

REAL ESTATE **SELLERS** GUIDE



"We bring the pieces together."



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Leading
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BRINGING THE PIECES TOGETHER

All About You:

I am honored you are considering me for selling your home. But this isn't about me, this is all about you. My goal is to ensure that you are the priority and that I personally help meet your needs and wants and great-to-haves. I can't wait to get started helping you along one of your most important journeys in life.

Why Me?

For more than 20 years, I've helped customers find their footing in the local real estate market by providing them with the one thing they need to succeed: knowledge. I've found that the more informed my customers are, the more likely they are to get what they want. I make it my mission to provide you with the knowledge needed to pull together the real estate pieces.

Credentials:

- Five Star, MRP - Military Relocation Professional
- REALTOR®
- REOS
- U.S. Military on the Move Certified Military Specialist

The Watson Difference:

Watson is the trusted name in real estate since 1965 in Florida and South Georgia. We have a hyper-local knowledge with a global presence thanks to our Leading Real Estate Companies of the World® membership and affiliation. And our home buying and selling solutions know no bounds with our integrated Family of Services to get you insurance, mortgage, title services and more – all from the name you trust.



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DETERMINING THE VALUE OF YOUR HOME

Every good real estate associate knows that a Comparative Market Analysis (CMA) is essential to determining the value of your property.

Two things determine a property's value: location and characteristics. Therefore, the basis of valuation is assessing similar properties in your area.

The CMA integrates the price from recent sales of comparable homes in your area in addition to the quantity and quality of properties currently for sale. The desired end result is simple: to set a price that attracts a buyer in a desirable timeframe.

Once the value of your home has been determined, you can decide on a price that suits your goals. Generally, the price should not exceed the value by more than five percent or potential buyers may not even make offers. And if you want to sell quickly, your asking price should be close to the market value.



Keep these tips in mind for pricing:

- ▶ Realistic pricing will achieve maximum profit in a reasonable time
- ▶ The market determines the price, not our desired price
- ▶ The cost of improvements, in most cases, exceeds the added home value
- ▶ Homes that remain on the market for a long time do not get shown
- ▶ A home priced accurately from the beginning achieves the highest profit



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KEY SELLING FACTORS

By recognizing the key factors that influence marketing your home, you can gain more control over market time and interest. When selling your home, I like to achieve a strategic balance of the following key factors to expedite your home sale and ensure your needs are met.



Location - Location has the greatest impact on the value of your home. A neighborhood's desirability is essential to a property's fair market value.



Condition of Your Home - The condition of the property will affect not only the value but also the speed of sale. We like to focus on polishing your home's physical appearance, both inside and out, so our marketing showcases your home in the best light and returns the most value.



Size - The size of your home is always going to be an uncontrolled factor, but size certainly impacts the value and determination of price.



Price - The price depends on all of our aforementioned factors as well as the CMA. This is our key focus, as the right price upfront will return your most value.



Market - Buyers will compare your property against other properties in the same neighborhood and general areas of town. They interpret value based on other available properties.



Timing - Depending on the time - and it fluctuates - you may face a buyers or a sellers market. These conditions are uncontrolled by the seller, so we focus on strategizing for each individual property.



Your REALTOR® - It is critical to choose an experienced, knowledgeable, and concerned REALTOR® to sell your property. Watson only hires the best of the best committed to delivering a legendary quality of service.



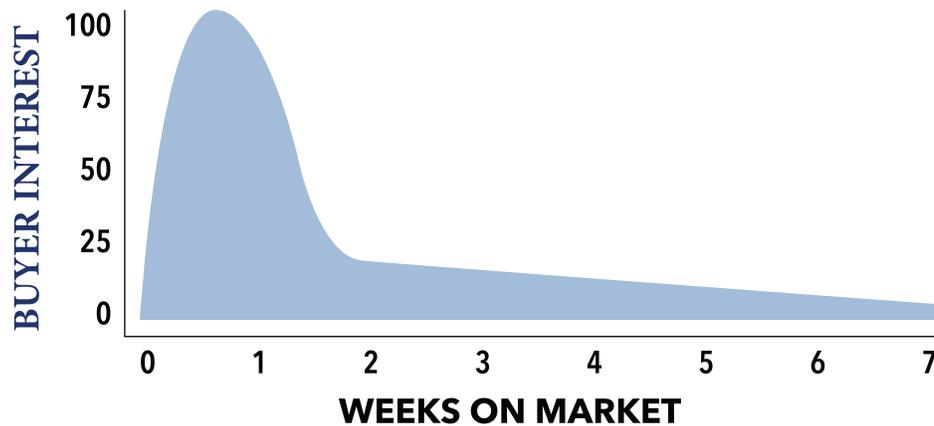
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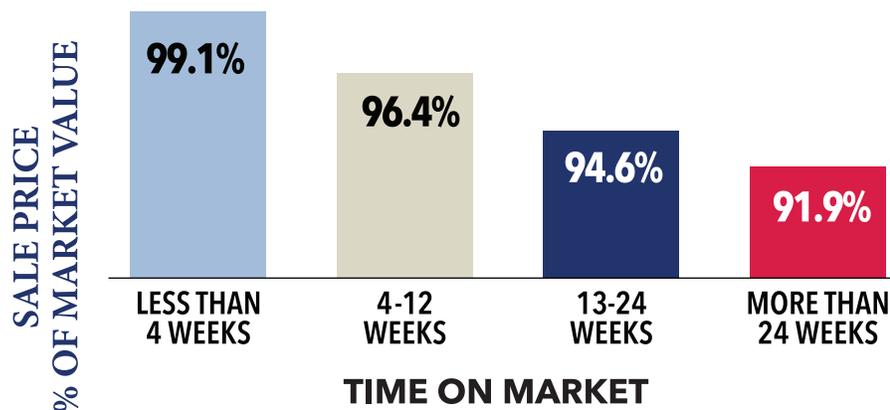
PERFECT PRICING

