

# SELLER'S *Success Plan*



  
COAST to COAST  
Collective  
powered by  
lpt realty

*Trevor & Jessica  
Snyder*





*meet your agents*  
**TREVOR & JESSICA**

Trevor is a Broker Associate Realtor that offers his real estate clients a very unique and different experience compared to most other real estate agents. As a dual licensed real estate & mortgage specialist, he provides strategic leadership and support to all of his clients, so they can accomplish their goals and dreams of home ownership. He makes it his priority to offer exemplary service by adding extra value, exceeding expectations, and transforming lives by utilizing his combined real estate, mortgage, leadership, ability to produce creative solution, and strategic planning experience.

Jessica believes every client's real estate experience should be much more than transactional, it should be relational, memorable, and even transformational. She puts client needs into top consideration and strives to find exactly what they're looking for. On the selling side, she offers the unique way to find buyers anywhere and everywhere for maximum exposure.

We work within a team that ranks in the top 1% of producing agents in Central Florida, so our experience and expertise will make a major difference when it comes to selling your home.





# MEET OUR *Team*





# home seller's ROADMAP

## STRATEGIC ROAD MAP TO SELL YOUR HOME



(208) 660-0382 & (208) 660-9068  
COAST2COASTORLANDO.COM



*Trevor & Jessica*  
REALTORS



# FINDING THE *perfect agent*

## INDUSTRY KNOWLEDGE

Trevor & Jessica, and our team have access to a wide variety of resources that are not readily available to the public, and collectively you will benefit from their vast experience and knowledge.

## STRATEGIC & EXPERT NEGOTIATING

With Trevor & Jessica as your Realtors, we will streamline your home sale process, expertly negotiate with buyers to secure the best price. Acting as a liaison, we will ensure a smooth process, allowing you to achieve optimal value effortlessly.

## PROFESSIONAL & AWARD WINNING EXPERIENCE

We are committed to continual training, professional growth, and industry compliance to ensure that we are up to date on any changes in legal or administrative paperwork. That means the home selling process is easier and more fluid with us in your corner.

## STELLAR CLIENT CARE

Trevor & Jessica specialize in helping clients, like you, achieve some of the biggest goals of their lives. We truly work FOR YOU. We are dedicated to guiding you along the process and answering any questions that arise. Our biggest goal for you as a seller is helping you negotiate the best price for your home, then making the sales process as simple as possible. Our objective is to give you the confidence you need and make it stress-free throughout the home selling process!



