



A Guide to the Successful Sale of Your Home

Founding Member & Shareholder of

LPI
LUXURY
PORTFOLIO
INTERNATIONAL

Leading
REAL ESTATE
COMPANIES
OF THE WORLD





Your Home is Your Most Valuable Asset

The Key Difference

Family owned and operated for over 90 years, we have deep roots in South Florida, plus an unsurpassed membership network that provides the people, knowledge, and services you need to make informed decisions about your home.

United by our collective values of dependability, compassion, and commitment, we support our Realtors while giving them freedom and flexibility to achieve for you. The result is powerful as it is personal.

As a Founding Member & Shareholder of the Leading Real Estate Companies of the World® and Luxury Portfolio International® networks, our influence spans the globe and brings more potential buyers to your doorstep.

Real estate is more than just what we do. It's who we are.



Marketing That Gets You Sold

As A Keyes Realtor , my listings automatically benefit from a custom plan designed and implemented by our award-winning listing marketing platform. Let me demonstrate how this plan, combined with my experience, will save you time, stress, and the worry that you're leaving money on the table

Attention Capturing Marketing

We believe that to sell a home takes more than a sign in the yard and property to be placed in MLS. From cottages to castles we make every home stand out.

- ✓ 3 Day Facebook Listing Campaign
- ✓ Listing Youtube Video
- ✓ Geotargeted Just Listed E-blast to Local Realtors
- ✓ Property Distribution to 900+ Websites
- ✓ Property Distribution to 12 International Portals
- ✓ Professional Photography
- ✓ Custom Brochures

- ✓ Open House Promotion on Keyes.com & Social Media
- ✓ Custom Property Website
- ✓ Smart Campaigns to Interested Buyers
- ✓ Retargeting Ads from My Agent Website
- ✓ Property E-Flyers
- ✓ Access to the #1 Brokerage Network in the World



SMARTER SUPPORT

We will spend time making sure all of your needs are met.

Optimal Pricing Strategy

Pre-Sale Inspections

Home Staging Assistance

Regular Seller Check-ins

Open Houses & Private Showings

Convenient Closing Locations

Buyer Qualification

Concierge Moving Support

A COMPETITIVE ADVANTAGE

When it comes to our sales expertise, the results speak for themselves. Among independently surveyed customers

98% Satisfaction

93% Satisfaction with Sale Terms

97% Satisfaction with Sale Representation

50% of Homes Received an Offer in 30 Days or Fewer

98% Satisfaction with Search Process Among Buyers



How Buyers Find a Home

Today's real estate market is a digital one. Home search is no different. Buyers rely heavily on the Internet, mobile apps, and their real estate agent in their search for homes. Around 95% of buyers used the Internet at some point in their search, but over 88% still relied on a Realtor® to help them purchase their home. As a seller it's important to have your home positioned in front of both buyers in the digital space and Realtors® who are able to show your home to their qualified buyers.

AROUND
95%

of buyers used the internet at some point in their property search

OVER
88%

still relied on a Realtor to help them purchase their home

Every Home Has a Story

Each home's story is unique. Telling it right takes a deft touch. At The Keyes Company, we want to engage buyers with a marketing campaign that makes them fall in love with your home the way you did when you purchased it. We magnify each and every property we sell by customizing a campaign to make sure this chapter of its story ends with a successful sale.

Coming Soon

"Pre-marketing" is designed to generate a buzz among buyers before the home comes on the market. This buzz helps to line up potential offers from the ensuing attention. Additionally, it helps gauge buyer interest and can result in a much quicker sale of your property.

Signage

We install custom, branded signage in the location on your property best situated to provide maximum visibility to any local traffic. Our 24-hour listing hotline provides interested buyers a way to learn about the property and connect with the listing Realtor®, meaning no leads are missed.

Professional Photography and Video

Photographs and video make your home pop off the page and grab the attention of buyers who may be scrolling through hundreds of homes for sale. At Keyes, we pride ourselves on using professionals to tell your home's story. In a marketplace that's gone digital, quality imagery is the most important way in which you can interest more buyers.

More people will view your home online than will ever visit it in person. Getting and holding their attention on a screen through appealing, professional photographs and video is a great way to ensure they follow up with an in-person showing.

OVER
50%

of buyers start the homebuying process on the internet. How your home looks online is the new first impression.

The Keyes Website

To guarantee exposure, Keyes will feature your property on our company website. Showcasing your property with crisp photographs alongside an original write-up that features key property details will maximize the time your property spends in front of interested buyers.

Website Syndication

According to the National Association of Realtors, around 50% of buyers used the Internet as the first step in their home search. We send each of our properties for sale to over 900 home search websites and 12 international home search portals, ensuring that even if your buyer is not on our website they will find your home when they search

Social Media

Most people spend hours each week scrolling on social media. Today's buyers are no different. The Keyes Company establishes a presence for our listings on those platforms while defining the story that causes buyers to stop scrolling and click. Our ability to position properties in front of consumers, even when they aren't actively looking, allows us to reach existing and new buyers.

