

2022 Listing



| The “Whole” Truth About FSBOS |

The logo for Poppy Properties, featuring the word "POPPY" in a large, black, serif font. A vibrant red poppy flower is positioned between the two 'P's, with its stem and green leaves extending downwards. Below "POPPY", the word "PROPERTIES" is written in a smaller, black, sans-serif font.

POPPY
PROPERTIES

Property Presentation by Miriam Rogers, Poppy Properties

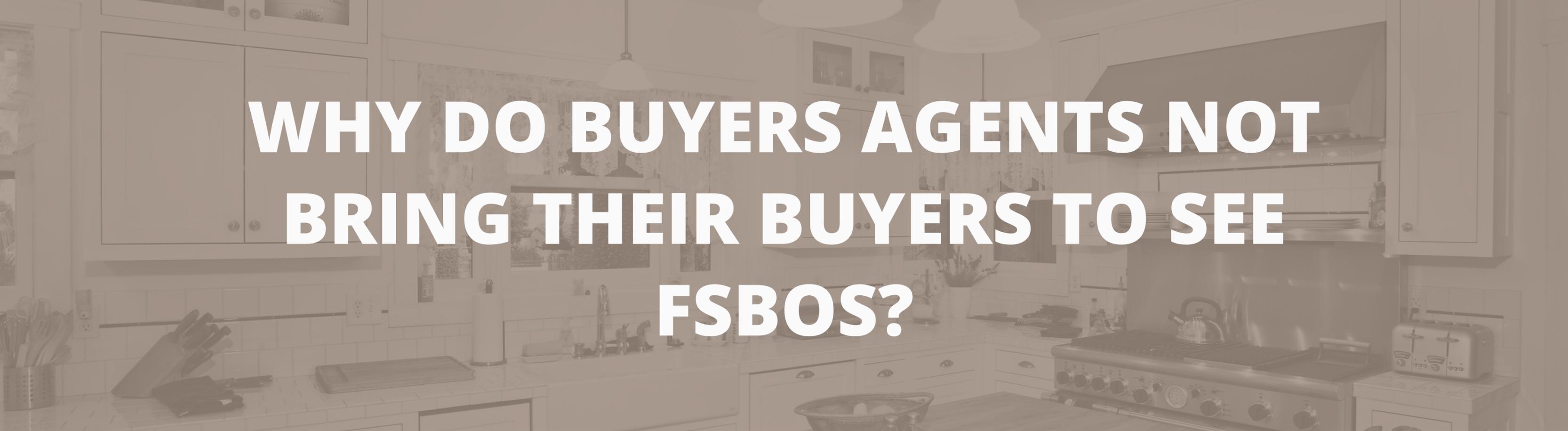
How I Can Help

I only list FSBOS

Low Overhead means I List for Less

Brokerages avoid FSBOS





WHY DO BUYERS AGENTS NOT BRING THEIR BUYERS TO SEE FSBOS?

NO INCENTIVE

NO GUARANTEE OF COMMISSION

NO OTHER BROKERAGE INVOLVED

BROKERAGES LIKE TO SHARE
LEGAL LIABILITY WITH ANOTHER
BROKERAGE

TWICE THE WORK

BUYERS AGENTS FEEL THEY WILL
BE HANDLING BOTH SIDES FOR
HALF THE PAY.



Most Sellers Don't Know

Sellers have been employing realtors for over 200 years.

Why?



70% of all FSBOs will eventually choose a realtor or change their plans.

Why?



Realtors can sell houses for **MORE** and **FASTER!**

HOW?



**MOST FSBOs DON'T REALIZE
THEY CAN GET FULL LISTING
SERVICE AT 1%**



It's time for a change.

The fee structure was created when it took a home a year to sell, average list price was less than \$100,000 and rates were in the double digits

Keep your equity.



