

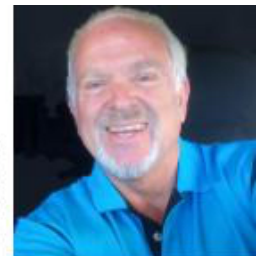


# A GUIDE TO **SELLING** YOUR HOME

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## Why Keller Williams Realty?

### *Reliability*

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.



### *Track Record*

I'm proud to work for the world's largest real estate franchise by the number of homes sold, sales volume and agent count. It's proof that when you offer a superior level of service, the word spreads fast.

### *Knowledge*

Keller Williams Realty has been named the #1 training company across all industries by Training Magazine. Our training helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading curriculum and research resources. It's what prepares me to provide you with unparalleled service.

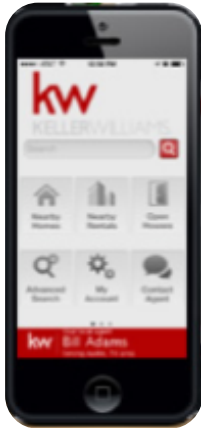


### *Teamwork*

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

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## *Technology*



Leading-edge tech tools and training give me the ability to effectively marketing your property online, 24 hours a day, seven days a week. Through the exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and is available on KW's Web network of more than 76,000 sites, including my Mobile Home Search App. Best of all, every Internet inquiry in our system will come directly to me so that I can follow up quickly with those potential buyers. Also, with my technology, we can conduct your entire real estate transaction online.

## *Communication*

### **Your needs always come first!**

I will provide the service we agree to and communicate in the ways that work for you, whether once a week, once a day, by phone, email, or text message. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table, and the steps leading to a successful closing once an offer is accepted.

## *Experience and Expertise*

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, my transaction management team will remove potential challenges before they have the opportunity to appear.

## *Marketing*

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

## *Pricing*

Your home will be priced right, adjusted and sold to meet your needs. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

## Get Ready to List

### What will it sell for?

The market tells us how much your home is worth. **I will advise you on pricing** after my thorough analysis of your property compared to the market, and with my recommendation, **you will make the final decision.**

## Five Factors Affecting the Value of Your Property

### 1. *Price – Based on Recent Sales*

Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.

### 2. *Location*

Location is one of the most important factors in determining the value of your property.

### 3. *Condition*

The **condition of the property** affects the price and the speed of the sale.

- Prospective buyers often make purchases based on emotion, so first impressions are important.
- I'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.

### 4. *Competition*

Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.