# pricing YOUR HOME

# 02



## SETTING A LISTING PRICE

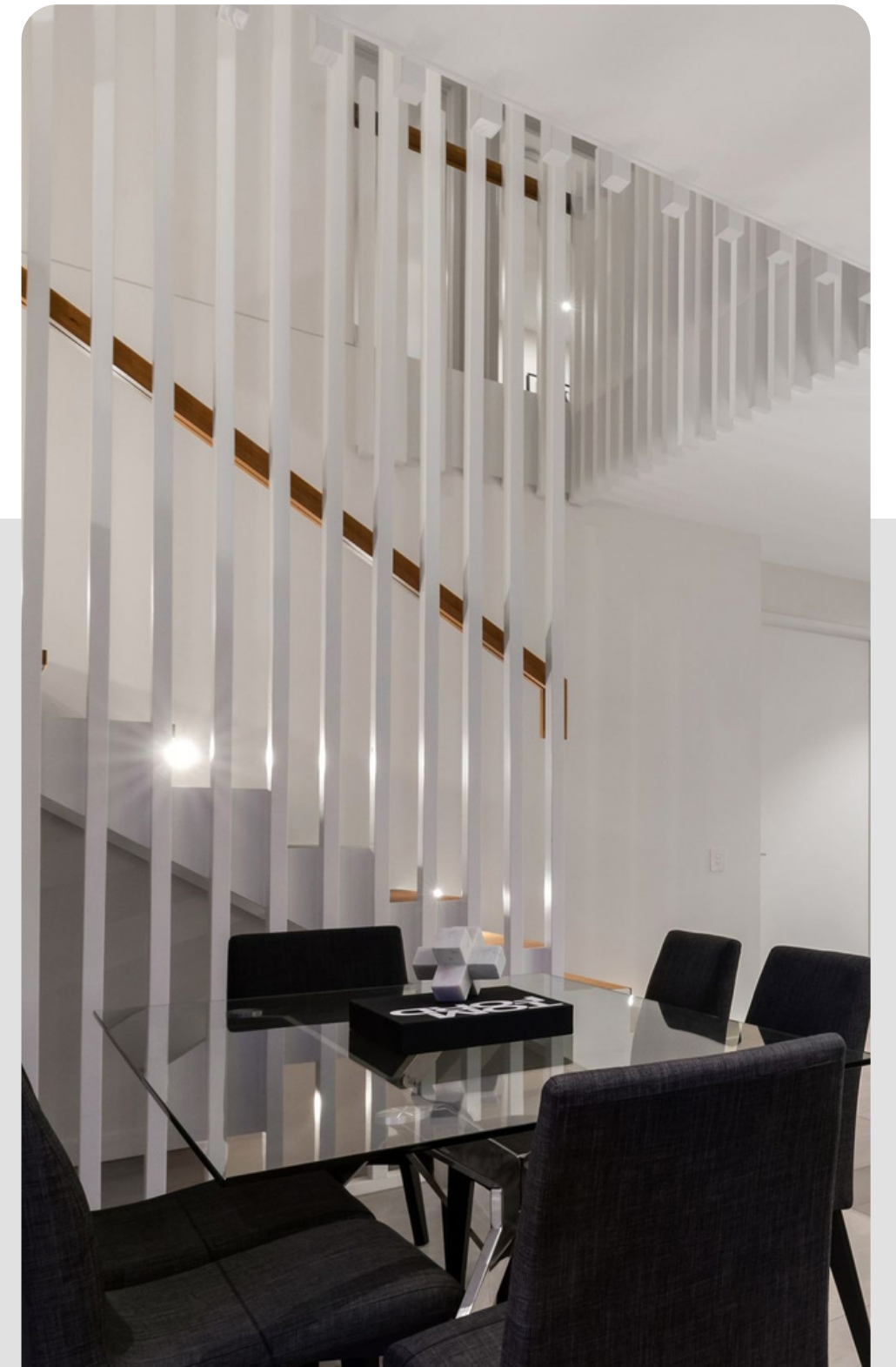
Setting an accurate listing price is one of the most important aspects in the entire home selling process. If you list your home too high, you may not attract interest or offers - and it will likely take you a quite a while to sell your home. But if you price too low, you might be missing out on a greater return on your investment. With Trevor & Jessica as your Realtors he can help you determine the most accurate value of your home and find a competitive price in the current market.

## HOW A HOME PRICE IS DETERMINED

There are two main ways of pricing your home for sale:

- **A third party home appraiser.** He or she will perform an analysis on your home and the neighborhood to determine the value of your home.
- **Your real estate agent.** Trevor & Jessica will perform a comparative market analysis on other similar homes for sale in your area.

The price of your home is usually determined by a combination of the two above valuing methods.





# THE PRICE DERIVATIVE

Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor controlling this outcome.

**ASKING  
PRICE**

**+15%**

**10%**

**PERCENT  
OF BUYERS**

**+10%**

**30%**

**Market Value**

**60%**

**-10%**

**75%**

**-15%**

**90%**



marketing

YOUR HOME 03



# ACTIVE MARKETING PLAN

**Understand the Market**  
Take an in-depth look at the real estate world, including how to reach buyers and the role of marketing in home-selling.

**Let Me Sell Your Home**  
Explore my step-by-step guide to the creative marketing strategies proven to sell homes fast and for more money.

**Get the Best and Most Offers**  
Start a bidding war over your house with multiple buyers and offers driving your final selling price higher and higher.

