



# SELLER'S

# HOMES GUIDE

*ToGo*  
**JOANNA GORISS**  
REALTOR

+

**RE/MAX**  
—DIRECT—

# About Me

Joanna **Goriss**



## **Local Marketing Experience**

I have enjoyed living and working in Broward County for 20+ years with my husband, Jeff, and two children, London and Landry. My wealth of personal and professional local insights and connections help my clients and their families make smart decisions for today and tomorrow.

## **Committed to YOU**

I am known for my dedication, high-energy, and "can do" passion for every aspect of the buying/selling experience. I pride myself on being an efficient and effective communicator between all parties for a successful transaction for everyone.

## **Corporate Experience**

TeamHealth - *Chief Financial Officer/Controller*

AutoNation - *Financial Systems Manager*

Andrx Pharmaceuticals - *Assistant Controller*

JM Family Enterprises - *Accounting Manager*

Enrst & Young - *Accounting Manager*

## **South Florida Education**

Florida International University - *Bachelor of Science in Accounting*

# SELLING STEPS

## **Consultation**

1 I will personally visit your home to understand what makes it and your community unique. I will document the property highlight home features to share with all potential buyers. I will collaborate with you to develop a plan to get your home sold based on your timing goals. My professional advice for marketing, pricing, staging, and repairs will have a dramatic impact on the sale of your home.

## **Home Preparation**

2 I recommend decluttering your home and aiming to present a neutral space that is free from personal items such as family photos, dog toys, or religious items. Inexpensive tasks include organizing closets, cleaning outside areas to create curb appeal, dusting ceiling fans, replacing light bulbs, or even applying a fresh coat of paint. More significant items that should be addressed include servicing the pool and air-conditioner or repairing plumbing and roof damage.

## **Marketing & Price**

3 Our in-house professional photographer will take photos and drone footage of your home. I will design brochures, flyers, and "just listed" publications to increase marketing efforts withing the community as well as email blasts. I will showcase your home on the Multiple Listing Service, Realtor.com , Facebook/Instagram and other social media avenues.

# SELLING STEPS

## Showing Your Property

4 I will personally coordinate and attend all buyer previews along with open houses. It is not my style to throw a lockbox on the front door and allow open access to your home open to just anybody! I will meet with all potential buyers to advocate for you and share feedback with you along the way.

## Offer Negotiation & Contract

5 When written offers are received, I will collect and consolidate all required paperwork and pertinent buyer information so you can make an informed decision for your family. I always negotiate in your best interest and commit to keeping you informed and in control throughout the process. Inspections are critical - that's why I attend all my sellers' inspections myself. I also personally attend appraisal and would be happy to recommend vendors.

## Closing Day!

6 I will coordinate the final walk-through and be with you until final funding had been confirmed into your account. There is something magical when both sides come to an agreement, keys are exchanged, and the next chapter begins for everyone!

You deserve a REALTOR who will put you first and do the legwork to make your home sale a success. As soon as you are ready, I would be honored to put my experience to work for you and your family.

# Testimonials

"I **highly recommend Joanna**. She was fabulous and helped me and my husband find a wonderful home. She is **very knowledgeable and courteous** as she went with me and my husband on numerous appointments until we found the right place." - *Alyssa A.*

"It was an all-around great experience working with Joanna! **She was respectful of our price point that we wanted to stay in and was always available whenever we needed her.** I would highly recommend Joanna to anyone searching for their dream home!!" - *Joseph H.*

"My husband and I were first time home buyers and working with Joanna was awesome. **She was quick, professional, and effective.** Joanna was fast answering our calls or text. We loved working with Joanna and we are happy with our new home." - *Laura F.*

"**Joanna was amazing!** I had already been through three other agents who were horrible at following up with me and I was always having to chase them around just to get them to work for ME! Seems like a lot of agents these days want the payoff but aren't willing to put the time and effort into their client that's necessary to get that payoff... such a shame. Joanna was always on top of it but not so much to the point where it became a frustration. She was there to thoroughly explain the pre-approval process and getting us in touch with a great lender since this was our very first home! **She is really on-the-ball and restored my faith that good real estate agents exist!**" - *Jennifer M.*

## MORE PREVIOUS CLIENTS HAPPY TO SHARE THEIR EXPERIENCE WITH YOU

Dayna Blank (954) 290-7678  
Mangela Gonzalez (305) 282-8723  
Nicole DiMuro (954) 850-1257  
Kellie Martin (954) 235-1565

  
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