



## REAL ESTATE **SELLERS** GUIDE



Professional & first class  
handling throughout  
the selling process



## Seller Representation

Atlas Realty International is dedicated to delivering a first-class experience when selling or leasing real estate. Our marketing team will ensure your property receives maximum exposure across all platforms and in addition to handling all paperwork for you, we will negotiate on your behalf to make sure you receive the most positive and profitable real estate transaction possible.

### Our Commitment:

- Comparative Market Analysis
- Advertising (All Marketing Platforms)
- Photograph & Publish
- Coordinating Private Showings
- Hosting Open Houses
- Negotiating & Filtering Purchase Contracts
- Transaction Coordination (Start to Close)
- Attorney overview included\*

\*Included if in-house attorney is elected for title services



# Marketing Plan

The longer a seller's home is on the market the less attractive it becomes, therefore developing a strong marketing plan is ideal when selling real estate.

Some Internet sights provide solutions for sale by owners, but nothing compares to an experienced Realtor who can connect to multiple marketing streams at once to maximize possibilities. Atlas Realty International takes care of all marketing aspects from local to international platforms including internet and direct email marketing to over 300,000 recipients whom are looking for property at any given time.



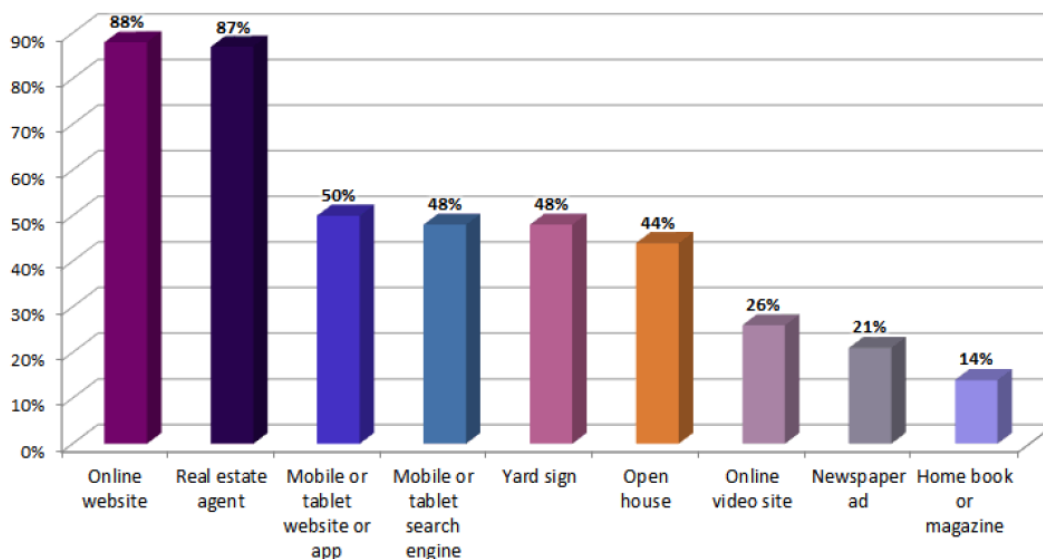
## Tools

- Multiple Listing Service (MLS)
- Online Real Estate Search Engines
- Targeted Email Campaigns
- Broker & Buyer Open Houses
- Exclusive Ad Listings
- Direct Neighborhood Exposure
- U.S & International Broker/Agent Database