**Trevor & Jessica Snyder**  
(321)450-3632





## MARKETING MENU

### 'TRADITIONAL MARKETING PACKAGE'

- MLS Entry
- Professional Photography - 20-25 High Resolution Professional Photos
- Professional Videography - Virtual Listing Video
- Open House Event
- Social Media Posts
- Open House Social Media Posts
- PDF Flyers & Cards

### 'ELEGANT HOME PACKAGE'

- MLS Entry
- Professional Photography – 40 to 60 High Resolution Layered and Filtered Photos
- Professional Videography - Unbranded MLS Video  
**Ex. 1 4939 Parkview Dr., Saint Cloud, FL 34771**
- Virtual Home Tour Video Hosted by Trevor & Jessica  
**Ex.1 4939 Parkview D. Saint Cloud, FL 34771**
- Aerial Drone Video & Photos
- Customized Facebook Page with Paid Ads  
**Ex.1 4939 Parkview D. Saint Cloud, FL 34771**
- YouTube Ads – Local & Nationally Targeted Buyer
- Instagram Posting Paid Ads
- Listing Exposure Digital Campaign, 2 weeks of geo-targeting within a 15 mile radius of the listing Minimum 25,000 impressions, 2 weeks of retargeting ads.
- Custom Web Page / URL Blog posts  
**Ex.1 4939 Parkview D. Saint Cloud, FL 34771**
- Showcased in Weekly Newsletter to over 15,000 Homes
- Pre-Listing Exposure To LPT Realty Network Over 6,000+ Agents
- Facebook Social Media Posts To Local Agent & Buyer Forums
- Promoted Online with Hundreds of Websites & Portals
- Open House(s) event with Paid Social Media Ads
- PDF Flyers & Cards
- Listing Power Tools neighborhood canvas kit
- Free 2D floorplans of your home
- Supra electronic lockbox
- Showingtime Listing Services





## GEO TARGETING

Your home receives maximum exposure by being displayed through any device on top non real estate related websites to potential buyers within a 15 mile radius reaching those interested in your area.

### Guaranteed Minimum

- Reach 15,000+ Consumers
- Drive 75 Visitors to Site
- 5 Ad Styles/Sizes
- 15 Mile Radius
- 2 Week Duration

#### DIGITAL AD CALENDAR

■ - Geo Targeting   ■ - Retargeting



## RETARGETING

We build recognition through repetition retargeting those who visit your website by consistently displaying your home increasing the opportunity for action.

### Step 1

Visitor lands on your personal home marketing page by clicking on the ad or texting your AR Code.

### Step 2

Website tags their internet browser telling it to display your ads on thousands of websites.

### Step 3

Your digital ads continue to display on an average of 10 times and redirect for two weeks.







# About LPT Luxury Collection

As a part of the LPT Luxury Collection, your home will benefit from our unwavering commitment to utilizing the latest real estate technology and innovative marketing strategies. Through cutting-edge virtual tours, immersive 3D experiences, targeted digital advertising, and captivating print materials, we will showcase the distinctive features and allure of your property to a discerning global audience. Rest assured that as a part of our exclusive collection, your home will receive the utmost attention and exposure, leading to increased interest and the successful sale it deserves.

