



239AGENT.COM

~ SELLING FLORIDA LIVING ~

239-233-1100
INFO@239AGENT.COM

SELLER'S GUIDE
HOW TO SELL FAST AND FOR TOP DOLLAR

INVESTING IN YOUR PROPERTY

When we say that we invest in your property, we mean it. You will benefit from the following services, all at **NO COST** to you. These marketing tools allow us to have a 24/7 open house and be viewed at any time, on any device, any where in the world.

Visit www.casavistaocéano.info to view our marketing in action.



CINEMATIC VIDEO TOUR



HDR PHOTOGRAPHY



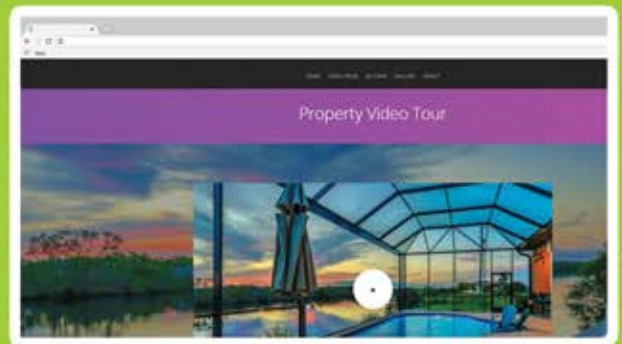
DRONE VIDEO AND PHOTOS



3D WALKTHROUGH



INTERACTIVE FLOOR PLAN



SINGLE PROPERTY WEBSITE



12 PAGE BOOKLET



INTERNET & SOCIAL MEDIA ADS

EXTENDED MARKETING REACH

We invest in the cinematic video, photos, 3D walkthrough, interactive floor plan and single property website because 97% of buyers start their search online. The single property website with all these assets, will syndicate through to more than 950 of the most popular real estate websites. But we just don't stop there. We also run internet and social media ads to reach more potential buyers.

Visit www.casazeleste.info to view our marketing in action.

facebook

Google
AdWords

You Tube

realtor.com®

Zillow®

trulia®
real estate search

Homes.com

REDFIN

MOVOTO

hotpads.com™
the place to find your place™

Nextdoor™

ESTATELY

MULTIPLE LISTING SERVICE

MLS™

Nestigator™

HomeFinder.com

Google Maps

RealtyTrac®

THE Real Estate Book
EXTEND YOUR SEARCH AT REALESTATEBOOK.COM

YAHOO!
REAL ESTATE

AOL
real estate

active rain

LISTING PLAN OF ACTION

68%

of staged homes sell for at least 9% more than un-staged homes

100%

of FSBO can take 2-4 months longer to sell and sell for less

93%

of properties are sold by Agents 5% by builders and 2% by homeowners



- Price your home competitively
- Suggest and advise you of any changes to make your property more saleable
- Arrange for Professional Videography, Photography, 3D Walkthrough and Drone Aerial
- Design and deploy Internet and Social Media Ad Campaign
- Submit your home to MLS (Multiple Listing Service)
- Additional exposure through professional signage and 12 page Brochure Booklet
- Promote your home at company sales meetings
- Promote listing to Top Agent Database
- Prospect daily for buyers (Sphere of Influence, Past Clients, Referrals and Buyers Leads)
- Follow-up and provide feedback for every showing
- Host Open House if appropriate
- Represent and Negotiate all offers to achieve best possible price and terms
- Weekly communication and market updates
- Oversee all aspects of transaction to achieve a successful closing

PRICING YOUR HOME

45%

of homebuyers in SW Florida are from another state or country

87%

of properties that have a cinematic video will sell faster and for more \$\$

33%

of homebuyers bid on a home before seeing it in person



TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the onset simply increases the likelihood for a timely sale with less inconveniences and greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what a fair price is. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at a home within a \$25,000 price range. If your home is not priced within the correct range, it will not be exposed to its potential or targeted buyers.

REPUTATION

Overpricing causes homes to remain on the market too long. Buyers are aware of a long exposure period and are often hesitant to make an offer because they fear "something is wrong" with the house. Homes that are on the market for a long time eventually sell for less than their fair market value.

INCONVENIENCE

If overpricing keeps your home from selling promptly, you can end up owning two homes - the one you've already purchased and the one you're trying to sell. This can prove costly and worrisome, as well as inconvenience.

A FINAL NOTE

Visit www.casadelpuente.info to view our marketing in action.



Dear Home Seller,

We want to thank you in advance for the opportunity to present our marketing plan on how we will sell your home. We think of our clients as individuals with specific needs and we strive to give you exceptional service. In response to the more challenging market we have experienced over the years, we have become determined and assertive with marketing and technology. We focus on strategies to get your home sold quickly and for the highest price possible.

The active marketing strategies included can help you realize the highest dollar value for your property while relieving you of the burdens of selling. The most important decision in the sale process is choosing the right Realtor to effectively and profitably represent your largest investment.

You want someone who will work actively, aggressively and invest in your home to get it sold, right? We are looking forward to the opportunity to meet and assist you.

Thank you,

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