FSBOS
10%

Buyers only shop FSBOS to get a deal



**MOST FSBO SHOPPERS CAN'T COMPETE WITH
OTHER BUYERS AND ARE LOOKING FOR A DEAL**

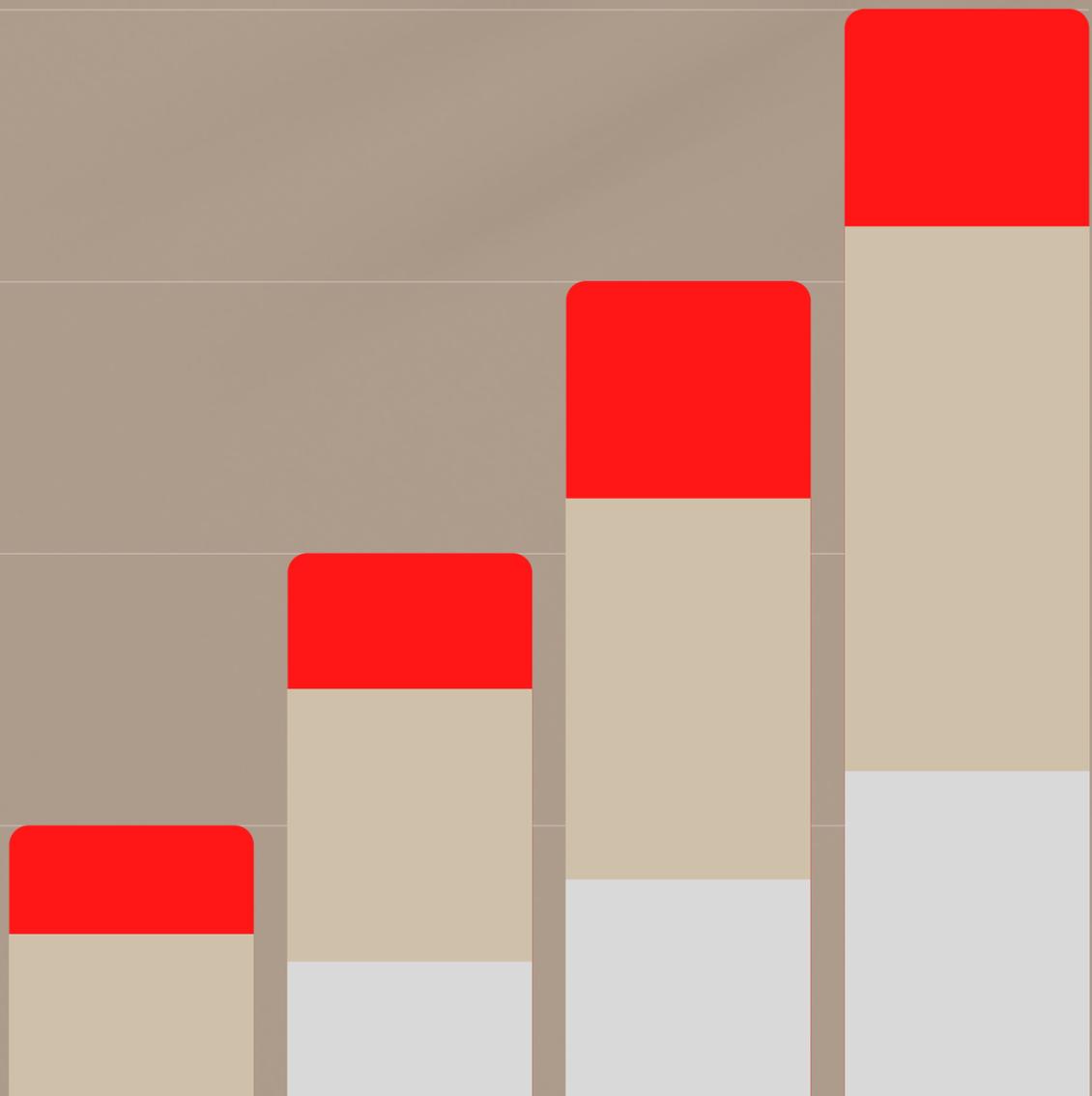
HOMES ON MLS
90%

The Law of Supply & Demand

You **ONLY** have one house to sell. The only way to increase price

is to increase the number of buyers.

Competition between buyers drives up price!