One of the most important and often challenging aspects of selling a home is determining asking price. If you list too high or above market value, you'll miss out on prospective customers who are prime candidates to buy your home. I analyze all contributing factors to a T in order to accurately price your home so that it gets the most views early on in the selling process. That is when the greatest number of eyes are on your home, and I want it to stand out.

ACTIVITY vs. NUMBER OF WEEKS on Market



The EFFECT OF OVERPRICING



Source:
Homes In St. Pete Florida 2019 <https://homesinstpeteflorida.com/2019/05/19/what-price-should-we-offer-home/graph-weeks-on-market>



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A SOUND SELLING STRATEGY

FIRST STEPS:

- ▶ Determine your goals
- ▶ Determine target market
- ▶ Review staging and showing tips and prep home
- ▶ Set up professional photography for your home
- ▶ Set up For Sale sign and secure lock box for REALTOR® access
- ▶ Set sale price and place into MLS



VISIBILITY:

- ▶ Stage your home to engage and impress buyers
- ▶ Schedule open house tours
- ▶ Invite local associates to preview home for their buyers
- ▶ Begin marketing your home



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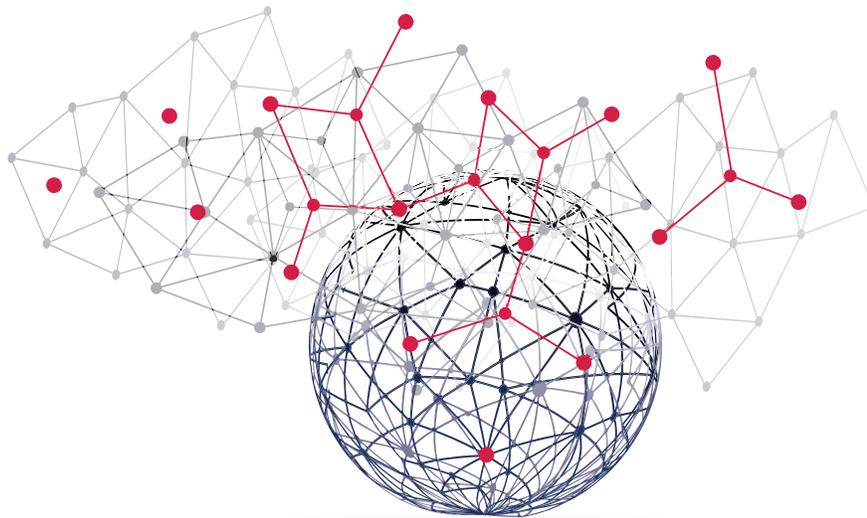


STRATEGIC MARKETING

At Watson, we focus on keeping up to date with the most current tech and tools available to our associates and our customers. It's one of our key values so we can ensure you get maximum exposure for your home to the right audience.

Take a look at the marketing tools I strategically use to sell your home:

- ▶ Individual property website
- ▶ Social media marketing including Facebook and Instagram
- ▶ ListHub syndication of MLS listing to top real estate sites shown below
- ▶ Print advertising, including signage, flyers, newspaper ads, postcards, door hangers, and more
- ▶ Advanced analytics for in-depth market research
- ▶ Email campaigns



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THE HOME STRETCH

ONGOING COMMUNICATION:

- ▶ Maintain weekly emails and calls with you to answer questions
- ▶ Advise you of market changes or updates
- ▶ Regularly review price and re-evaluate
- ▶ Follow up on showings
- ▶ Review all marketing efforts and re-adjust as needed
- ▶ Discuss showings, feedback, and opportunities

FINAL STEPS:

- ▶ Accept an offer on your home
- ▶ Monitor appraisal and buyer loan approval
- ▶ Immediately advise you on changes or updates that affect closing
- ▶ Conduct professional title search and closing repairs
- ▶ Get your check signed and delivered so you can celebrate



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HOW TO PREP

Before you can put your home up for sale, you should prepare the interior and exterior to appeal to potential buyers.

