. Nobody can promise a sale price or days on market, and I won't. What I will commit to is that every recommendation comes with the data behind it, so the decision is always yours.

Every checkpoint, measured.

Buyer attention is highest at launch and fades the longer a home sits. Each marker is a scheduled check-in where we compare your results to the market and decide together what comes next.



The checkpoints

Day 30	First-month report vs. competing listings
Day 60	Updated CMA and price check
Day 90	Campaign refresh: re-run ads as necessary
Day 120	Seasonal, rate and inventory check
Day 160	Results review with you
Day 180	Six-month review: adjust, hold or change plan
Day 230	Re-launch with fresh marketing

Day 260	Updated CMA and buyer feedback
Day 290	Price and terms review
Day 310	Final marketing push
Day 325	Extension or next-step discussion
Day 350	Renewal decision before the term ends
Expired	Listing term ends unless we extend

Illustrative, not a forecast.

The curve shows a typical pattern. Your actual activity depends on price, condition, season, competition and market conditions.

What we'll cover, and how to prepare.

About 60 minutes, at your pace. You've already read the background, so we can spend our time on your home.

At the appointment

Time	Topic
10 min	Your goals: timeline, next move, what a win looks like
15 min	Walk-through: value factors, quick fixes, photo plan
20 min	Pricing: CMA review, recommended price, ideal time frame
10 min	Launch calendar: photo date, go-live date, staging (if any), cleaning, keys/lockbox location, and advance notice needed for showings.
5 min	Questions + next steps

Please have handy (if available)

- ☐ A list of updates and repairs, with years (roof, HVAC, windows)
- ☐ Survey, elevation certificate and current insurance quote
- ☐ HOA documents, fees and rental rules
- ☐ Mortgage payoff estimate
- ☐ Rental history, if the home has been rented
- ☐ Any rental restrictions (short- or long-term minimum stays)
- ☐ How long you need to move out once we receive a contract
- ☐ Your ideal closing timeline
- ☐ Your questions, all of them

Your notes & questions



We move at your pace.

Questions before we meet? Call or text, or book a free 15-minute call on my calendar.

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