

## YOUR HOME MATTERS

## I believe in going above and beyond to provide top tier service & and exceptional client experience.

Welcome! I'm Michel M. Franklin, your dedicated real estate partner. With years of experience and a passion for the Naples Residential Real Estate Market, I'm here to transform your home-selling journey into a rewarding adventure. I was top ten in several months in the first guarter of 2024 in my office. Making profits for my last three sellers.

My mission? To secure the best deal for your property while providing expert guidance every step of the way. From strategic pricing to effective marketing, I'll leverage my local market knowledge and negotiation skills to ensure your home stands out. Let's work together to make your real estate dreams a reality!



Michel M. Franklin

239.537.3330 cell

239.434.0101 office

mfranklin@johnrwood.com



LUXURY REALTOR®

787 Fifth Ave. S. Naples FL 34102





# Meet Our Team

WE CAN'T WAIT TO WORK WITH YOU



LUXURY REALTOR®

Michel is our fearless leader. She has been a top Ten REALTOR® in her office several times and has five-star customer ratings. Michel has consistently delivered an average of \$350,000 to \$500,000 over the average selling price in communities she lists in and she treats every client like family, which you will soon discover. Smart marketing & Stagers are the key ingredient ....

TRANSACTION COORDINATOR

Nichole is our Transaction Coordinator. She is known for her organization and systems. Her clients often refer to her as the Superwoman of Real Estate transaction. She is here to help walk you through the process of contract to closing.



# Client Testimonials

### MEET SOME OF OUR HAPPY CLIENTS

"Michel embraced the challenge of selling my villa in Pelican Bay and exceeded expectations."

""I couldn't be happier with Michel's outstanding service as my Realtor® in Naples, FL. . Thanks to her strategic approach, my property in Pelican Bay garnered multiple offers with acceleration clauses, resulting in revenues far exceeding the average closing price in our community. Michel's professionalism and dedication are truly commendable, and I wholeheartedly recommend her to anyone considering listing their property in the Naples area. She's simply the best!""

STEPHANIE BOZIC



"We were so impressed with Michel and her knowledge of the market."

This is the first time I worked with Michel. She is terrific. I worked with many realtors, both professionally and my work with large corporate relocations as well as personally in my four family relocations. She is the best. She brings a combination of strong communication skills, along with experience and skills in the areas of architectural knowledge, interior design, customer relocation, planning, strategy, customer needs assessment, local market, knowledge, and financial planning to the transition process. She quickly helped us determine the critical needs, and how best to satisfy these needs in a very difficult market and dedicated her time, energy, and resources to helping us make a smooth transit we are still in the process and I have the utmost confidence that the bypass will be smooth, and once we are situated, we will have made the best decision and purchasing our new home in Naples.

PHILIP MICHEL, NEW YORK



# Client Testimonials

## MEET SOME OF OUR HAPPY CLIENTS

Meet the Galvanis who relocated from California to Naples FL for work for one of the finiest developers in this region.



Michel Franklin was a joy to work with! We moved from California to Florida and were staying in an extended stay hotel. She went above and beyond to work with our timeframe and budget. Because we did not have a printer she also personally drove to hotel to give us some of our paperwork! We'd recommend her services and if need be would work with her again! Thank You Michel



STEVEN MATTHEW AND VICKI LYNN GALVANI



## **Michel Franklin**

John R. Wood Properties



## OTHER CLIENT SUCCESSES

# Client Case Study

## **OUR SIGNATURE PROCESS**



## Clients

Stephanie Bozic, Bay Villas in Pelican Bay



## Client Goal

The client purchased the property on its first day on the market in 2021 overpaying with another agent and brokerage. She then put hundreds of thousands into creating a stellar property. She hoped to recoup her investment with a profit in a buyer's market.



## Results

- Sold for \$900,000 above market average
- Multiple offers with acceleration clauses.
- Under contact in two weeks.
- Sold over Listing price in 2024.



Stephanie wanted to sell the property, hoping to recoup her initial investment and upgrades. We worked together seamlessly, marketing the property, detailing all the upgrades and holding multiple OPEN HOUSES. Although priced nearly a million dollars over the other community solds we had four offers with escalating clauses and sold above LIST.