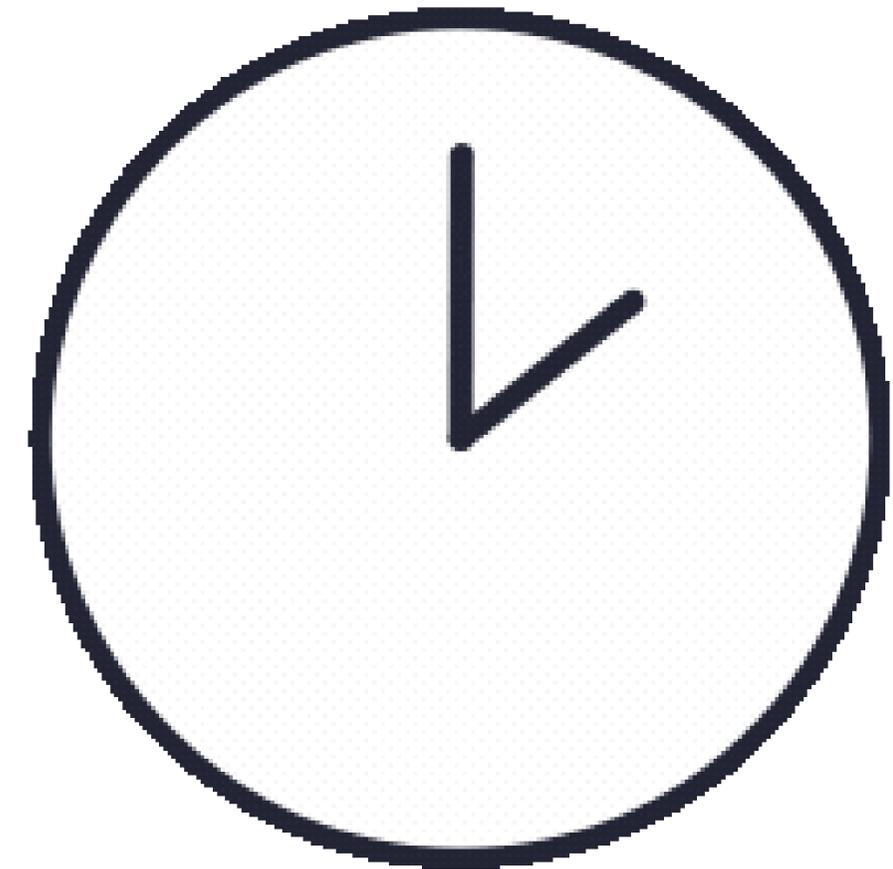
Time on the Market, for agents

HOW LONG WILL IT TAKE YOU?

