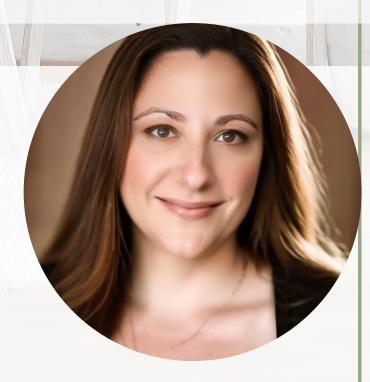


PRESENTED BY:

Melissa Helms **REALTOR®** 

941.544.9652

Mel@melissahelms.com Melissahelms.com





#### lam MELISSA HELMS!

#### YOUR LOCAL REAL ESTATE EXPERT

AS A REAL ESTATE AGENT WITH A PASSION FOR HELPING PEOPLE ACHIEVE THEIR DREAMS, I HAVE DEDICATED MYSELF TO PROVIDING EXCEPTIONAL SERVICE AND GUIDING MY CLIENTS THROUGH THE EXCITING JOURNEY OF BUYING AND SELLING HOMES IN THE STUNNING REGION OF SOUTHWEST FLORIDA.

VVHETHER YOU ARE SELLING YOUR FIRST HOME OR FIFTH HOME, I AM COMMITTEED TO PERSONALIZED SERVICE AND STRATEGIC MARKETING INSIGHTS TO HELP YOU CLOSE THE DEAL SMOOTHLY AND PROFITABLY. LET ME HELP YOU NAVIGATE THE COMPLEXITIES OF SELLING YOUR HOME VVITH CONFIDENCE AND EASE.

- **Q** 941.544.9652
- ๎ MEL@MELISSAHELMS.COM
- ₱ HTTPS://WWW.FACEBOOK.COM/MELISSAHELMSREALTOR
- (O) MELISSA.HELMS.REALTOR

#### WHAT I DO FOR YOU!

- DISCUSS MY PRICING STRATEGY
- 2 DISCUSS LIST PRICE
- 3 GO OVER MY MARKETING STRATEGY
- 4 GO OVER THE PAPERWORK
  - 5 NEXT STEPS WHEN YOU LIST WITH ME!





MY

# STRATEGY

i run a CMA (Comparative Market Analysis) on your home... i pick a certain time frame (3months, 6months, 1year) depending on the market we are currently in and I look at active, pending and sold listings over this time frame.

I take the average of all the comps that is in the middle/median. I also figure the compensation which we will discuss in further detail in the list price.

# MY GOAL IS TO SELL YOUR HOME FOR THE MOST MONEY IN THE LEAST AMOUNT OF TIME!

COMPENSATION is negotiable, it always has been. It gives the buyers an incentive to come and look at your home. When compensations is not offered, it can reduce your buyer pool by at least 75%.

LIST price

We will go over the list price I came up with and how I came up with that number. I will also explain the steps of doing price reductions when traffic is slow with home showings. When there is no traffic, it usually means that the price is to high. This will also depend on whether it is a buyers market or sellers market.

#### **BUYERS MARKET**

Has inventory of 6 months or more.

#### SELLERS MARKET

Has inventory of less than 6 months.

I will inform you what market we are in during our appointment







### 3 Marketing STRATEGY

My marketing plan is designed to get your home the maximum amount of exposure in the least amount of time!

INTERNET PRESENCE: This is how buyers are finding their homes!

Online Real Estate Marketplaces like Zillow, Realtor.com, Trulia, Exit King Realty Website and the MLS will showcase your property with a compelling description utilizing SEO and engaging visuals.

TARGETED DIGITAL MARKETING: Facebook and Instagram Ads! I use Facebook and Instagram Ads to Strategically target buyers actively searching for homes in your area.

<u>PERSONAL PROPERTY WEBSITE WITH QR CODE:</u> This website is designed just for your property/listing. This is a great feature that will give people immediate access to all the information on your home.