Here are a few ways to prep your home before showings:

CURB APPEAL: EXTERIOR

- ▶ Mow lawn, edge, trim and prune bushes, weed, mulch, add flowers, and fill in bare spots
- ▶ Remove mildew or moss from walls or walkways
- ▶ Clean and repair patio and deck area, remove outdoor furniture in poor condition, sweep, remove branches, litter, and toys
- ▶ Touch up exterior paint, caulk and seal seams, repair gutters and eaves
- ▶ Replace old storm doors, repair broken windows/shutters, replace screens
- ▶ Clean stains in driveway, hose off exterior wood and trim, replace damaged bricks or wood, paint front door and mailbox, and add door mat
- ▶ Check for flat roof shingles
- ▶ Make sure doorbell is in good working order
- ▶ Clean and remove rust from A/C units or exterior metal



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HOW TO PREP

IT'S WHAT'S ON THE INSIDE THAT COUNTS: INTERIOR

MAIN LIVING:

- ▶ Freshly paint in light, neutral color
- ▶ Deep clean all flooring, including carpets
- ▶ Wash all windows, vacuum/clean blinds
- ▶ Clean fireplace
- ▶ Clean and organize closets, pack up unused items
- ▶ Remove extra furniture, worn rugs, and keep papers, toys, clean
- ▶ Repair loose door knobs, cracked molding, leaking taps and toilets
- ▶ Adjust squeaky doors, closets, or screen doors which are off track

KITCHEN:

- ▶ Make sure kitchen appliances are clean inside and out and dust coils
- ▶ Make sure all appliances are in perfect working order
- ▶ Clean off the top of the refrigerator and organize under sink
- ▶ Unclutter all counter space, remove countertop appliances
- ▶ Organize items inside cabinets, pre-pack anything you won't be using before you move

BATHROOM:

- ▶ Remove all rust, mold, and soap stains
- ▶ Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- ▶ Make sure all fixtures are in good repair
- ▶ Replace loose caulking or grout
- ▶ Make sure lighting is bright



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HOW TO STAGE

After prepping your home for sale, the next essential step to getting your home sold is staging. Never underestimate the power of staging, which truly makes buyers feel like they're at home.

Follow these staging tips for an impression that lasts:

- ▶ Clean, clean, and clean again
- ▶ Add greenery or fresh-cut flowers
- ▶ Keep all décor neutral and use color sparingly and strategically (red is a polarizing color and should be kept out or at a minimum, while blue is the majority of the world's favorite color)
- ▶ Let in plenty of natural lighting - the brighter the better!
- ▶ Place white towels in baths on display to conjure spa-like feelings in buyers
- ▶ Remove personal items to show the buyer they're getting a clean slate
- ▶ Keep furniture light and minimal to make the home appear larger
- ▶ Keep all rooms gender neutral
- ▶ Remove all signs of pets, including odors
- ▶ Display cookbooks or a bowl of lemons in the kitchen and add throw pillows on sofas
- ▶ Stage the outdoors with a patio set or a hammock to suggest easy-living

SHOWING TIPS

Once your home is prepped and staging is complete, you'll want to be prepared for showing appointments. Be sure to remember these top tips for showing your home to buyers when the time comes:

- ▶ Home should be neat, clean, and smelling fresh (no scent is best)
- ▶ No one should be home during the showing
- ▶ Secure jewelry, cash, valuables, & firearms
- ▶ Allow a lockbox for real estate associates to enter at flexible times
- ▶ Open all drapes/blinds to let in light
- ▶ Confine or remove pets



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FINAL CONSIDERATIONS: OFFERING A HOME WARRANTY

Home protection plans can increase the marketability of a home by providing peace of mind for buyers. In fact, homes with warranties sell 50% faster than non-warranty homes.

Here are the top reasons to get a home warranty:

- ▶ Homes with a warranty sell for more money, on average
- ▶ Reduced chances you're asked to reimburse the buyer for a breakdown of covered items
- ▶ Better chance the closing won't be delayed by a malfunctioning warranted item
- ▶ Provides the buyer with a full year of coverage on the home's major systems/appliances after move-in
- ▶ In the event something covered breaks down, only a deductible is paid, and the warranty company pays the remainder



Source:
Landmark Home Warranty: <https://www.landmarkhw.com/resources/home-warranty-education/a-home-warranty-sells-your-home-faster-and-for-more-money/10/182>



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