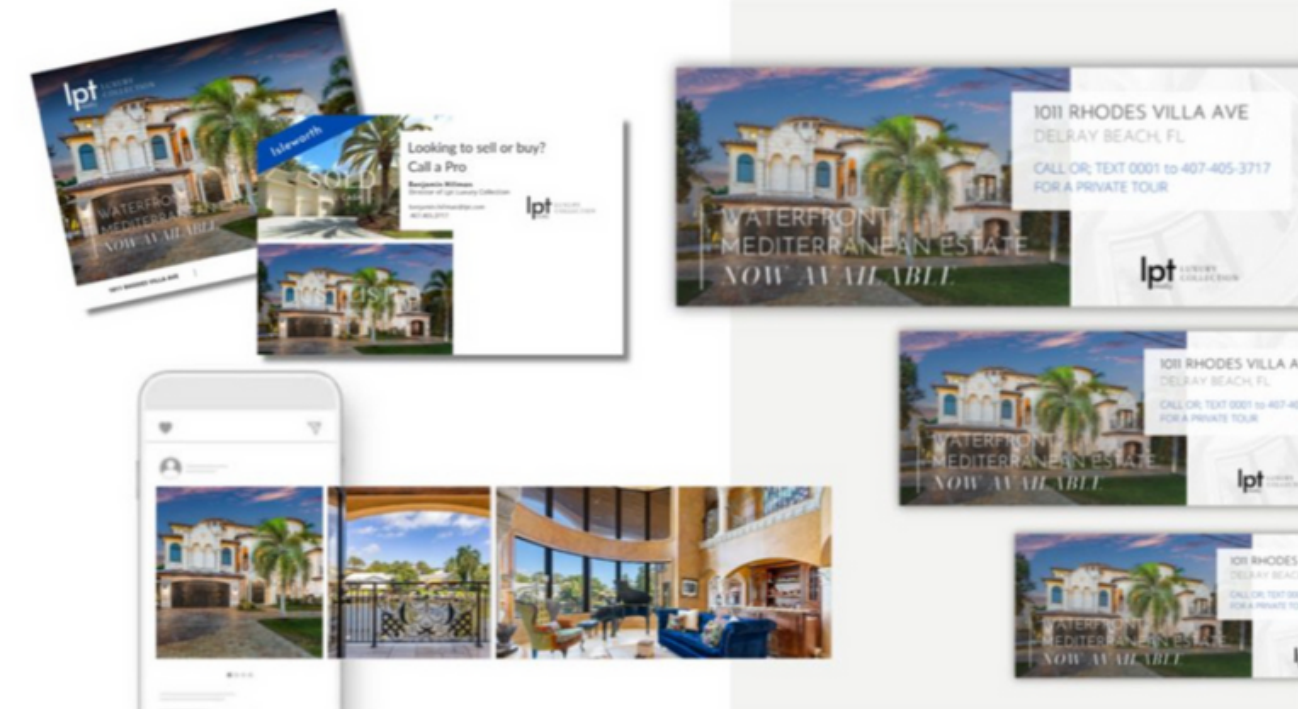


### Luxury Collection Power Pack

- 5x7 postcards, 6x9 postcards, 8.5x11 property fliers
- Bi-fold property brochures
- Tri-fold property brochures
- Thank You cards
- + Luxury Collection branded property signage
- Open House directional signs
- 'Text Code' Sign Rider
- + Placement on LPT Luxury Collection website and property search portal

### Plus

- + Luxury Collection branded direct mail marketing campaign. (500 -700 piece mailing)
- + Luxury Collection branded digital marketing campaign with 20K-50K impressions
- + Luxury Collection branded dedicated Property website and custom lead generation QR code
- + Multi-market billboard placement







# PREPARING *your home* 4

## TIPS FOR STAGING YOUR HOME

- The presentation of your home is EVERYTHING when it comes to home sales. You have 8-12 seconds to make a positive first impression that sells.
- The way you style your home can make or break a potential buyer's interest. Buyer's are trying to picture themselves living in your space, so be mindful of what space and objects you leave visible to your viewers.
- If you are concerned about the presentation of your home, you can hire professional decorators or rent professional props to help stage your home.
- Trevor & Jessica will also arrange for professional photos and videos to be taken of your listing, as this is what will entice a potential buyer to take a tour of the home.
- Personal photographs, memorabilia, and artifacts often look like clutter to a potential buyer. Consider putting these things away and replacing photos with minimalist wall art.

*The first impression of your home is formed within 8-12 seconds. Lets make it a good one!*





# HOME SELLER'S *preparation checklist*

## INSIDE THE HOME

- Repaint home in neutral color(s) (white, beige, light gray, etc.)
- Remove any personal artifacts
- Make arrangements for pets, children, toys, and clutter during showings
- Make sure all walkways are clear



## OUTSIDE THE HOME

- Landscaping check: cut/trim lawn, water flowers, trim trees/bushes, etc.
- Remove all weeds
- Repaint or re-stain porch, entryway, doorway, etc.
- Fill cracks in driveway, sidewalks, and foundation
- Clean out gutters
- Test all light fixtures and motion sensors



# *Listing* YOUR HOME 05



*Congratulations! Your home is officially listed for sale!*

Now, your real estate agent will begin searching for a buyer for your home. Your agent will place a sign in your front yard to let all passerbys and neighbors that your home is up for sale!