<u>DIRECT MAIL MARKETING:</u> I send 200+ Postcards of your listing with the QR code to your tailored website to all of your immediate neighbors.

<u>PROFESSIONAL PHOTOGRAPHY:</u> I arrange for a photographer to capture high quality photos, videos and drone images.

EMAIL AND SOCIAL MEDIA: I connect with local buyers, agents, and my sphere to ensure your home is seen through email and social media.

<u>DETAILED FEEDBACK REPORTS:</u> You will be provided with weekly updates on marketing efforts and feedback from buyers and agents that have visited your home.

# REAL ESTATE photography







#### A PICTURE SAYS A THOUSAND WORDS

Listing photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

#### **INTERESTING FACTS:**

quality photos enjoy

118%

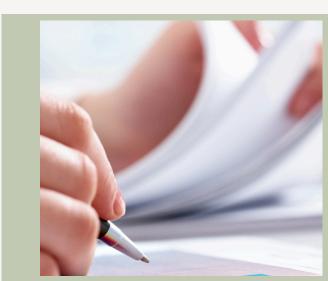
more online views

professionally shot listings can sell for up to 19K MORE

potential buyers look at professionally shot photos

10 TIMES
longer than non professional photos

#### **PAPERWORK**





# forms needed for the listing

#### The Listing Agreement

This is an agreement between you as the seller and Exit King Realty.

This is where the terms of what is going with the house, staying with the house, list price, how house will be advertised, compensation, additional terms ect will be agreed upon.

I will help you fill out this form.

#### Sellers Property Disclosure

Florida law requires a Seller of a home to disclose to the Buyer all known facts that materially affect the value of the property being sold and that are not readily observable or known by the Buyer. This disclosure form is designed to help you comply with the law.

This form you will fill out to the best of your knowledge.

#### Q3 Data Entry

This form will mirror exactly what is put into the MLS. I fill it out from public record, then you review and sign off if all looks correct.

#### Exit King Disclosure

This is a form you sign agreeing to working with Exit King Realty as your Brokerage and the Broker Relationship.



#### 5 rext STEPS

#### SHOWING SCHEDULE

We will discuss what days and times are best for you to show your home. Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible...

When I get a request for a showing, I will reach out to you to verify if the time works for you, then I will confirm with the agent.

I will put the extra key you made inside our electronic lockbox. I advise you to keep this inside your home until we have a showing, then you will put it outside the front door. This box does monitor who comes in and out.

I ask for feedback from the agents after the showings to see what the buyers think of the home, price ect.

#### OPEN HOUSE SCHEDULE

We will discuss if open houses are suitable for you and your situation (little kids, furry kids ect.).

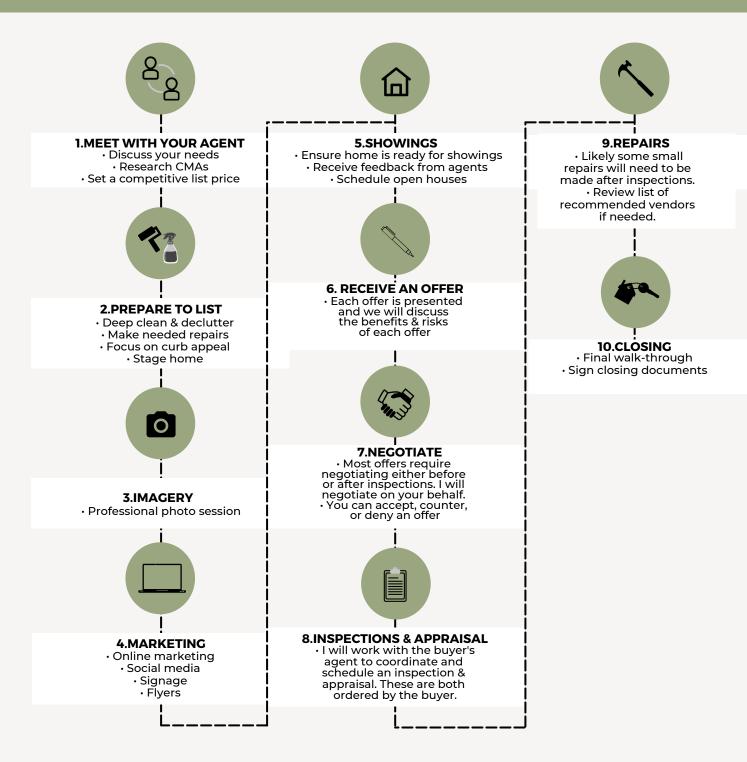
If we do open houses, they will be done on one day of the weekend and for a 3 hour block