of Realtors in Pensacola **2,903**

of clients working with agents **5,806**

DAYS ON MARKET
Average- **22**

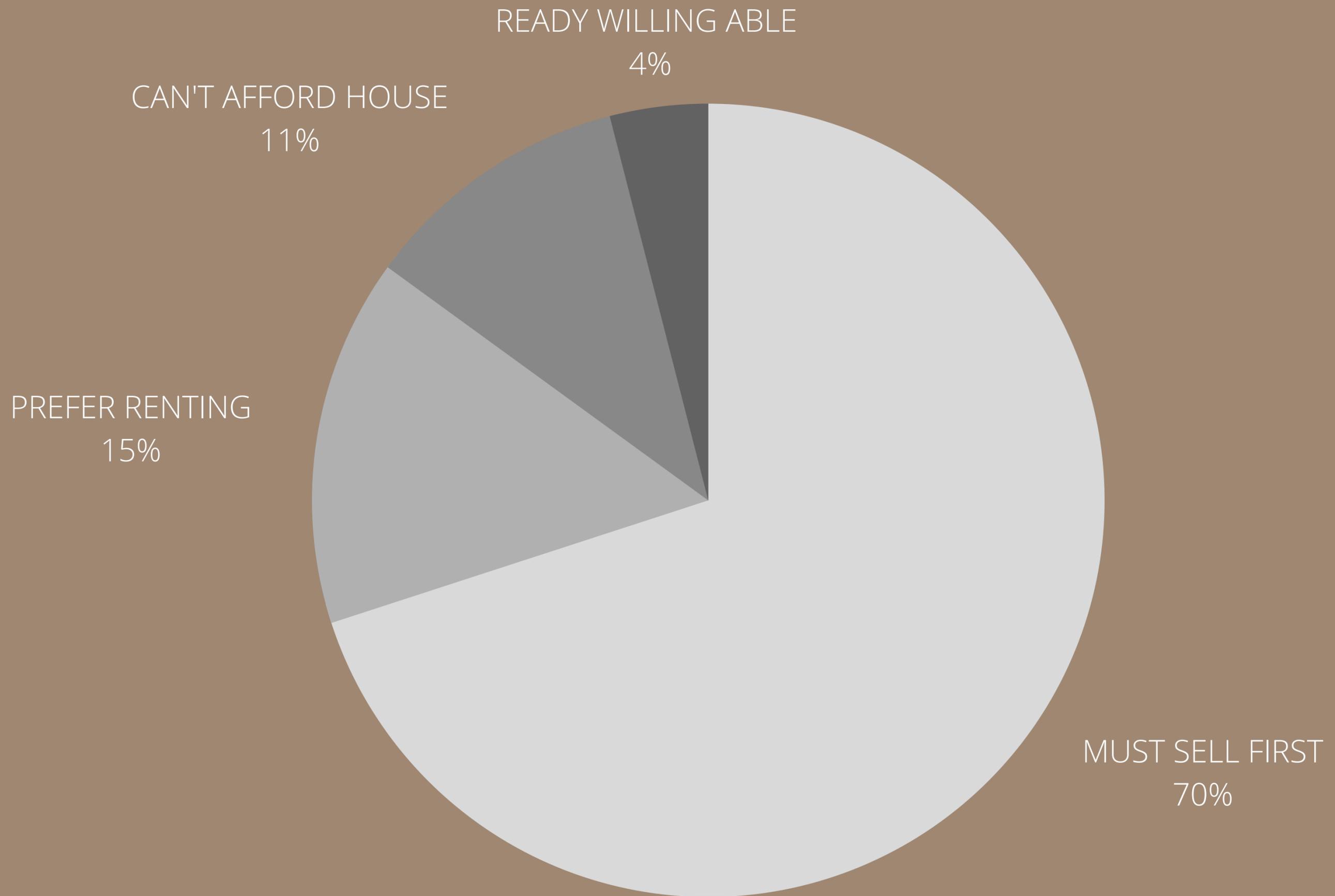


Difficulty Seperating True Buyers

From Lookers



Only 4% of People who attend Open Houses are able to buy your home.



TIME IS MONEY

- Rates may continue going up, buyers are leaving the market
- Building supplies are going up- if you are planning to build
- Discount points may go up
- Double house payments
- YOU MAY MISS THE LAST SELLERS MARKET

MARKETING SERVICES



EXPOSURE

Gets you in front
EVERY qualified
buyer



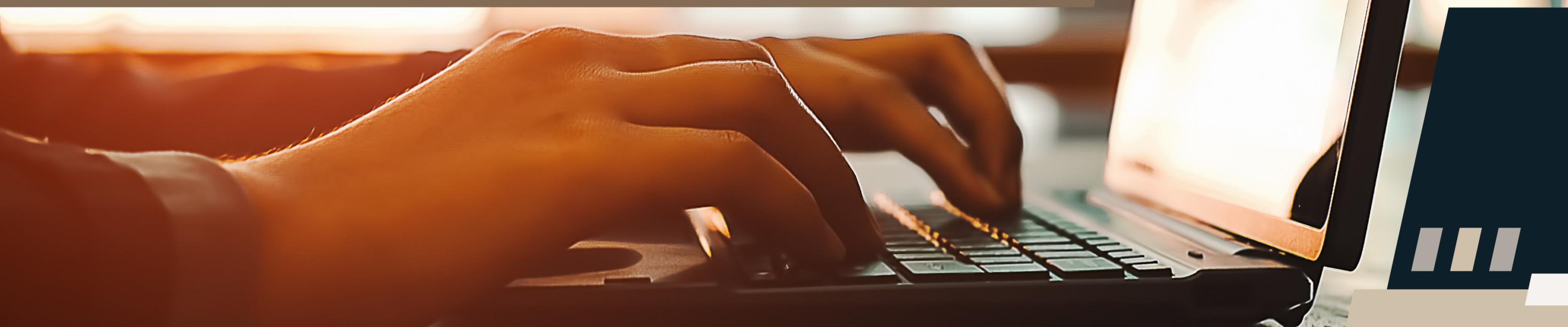
INCREASE IN DEMAND

Gets buyers to
compete against
each other



MORE VALUE

Brings you MORE
money



3rd Party Negotiation is KEY

- Trained Negotiators are not emotionally involved
- I know how to avoid pitfalls
- I understand the needs of both parties and will bring the deal to closing.
- Unrepresented sellers negotiate often against themselves



Mackey Cove \$26K over asking
8 offers



4300 Yarmouth Place \$ 15k over
asking 3 offers



4353 Northpointe Blvd \$10k over
asking 5 offers

**ALL SOLD
OVER ASKING**



126 Old South Dr. Crestview \$
11K over asking . sold in 1 day.
Previously listed as FSBO 56 days

SOUND GOOD?



What's the next step?

Contact me

Let's see if working together makes sense!

- Marketing Strategy
- Pricing Strategy
- How My Listing Process works

850-346-8536