## Sources of Buyers:

National Association of Realtors

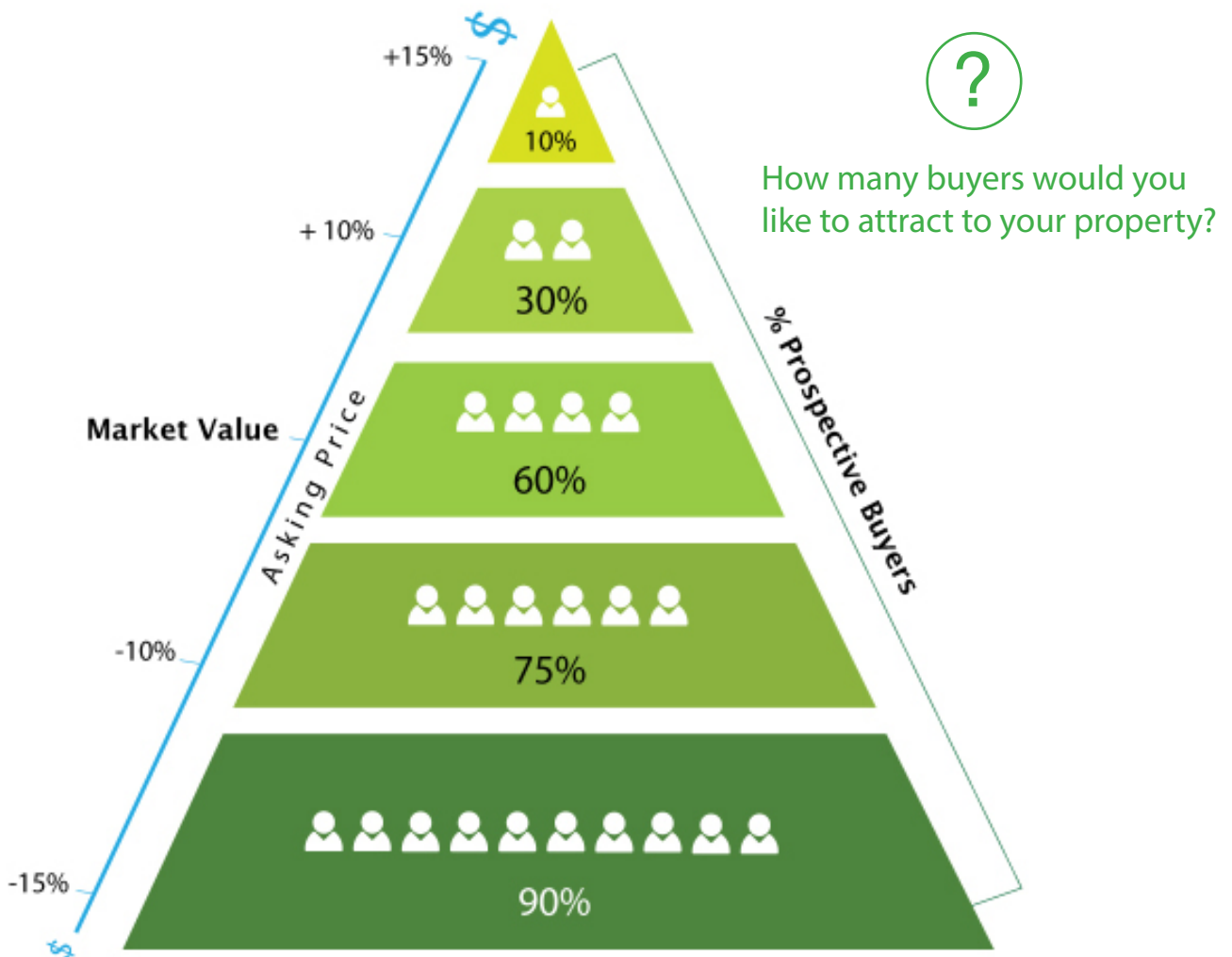
2014 Profile of Home Buyers and Sellers



## Determining a Sales Price?

A good way to determine the value of a home is by comparing from similar properties that were recently sold in the area. This research is called a comparative market analysis (CMA). Although a CMA is not considered an official appraisal, it does provide a very close estimation to what a property is worth.

## The importance of pricing correctly



Graph illustrates the correlation between the asking price and the % of prospective buyers in a given time. The higher you price above market value, the less percentage prospective buyers you attract. The lower you price under market value the higher percentage of buyers you attract.

## Things to consider

The truth is selling a property can become stressful at times. Especially when coordinating between the multiple parties that usually make up a real estate transaction. (For example: Agent, Lender, Attorney, Title company etc...) During the process a seller can easily experience feelings of anxiety and uncertainty. As your seller representative we are committed to minimizing that stress level by handling as much of these issues for you as possible so that you may focus on other important tasks.

### Before we begin take this into account:

#### Pre - Listing Inspection

Before placing your home on the market, it is recommended to conduct a pre-listing inspection to address any issues that a potential buyer or home inspector may notice during showings. For example, leaks, electrical issues, minor wall damage, toilets, light fixtures, appliances, etc. Addressing these issues immediately will ensure buyers will

#### Staging your property

The staging process is very important. It starts with a good cleaning, re-arranging furniture, removing personal items from plain sight & in some cases making small repairs to improve buyer potential. The idea is to help potential buyers feel at home when they are viewing the property.

#### Selling Expenses

- Property Taxes
- Mortgage Payoff
- Commission
- Unpaid Utility Bills
- Stamp Taxes
- Title Fees

LET GET STARTED!

A blurred office scene showing a meeting room. In the foreground, a wooden conference table is visible with a pair of glasses and some papers. In the background, several people are seated around the table, engaged in a meeting. The overall atmosphere is professional and collaborative.

WE ARE  
WITH YOU  
THROUGHOUT  
EVERY STEP  
OF THE WAY



**Peter Ruiz**  
(305) 409-8211  
pruiz@atlasfinancialgroup.com



ATLAS REALTY INTERNATIONAL