Print

Our network of marketing partners, in collaboration with our in-house design team, craft custom brochures, flyers and postcards for each property. Clean, appealing design, eye-catching color, and a thoughtfully written message position your property as the one that gets a walk-through rather than thrown away.

Direct Digital

Email is a highly-effective strategy to reach buyers and a larger network of real estate agents. Just listed email blasts go to Realtors® with a track record of doing business in your neighborhood, along with any who live there or work in your listing agent's office. In turn, they show your property to buyers who have already shown interest in buying in the area, guaranteeing a higher interest and likelihood of a sale.

Agent-to-Agent

According to NAR's most recent Home Buyer Profile, 88% of buyers use a real estate agent to purchase their home. At The Keyes Company, our agents dedicate the time to actively market your property to other agents through networking, emails, phone calls, and a strong social media presence. Our goal is to create a buzz around your property with people positioned to bring in qualified buyers.

Relocation Exposure

Decades of real estate experience have connected us to professional agents around the world, allowing us to assist you in buying or selling a home anywhere in the United States or abroad. Keyes is also part of a preferred broker network that partners with third party relocation management companies that refer business to us daily.

Continued relocation training and coaching through our award-winning Relocation Department help to establish and promote our Realtors® while expanding their buyer pool.



The Cost of Selling a Home

As you prepare to sell your property, it is important to sit down and figure out what the true cost will be. As with any large venture, there are myriad costs associated with the sale.

Existing Mortgage Payoff

If you own a home that has a mortgage, you have to pay off the loan the same day that you close on the sale of the house. This payoff will include any remaining principal, accrued interest, and prepayment penalties when applicable.

Home Equity Loans

If you have borrowed against the equity in your home, you will have to pay that off at the sale of your home.

Closing Costs

Closing costs associated with your home sale will be listed on the settlement statement you receive from your title company. There are closing costs for both buyer and seller, and in some cases, the buyer may ask that the seller pay for a portion or all of their closing costs. These costs typically include title insurance, recording fees, pro-rated taxes, and real estate agent commissions. Closing costs will be deducted from any proceeds you receive from the sale of your home.

Moving Expenses

Moving can be a very expensive endeavor. Whether you are moving across town or to a new city, it's important to calculate the cost of moving when determining the true cost of selling your home.



Staging and Improvements

Your home needs to look its very best the moment it hits the market. Homes that appear well-maintained, both inside and out, are perceived as more desirable and valuable. Depending on your home's condition, there are four ways to help your home impress buyers:

- Enhancing your home's curb appeal
- Repairing and upgrading where needed
- Decluttering
- Visually appealing staging

Improving the aesthetic of your home to attract buyers, coupled with a great pricing strategy, typically results in fewer days on the market and a higher sale price.

Top Staging Tips

Declutter Your Home – Clear out personal items. Buyers will look everywhere, including your closets and cabinets. Emptier spaces will allow them to imagine how their own belongings will fit and create an emotional connection to the home.

Make it Shine – Your home should be “hotel clean.” Hire a cleaning company if you don't have time to clean thoroughly.

Stay Neutral – Paint the walls a fresh, unassuming color. Your home's next owner can decide on their own bold color choice or feature wall themselves.

Clean Carpets – Clean or replace and soiled or worn carpeting. Make sure any furry friends don't track dirt or mud once you have prepped it for showings.

Furnish with a Purpose – Buyers want to imagine themselves in the home. Rooms that lack a clear function are confusing, so remove conflicting furniture and choose a specific purpose for each space.

Keep Grass Green & Clean – Your front yard is the first impression of your home. Make sure your lawn is green and trimmed, clip any unruly shrubs, and tend to any overgrown flower beds