Those who may be interested can contact your agent and ask for more information about the home. Your agent will highlight all the best parts about the home and why the home will suit that particular buyer. If the home works for that home shopper, your real estate agent will schedule a showing.

In addition to your personal real estate agent, agents from all agencies in your local area will have access to your listing and the ability to show and sell your home. It doesn't affect your home price or sale for multiple agencies to show or sell your home, it simply offers you a greater opportunity for exposure to a variety of different home shoppers.

During this process, you'll want to keep your home as clean and organized as possible at all times, interior and exterior. Also, be sure to keep your schedule flexible. This is important, because you never know when your next home tour will be.

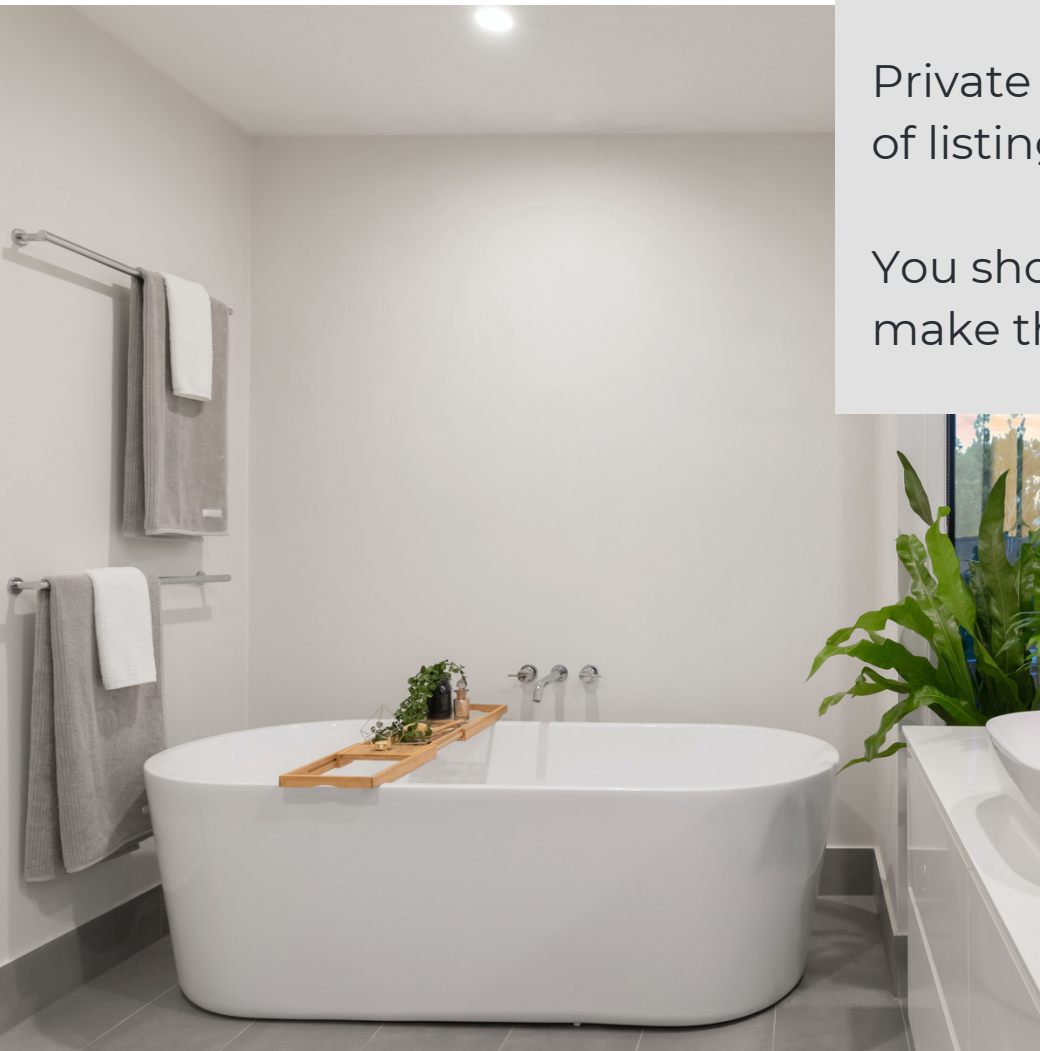


# HOME *showings* 06

For the first few weeks and weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.

