

WHAT TO EXPECT

CLEAR COMMUNICATION

"I take pride in being a clear communicator and ensuring my clients are always in the know, respecting their preferred style of communication. My goal is to keep you informed, addressing your concerns, and providing weekly updates that show how your property is performing."

PROFESSIONALISM AND HONESTY

I deeply value my clients and consider it a privilege to be a part of their lives during both exciting and challenging times. Listing a property can evoke a wide range of emotions, and in this role, I am here to listen, guide, and support you throughout the process. Whether it's strategizing, problem-solving, or navigating tough decisions, I am committed to helping you achieve the best possible outcome. With years of experience in sales and negotiation, my goal is to maximize your profit while ensuring a smooth and seamless experience every step of the way.

MAXIMUM EXPOSURE

When you list with me, I'm fully committed to making sure your property gets the attention it deserves. To build momentum before your property officially hits the market, we begin by advertising it privately (off-market), generating interest and activity right from the start. In addition to that, each week we pitch your property locally at "pitch sessions," during our brokerage meetings, in various networking groups, and even on Facebook groups. As a proud member of Keller Williams, I also tap into a vast global network of agents through email, text, and newsletters, giving us a distinct advantage in connecting with the right buyer. Based on your property's location and specific needs, we'll collaborate with both my personal network and other brokerages to find the right buyer.

CLEAR AND CONSISTENT MARKETING APPROACH

When marketing your property, I handle all the details—photography, videography, and drone footage (\$300-\$500). With buyers being selective, we have just 8 seconds to grab their attention. I use social media, my client network, and strategic pricing to ensure your home stands out. The first two weeks are critical, so we invest in a "property blast" email to agents and brokerages across Florida (\$200/email blast). We'll also have weekly check-ins to make sure the price and presentation are spot on. I actively sell your property by highlighting its best features. Everyone who reaches out gets a personalized text and email, keeping your property top of mind. I don't hope to sell—I make it happen.



VALUE PROPOSITION

9 years of experience in sales and negotiations

15 years of local market expertise

Active FL Real Estate License (SL3547295)

Skilled in targeting, attracting, and vetting prospective buyers

Access to the International MLS, Gulfcoast MLS, OMNI MLS,
and Stellar MLS

Dedicated Transaction Coordinator on my team to manage all
documentation

Oversight from managing broker and attorney

Additional certifications: C2Ex, LHC

Professional photography/videography included at no extra
charge (\$400 value)

Strong connections with local companies and contractors

Expertise in organizing, marketing, and hosting open houses
and broker opens

Teacher for new agents at Keller Williams

President of Keller Williams Young Professionals

Insured with Errors and Omissions coverage

*****According to data from the National Association of Realtors (NAR), sellers who work with a REALTOR increase their sale proceeds by up to 60% compared to selling without an agent.***

MARKETING

LINDSAY PIRAINO | SAINT PETE REAL ESTATE

- **MLS Access (FL, PR, GA)**
- **International MLS**
- **Brokerage Presentations**
- **Open Houses**
- **Broker's Open**

- **Local Pitch Sessions**
- **Local Investor List 20+**
- **Developers Network**
- **Tampa Bay Exec Network**

- **Social Media Marketing**
- **Targeted Mailing**
- **Circle Prospecting**
- **Local Magazine Ad**
- **Podcast Advertising**



Document CHECKLIST

*The Florida BAR is the 3rd largest bar in the nation!
They are responsible for creating, regulating and maintaining the real estate documents, agreements and disclosures Realtors use on a daily basis. This checklist will help you keep track of and understand the various documents we need to review and/or sign throughout this transaction.*

Standard Listing Documents - FAR/BAR

- Listing Agreement
- MLS Listing Extension
- Lock Box Agreement
- Affiliate Disclosure
- Broker's Disclosure to Seller
- Seller's Property Disclosure
- Lead Based Paint Disclosure
- As-Is or Standard Contract
- Various additional addenda

Additional: Condos | HOA Documents

- Declaration of Restrictive Covenants
- Bi-Laws
- Articles of Incorporation
- Rules and Regulations
- Milestone Inspection Report
- Governance Form
- Structural Integrity Report
- Condo Rider

Preparation CHECKLIST

The reality is that Buyers are less likely to purchase a home that has been neglected. They are also more likely to offer less on your home if systems are not updated or haven't been maintained. Follow the checklist items below to prepare your home and present it in the best light.

- Store, sell, or donate any items you no longer need
- Make a list of items that will not stay with the house
- Fix loose door knobs, leaky faucets, cracked molding, etc.
- Replace/repair broken doors, cabinets, fixtures, faucets, etc.
- Upgrade lighting to bright white bulbs throughout home
- Schedule a deep clean and then maintain its cleanliness
- Refresh or repaint with white/neutral colors inside and out
- Shampoo carpet, replace damaged flooring
- Wash all windows, window frames and powerwash outdoor
- Organize closets and cabinets - Buyers are noseys!
- Use storage bins to conceal important items for day to day living
- Schedule maintenance checks for all major systems (AC, WH, etc.)
- Clean the exterior; sweep walkway and powerwash driveway
- Spruce up the landscaping, ask new plants
- Remove family photos
- Hire a staging company or discuss virtual staging costs
- Make a list of all utility/maintenance companies for property
- Change air filters and clean all vents