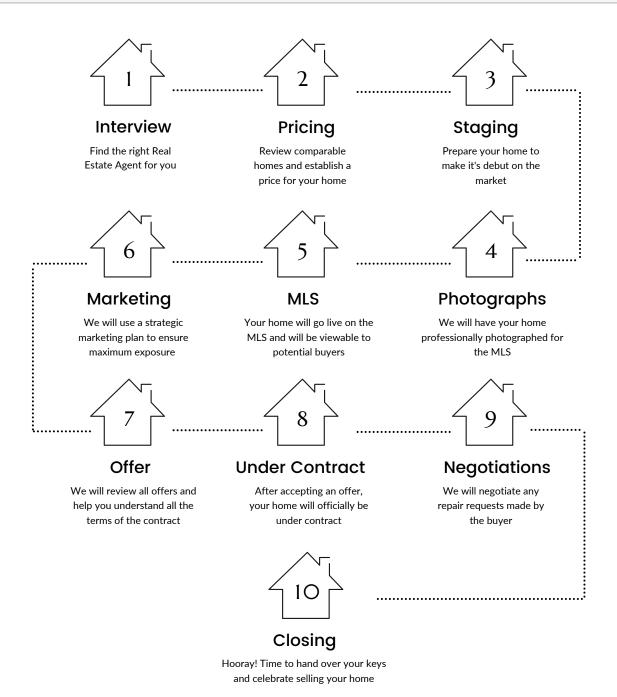
## **Testimonial**

"Michel sprang into action, securing a sale in just a few weeks, a cash offer above asking price! Her efficient marketing and dedication were key to our smooth and successful transition"

#### FINDING YOUR HOME

## Our Proven Home Selling Timeline

#### THE SELLER ROADMAP OVERVIEW



## **KEEPING IT SIMPLE**

# Our Proven Home Selling Timeline

## **OUR SIGNATURE PROCESS**

#### STEP ONE

## **Listing Consultation**

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

#### STEP TWO

## **Professional Photography**

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

## STEP THREE

## Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

#### STEP FOUR

## Showings

It's important that you allow showings at your property, whether it be virtual or inperson. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.



#### STEP FIVE



## Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

## STEP SIX



The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

#### STEP SEVEN



## **Appraisal**

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

### STEP EIGHT



## The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs. and move out. After you sign the documents., it's time to celebrate because the home sale is complete.





# About Your Home

## HELP ME UNDERSTAND YOUR HOME

- ✓ What drew you to this home when you bought it?
- What is your favorite feature of your home?
- ✓ What do you like most about your neighborhood?
- ✓ What are your favorite nearby attractions and amenities?
- What don't you like about your home?



# THE #1 REAL ESTATE COMPANY IN SOUTHWEST FLORIDA



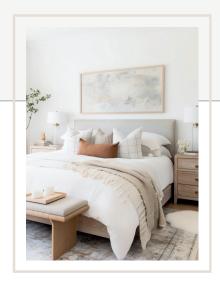
When it comes to selling your home, choose John R. Wood Christie's International Real Estate.

## THE UNRIVALED LEADER IN REAL ESTATE

## HELPING YOU NAVIGATE THIS YEAR

## **About Your Situation**

## UNDERSTANDING YOUR GOALS







01

## Your Why

Why are you moving? What is the deadline for needing to move by?

02

## Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

## Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

## THE TOP THREE

# Pricing Factors To Consider





## The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.





## The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

## 03.



## Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





## **SELLING YOUR HOME**

# Our Top Priority

## PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

## FROM JUST LISTED TO SOLD

# Our Proven Marketing Plan

## **OUR SIGNATURE STRATEGY**



Create a professional listing flyer & in-home marketing book



Informative & engaging MLS listing description



Expose to my associates through email and meetings.



Strategic & targeted post card campaign



Holding consistant
Open Houses after
placing property on the
market



Promote at a Realtor

Open House

Event.

The Broker Open!



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.



## THE POWER OF THREE

DELIVERS THE LARGEST POOL OF QUALIFIED POTENTIAL BUYERS, RESULTING IN THE BEST POSSIBLE PRICE.

- #1 in closed sales volume in SWFL, over \$4.5 billion in 2023
- #1 in listings sold\* and #1 in transactions\* in 2023
- · Over 850 agents in 23 locations
- Established in 1958, the oldest active brokerage in SWFL
- · Leading luxury brokerage in SWFL for 65 years
- · Focused luxury marketing resources for sellers
- · Legendary service, impeccable ethics and philanthropy
- \$500 billion in sales volume in the past 5 years
- · 900 real estate offices worldwide
- 50 countries and territories on 6 continents
- 10,000 luxury properties all over the world
- · Global network of 9,000 sales associates
- Affiliation to Christie's Auction House and their customers
- · Global marketing initiatives creating greater international exposure
- JRW is the exclusive Christie's affiliate in Lee and Collier Counties
- \$353 billion in US home sales in 2022
- More US sales volume than any other network, franchise, or brand
- 1.2 million global transactions
- 138,000 sales associates in 4,900 offices
- 550 member companies in over 70 countries and territories
- More than 50,000 listings marketed annually through Luxury Portfolio
- More \$1M+ properties than any other site on luxuryportfolio.com<sup>+</sup>
- JRW is the largest Luxury Portfolio affiliate in Lee and Collier Counties

All three combined, marketed over 62% more \$1M+ properties than the closest competitor.