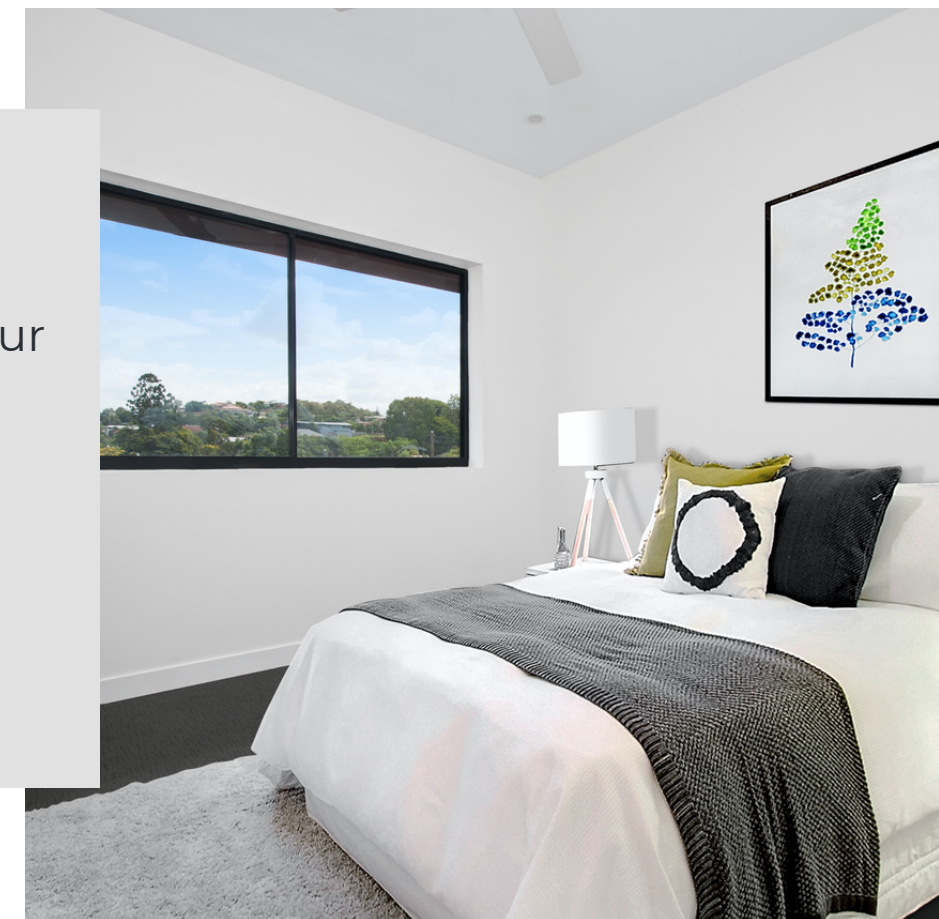


## PRIVATE VIEWING

A real estate agent will walk a potential buyer and his or her partner/family through your home on a guided tour. They will showcase the best parts of your home and help shoppers visualize themselves in your home.

## OPEN HOUSE

Your home will be open to any home shopper in the area to view your home. Your real estate agent will be there to answer questions and provide more information as shoppers tour your home.