We advise the sellers to leave the home during the open house. Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

#### **METRICS**

I will keep an eye on the traffic and interest on your home. If we notice no showings scheduled and no interest in the home, then this means it is time for a price reduction. I will have numbers for you for the first 2 price reductions along with the list price information. Price reductions are ususally done in 5% increments.

# Exit Ling Realty HOME SELLING PROCESS





## preparing TO LIST

#### MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.



#### **EXTERIOR**

- · Wash or paint the home's exterior
- Paint the front door
- · Make sure all door locks are properly working
- · Keep the yard nicely trimmed
- · Keep the lawn free of clutter
- · Weed and freshly mulch garden beds
- · Clean interior and exterior windows
- · Apply fresh paint or stain to wooden fences

#### 2

#### **INTERIOR**

- · Remove personal items, excessive decorations & furniture
- · Replace or clean carpets
- · Get rid of clutter and organize and clean closets
- · Apply a fresh coat of paint to walls, trim and ceilings
- · Replace outdated ceiling fixtures, and clean lighting fixtures
- · Minimize and clean pet areas in the home
- · Be sure that all light bulbs are in working order

## USUALLY SUGGESTED FOR VACANT HOMES

# STAGING YOUR





staged homes spent less time on the market

staged homes increased sale price up to

#### USUALLY SUGGESTED FOR VACANT **HOMES**

## the art OF STAGING

Staging a home is definitely different than the designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.



#### BENEFITS OF STAGING

- ·LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- ·HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- •CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT





#### Electronic Lockbox

This allows real estate agents access to show buyers your home securely. The Tockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to. I ADVISE MY CLIENTS TO KEEP THE LOCKBOX INSIDE AND PUT IT OUT WHEN LEAVING FOR A SCHEDULED SHOWING

#### Stow away valuables

Before showings make sure that all valuables are put away and out of sight. This includes mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

#### Don't allow anyone in without an appointment

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

#### Remove Prescription Drugs & Medication

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

#### Put Away Bills & Other Mail Pieces

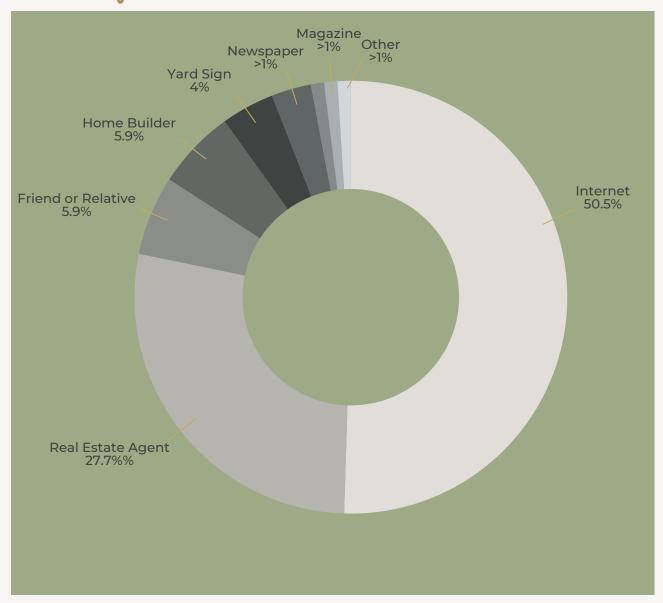
With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identify theft.