CONTACT US TO MARKET YOUR HOME TODAY

JohnRWood.com | (239) 262-1900

## MULTI-CHANNEL GLOBAL MARKETING

# Marketing Deep Dive

## Signage

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- High-quality signs designed to stand out
- Generates interest in your property

## Photography, Video Tours, & **Virtual Tours**

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase home's best features
- Crafted for compelling first impressions
- · Allows online exploration of every property corner



I'm going the extra mile to get your home gold fast





## Internet Exposure

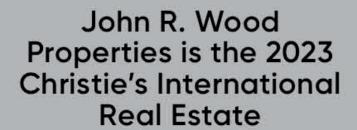
- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for a broader reach
- Targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads

## **Exclusive Services**

- Provide weekly status updates for consistent communication
- The team is available for appointments seven days a week
- · Maximum flexibility and accessibility
- Guarantee an open house every weekend until it's sold
- Include complimentary professional home staging consultations
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open

communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.



# Affiliate of the Year



CHRISTIE'S

## MY SPECIAL APPROACH

# What Makes Me Different

My approach with you will be honest and straightforward: you come first. I'm here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I'll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail. We exclusively work with 3-4 clients at a time for Listings offering you premier service.



## YOUR SOUTHWEST FLORIDA REALTOR®

Helping buyers, sellers & investors in:

Naples • Bonita Springs• Pelican Bay • Olde Naples • Our Region



Top Ten Realtor in 2024



500 customers



5 years of expierence



< 24 hour response time

"Working with Michel Franklin was a pleasure! Her local market knowledge, attention to detail, and exceptional communication skills made working with her a breeze. We highly recommend her as a top-notch realtor." - Phillip Michel

"Michel Franklin is an exceptional realtor. Her dedication, care, and expertise guided us in our purchase of a new home here.. Her professionalism, responsiveness, and strong negotiation skills ensured the best deal. Highly recommended!" - Galvani

## WHAT YOU NEED TO KNOW

# **About Commission**

01.



## Commission is Negotiable

My commission rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are guided nationwide by new Rules and Regulations. We can set a commission rate that reflects the value you will receive and the results you're aiming for. They are not on the MLS.

02.



## What Does it Pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale. One cannot expect the Buyer's agent to work for free they may have worked with that buyer for years and so the Commission is uaually split.

03.



## Keeping it off the MLS

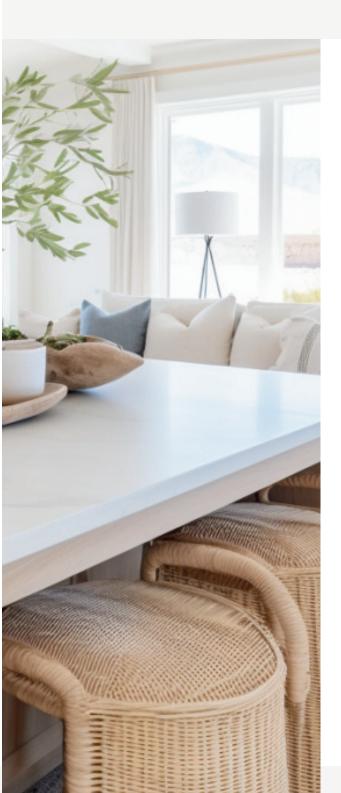
NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage. We can still offer buyer concessions on the MLS.



## **SELLING YOUR HOME**

# Photo Prep Checklist

## PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home your want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



## YOUR PERSONAL PREFERENCES

# Important Info

| Preferred day for photographs:                                 |
|--|
|  |
| Open house Best Day/Time:                                      |
|  |
| Is a showing appointment required? If yes, perferred notice?   |
|  |
| Do buyers need to take their shoes off?                        |
|  |
| Will pets be in the house during showings?                     |
|  |
| Do you have a security system that will be on during showings? |
|  |



# Additional Notes







239.434.0101 office



mfranklin@johnrwood.com



787 Fifth Ave. S. Naples FL 34102



NAPLES, FLORIDA REGION