# HOME SELLER'S *showing checklist*

## 15-MIN CHECKLIST

- Make beds and fluff pillows
- Put out all garbage and empty boxes
- Clean countertops
- Put away dishes
- Declutter spaces, put away toys
- Make sure all indoor and outdoor lights are on prior to a showing

## 1 HOUR CHECKLIST

- Complete 15 minute list
- Vacuum, sweep, and mop all floors
- Wipe down appliances, glass, and mirrors
- Fold/hang visible clothing neatly
- Dust all reachable/visible surfaces



# OFFERS & negotiations

# 07

After home shoppers have shown interest in your home, you'll begin receiving offers. Buyers are not required to offer your listing price, so be sure that you and your agent factor this in when deciding on your asking price.

Once you receive offers, you'll have the opportunity to accept the offer, make a counteroffer, reject the offer, or make further negotiations. Homeowners often receive multiple offers, in which case, Trevor & Jessica will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date. When a serious buyer makes an offer, they will usually request a home inspection, where an inspector provides the buyer(s) with a report of the health and standing of your home. Be prepared for buyers to use this information as negotiation leverage. That means you may be required to fix, repair, or replace certain things within your home in order for your buyer to finalize the deal.

But, don't worry! Trevor & Jessica will walk you through this process and make it as smooth and easy as possible.



# UNDER *contract* 08



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract. This includes the price and any negotiated contingencies you agreed upon.

Some things that need to occur before the closing process can commence:

1. Home inspection
2. Title search
3. Final walkthrough with the buyer

*Congratulations on selling your home!*





FINAL

*details* 09

Be prepared for obstacles and hiccups! They do happen during this phase, but that doesn't mean the sale is over - so don't panic! As your Realtor, Trevor & Jessica will answer any questions you may have, explain the process, and guide you through the final steps of the sale. At this time you can start packing and moving into your new place!

*closing* DAY 10

*Congratulations!  
You've sold your home!*

Closing is the final step in your home selling process. During this phase of the sale, you can expect the following:

- The deed to the house will be handed over to the purchaser
- Ownership is transferred to the new homeowners
- Any other documents including financing, insurance, and legal documents are exchanged
- The negotiated purchase price is paid, and finally, any other fees (i.e. commissions) are paid.



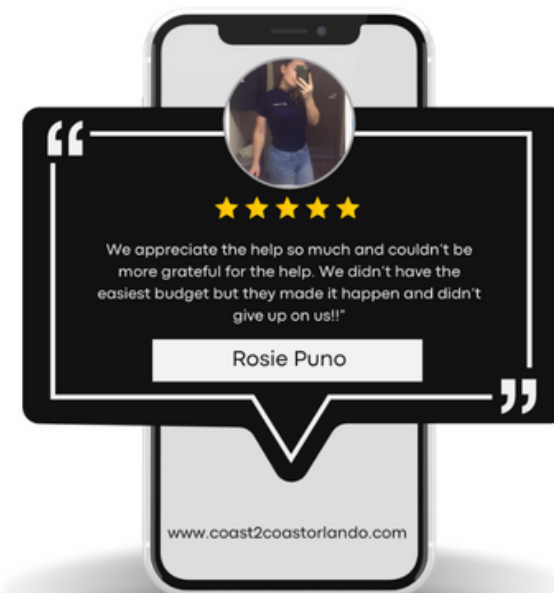




Trevor & Jessica  
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Google CLIENT *testimonials*



★★★★★  
We appreciate the help so much and couldn't be more grateful for the help. We didn't have the easiest budget but they made it happen and didn't give up on us!!  
Rosie Puno  
www.coast2coastorlando.com



★★★★★  
Trevor and Jessica are two wonderful human beings who are very passionate about what they do. They went above and beyond in every step of the process and fought for us to make sure we got the house we wanted. Moving from out of state, it was a bit of a challenge not being there the whole time but Trevor and Jessica made it easy! We placed our full trust in them and it paid off in so many ways. They will always have our business in future moves.  
Alex McClung  
www.coast2coastorlando.com



★★★★★  
Trevor and Jessica are fantastic! Such great people in the everyday, but definitely know their stuff when it comes to selling. They helped us when we were selling one home and buying another. I super appreciate how easy they made it.  
Laura Remington  
www.coast2coastorlando.com



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*Trevor & Jessica Snyder*