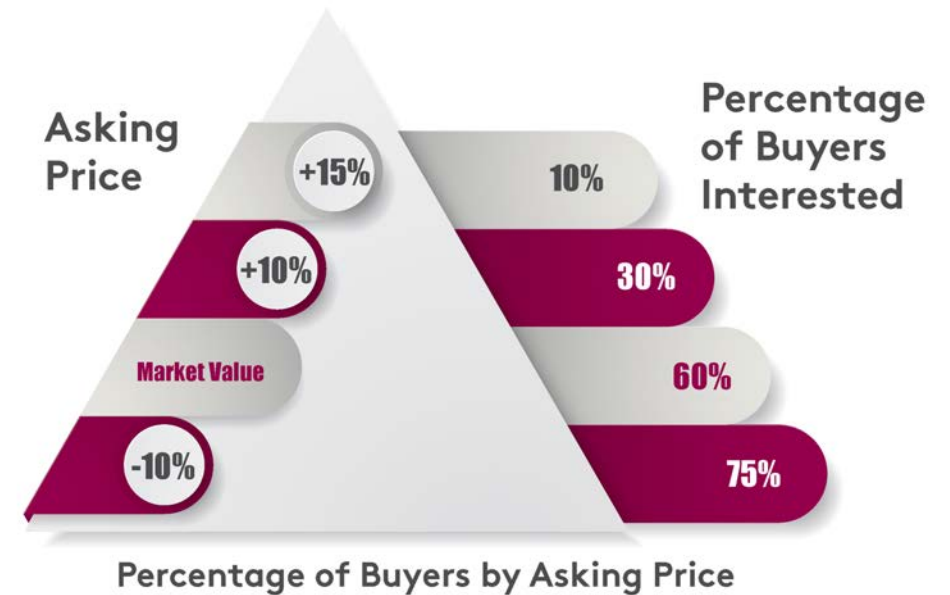


Pricing Your Home

Why is accurate pricing so critical?

Combining attractive pricing and thoughtful presentation is essential for a successful sale. Accurate pricing – at or around market value – quickly captures the attention of more potential buyers. The first 2-3 weeks on the market are crucial as buyers display higher interest in new listings. As a home sits on the market, chances for a below market sales price or no sale at all increase.

Don't test the market. As a Keyes Realtor® we will give you up-to-date information on the marketplace and the price and condition of competing properties to make sure your home is sold at the best price, quickly.



Getting an Offer

When you receive an offer on your house, it is imperative that you review it carefully. The offer tells you the price the buyer is willing to pay and under what terms they are willing to pay that amount.

Review All Offers

A good offer can be close to the list price, exactly your asking price or even over list price, depending on the market at the time you list your home.

If the offer is less than you wanted, look at the contract as a whole. Perhaps the buyer is assuming some of the closing expenses. Consider possession and financing terms with your agent as well.

As you review your offers, remember the time on the market to find another buyer is an additional expense.

Once you've read the offer, you have several choices:

- Accept the terms of the offer with no changes and sign it.
- Make a counteroffer to the buyer by making some changes.
- Reject the offer entirely.

Negotiation and Counteroffers

There is no limit to the number of times a seller and buyer can go back and forth when negotiating the terms of the sale. Almost anything can be a bargaining point. You may then accept the offer, reject it, or counter it. Countering the offer begins negotiation.

Counteroffers

A real estate counteroffer is generated by the seller after an interested buyer has submitted an offer to purchase with terms not agreeable to the seller. Typically, a counteroffer states that the seller has accepted the buyer's offer subject to particular changes to the offer. Changes can address such items as:

- Higher desired sale price.
- Refusal to pay for buyer closing costs or home warranty.
- Altering the closing date.
- Modifying home sale contingency time frames.
- Excluding personal property



From Contract to Close

Once you have accepted an offer on your property, the contract to close process begins. Your Keyes Realtor® will monitor these critical timelines and work closely with the buyer's agent to make sure all contract contingencies are met. They will keep you apprised of all updates and make sure that you meet the contract requirements as well.

The Closing

As a seller at closing you will transfer the property to the buyer, fully pay off any mortgages and receive your sales proceeds. If you are using the proceeds for a new home purchase on the same day or shortly thereafter, it is particularly important that your closing runs smoothly.

Your Keyes Realtor® will be there with you at the closing table to answer any final questions you may have about the transaction process.

Five Steps to a Smarter Sale

1. Assess

- a. Meet with a Realtor® to define your goals for selling
- b. Evaluate your home's ability to meet those goals
- c. Strategize list price and marketing plan with your Realtor®

2. Preparation

- a. Paint, prune, polish, & take photos per recommendations from your Realtor®

3. List & Show

- a. List the home on the MLS
- b. Announce and advertise with a custom marketing plan
- c. Show your property with an open house and private showings

4. Offer & Inspect

- a. Buyer inspects the home
- b. Communicate to negotiate any needed repairs
- c. Keep abreast of updates from lender, buyer, etc.

5. Close

- a. Agree on numbers
- b. Read the fine print
- c. Transfer deed and title to buyer, funds to seller



Steps to Closing the Sale

Closing

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will prepare documents for closing, determine what payments are due, perform the closing, make sure all payoffs are completed, and that the buyer's title is recorded.

Seller can expect to transfer these items and follow these important steps in order to close the transaction

1. Transfer of Funds

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if any there are any proceeds from the sale of the home

2. Transfer Documents

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. Transfer Property

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded.

Your Costs

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

What to Bring

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys
- Any other additional household or neighborhood information for the buyer

After Closing

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts





Rita Dickinson

RitaDickinson@keyes.com
District Sales Manager
561-262-0847

Madelyn Dickinson

MadelynDickinson@keyes.com
Sales Associate
561-214-5517

Founding Member & Shareholder of