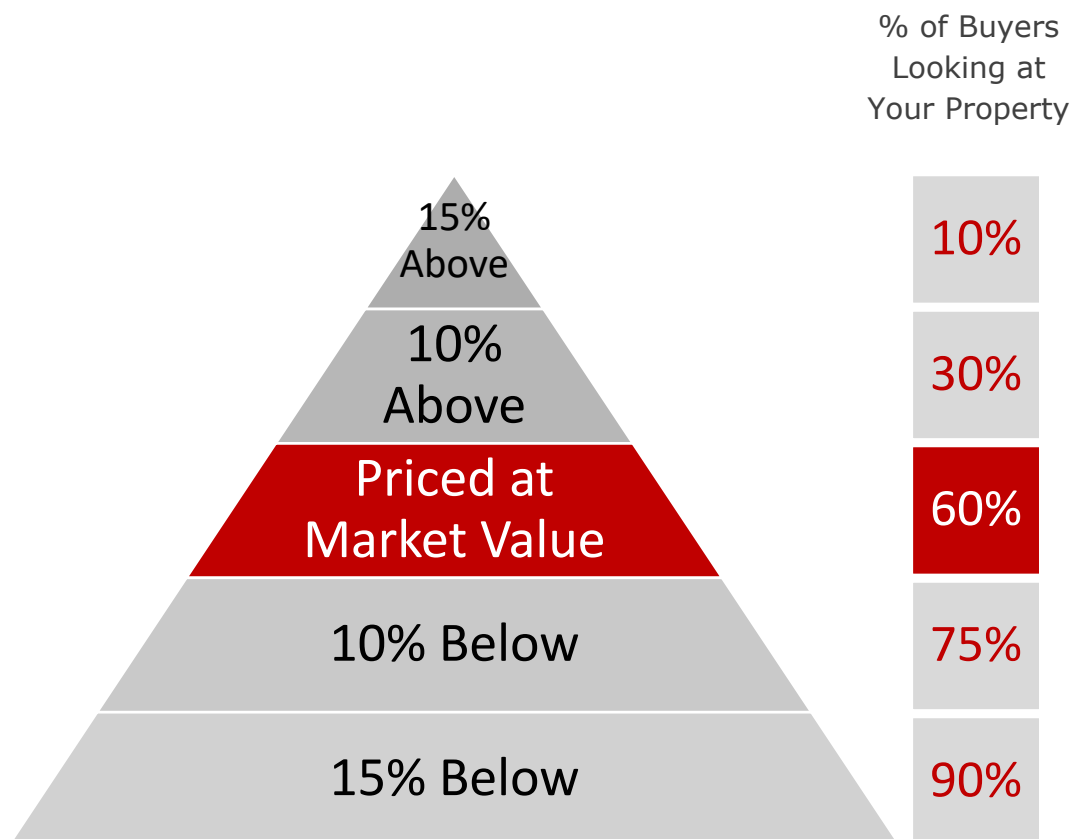
### 5. *Timing*

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed.

Of these five factors, you can only change two: the **price** and the **condition**.

# Get Ready to Sell – Price

- A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers, all very quickly.
- An **underpriced home** will attract buyers and may sell quickly, yet may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective.



Even though it’s true that a lower price will attract more viewings, it doesn’t ensure a sale, and may not meet your financial goal.

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## **KW Marketing Plan**

**As your exclusive real estate sales agent, this is what I am committing to do for you:**

1. **PRICING** -- Price the home competitively with the current market and price trends with comprehensive Comparative Market Analysis.
2. **STAGING** -- Attract buyers by showing your home in the best possible light.
3. **SIGNAGE** -- Place "for sale" signs, "open house" signs (multiple) for maximum visibility.
4. **IMAGES** -- Professional photography of all aspects of the property to provide an accurate and captivating presentation of value.
5. **INTERNET LISTING** - Optimize Internet listing presence by posting on hundreds of local and global MLS systems, and the Keller Williams Listing System (KWLS) reaching 180,000 KW agents in the U.S., Canada and Europe, with photography and property narratives.
6. **DIGITAL ADVERTISING** -- Featuring the property on 350+ real estate websites, including a website dedicated solely to marketing your home, the Gulf Coast Premier Group website, KW local office and national sites, social media, and video displays.
7. **MOBILE APP** -- Post the home information on the agent branded KW app for distribution to thousands of vendors, clients, agents and companies.
8. **PRINT ADVERTISING** -- Create promotional fliers, property brochures, feedback surveys and information for viewers of the property.
9. **CANVASING** -- Distribute "just listed" and "open house" notices to the surrounding community, encouraging them to tell family and friends about the property.

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10. **TARGETING** -- Marketing to specific demographic and investment groups, as well as international real estate agents, dealers and investors.
11. **OPEN HOUSES** – Schedule, market and host open house events (live or virtual) to promote the property to prospective buyers.
12. **DATABASE PROMOTING** – Marketing campaigns to our extensive database of buyers and investors who are looking for area homes in your price range.
13. **SECURITY** – Entry to your home is monitored and protected by electronic access device. Only licensed, registered and approved agents/brokers have access.
14. **HOME WARRANTY** – Seller’s appliance and system warranty coverage during the pendency of the listing, is provided at no cost to you. Buyer’s home warranty is also available.
15. **COMMUNICATION** -- Provide the seller with weekly updates detailing marketing efforts, including comments from prospective buyers, agents and guests who have visited the home or inquired about the property.
16. **TRANSACTION COORDINATOR** – Once under contract, the transaction coordinator on my KW Team insures that every step of the transaction process is timely and accurately completed, from contract to closing.

## When We Find a Buyer

1. **RECEIVE AN OFFER.** When a buyer decides to buy your home, an offer will be presented. I will advise you on the offer and whether the buyer is qualified to purchase your home.
2. **NEGOTIATE TO SELL.** Most offers require some level of negotiation. We will work together to decide your parameter and I will negotiate on your behalf.
3. **APPRAISAL AND INSPECTION.** Once you have accepted an offer, I will work with the buyer's agent to coordinate an appraisal, inspections and a survey (if required). If the buyer requires that certain repairs be made on your home, I will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.
4. **PREPARE FOR CLOSING.** A few days before closing/settlement, I will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. I will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.
5. **CLOSE!** At the closing meeting, I will be present to advise you and ensure that everything goes according to plan.