#### Be extra vigilant on keeping doors locked

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.



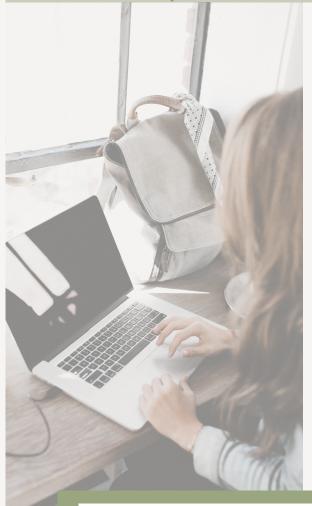
## WHERE DO BUYERS find their rome



\*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS



#### mdxipul EXPOSURE



#### **Get Featured**

I will feature your home on the top home search sites, and on social media and syndicate it to hundreds of other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



# LISTING YOUR HOME





## hohe SHOWINGS

#### **FLEXIBLE**

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

#### **INFORMED**

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

#### DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

#### **ODORS**

Avoid strong-smelling foods. Keep your meal prep as neutral and simple as possible.

#### **FURRY FRIENDS**

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

#### NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

#### TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

#### **TEMPERATURE**

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

#### PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

#### VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

#### **OFFERS**

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

#### CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

#### ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

#### PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

#### LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers.

#### CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

#### CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

#### REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

#### OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

#### **NEGOTIATIONS**



# after an offer is submitted:

#### WE CAN

- ·Accept the offer
- ·Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

·Counter-offer

A counter-offer is when you offer different terms to the buyer.

#### THE BUYER CAN THEN

- ·Accept the counter-offer
- ·Decline the counter-offer
- ·Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

#### OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.



#### INSPECTIONS

#### WHAT IS INCLUDED

**Roof & Components Exterior & Siding Foundation** Crawlspace Structure **Heating & Cooling** Plumbing **Flectrical** Attic & Insulation Doors Windows & Lighting Appliances (limited) **Attached Garages Garage Doors Grading & Drainage All Stairs** 





INSPECTION TIME FRAME
TYPICALLY 5-15 DAYS AFTER SIGNING
CONTRACT. NEGOTIATIONS USUALLY HAPPEN
WITHIN A FEW DAYS

**COSTS** 

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS ARE
USUALLY ONE OF THE TOP REASONS A SALE
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, ROOF, HVAC

#### **UPON COMPLETION:**

**BUYER CAN ACCEPT AS IS** 

**BUYER CAN OFFER TO RENEGOTIATE** 

**BUYER CAN CANCEL CONTRACT** 

# nome APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

#### APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

#### APPRAISAL COMES IN BELOW SALE PRICE

•Renegotiate the sale price with the buyer
•Renegotiate with the buyer to cover the difference
•Cancel and re-list
•Consider an alternative all-cash offer

# closing THE SALE

#### WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



#### **YOUR COSTS**

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Doc Stamps
- Real estate agents, for payment of commission

Could be seller's responsibility if contract terms indicate:

- Title insurance policy
- Home warranty

#### WHAT TO BRING

Sellers need to bring to closing:

- · A government picture ID
- House keys
- · Garage door openers
- · Mailbox and any other spare keys

#### **AFTER CLOSING**

Keep copies of the following for taxes:

- · Copies of all closing documents
- · All home improvement receipts



#### FINAL STEPS FOR SELLERS



Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

#### ✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

#### CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

#### ✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

#### ✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

#### √ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

#### ✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

#### ✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

#### /INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

#### √FLOORS

Vacuum and sweep floors one more time

#### /LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

