



**REMAX[®]
GOLD**

**SELLERS GUIDE
&
MARKETING PLAN**

IF YOU WANT IT SOLD CALL



**REMAX[®]
GOLD**

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How's THE MARKET



Understanding Market Conditions

THE AFFORDABILITY CRISIS EXPLAINED

The Treasure Coast real estate market is facing an affordability crisis. The Covid pandemic led to a massive FED rate cut, and the infusion of trillions of dollars into the U.S. economy. This fueled an unprecedented influx of buyers into the Florida market depleting housing, and running up property values to record highs. Some areas saw prices double and even triple as buyers scrambled to take advantage of low rates.

The FED then moved to curb inflation and began to aggressively raise interest rates in the summer of 2022. The rate increases alone dramatically changed affordability. Combined with several hurricanes, floods, insurance rate hikes and high taxes, the market simply could not sustain the ballooning prices. Now, demand has waned significantly with sales off nearly 40% from pandemic levels. Properties are sitting on the market and price reductions are commonplace. **It's no secret, the market has been and is contracting.**

THERE IS TREMENDOUS DOWNWARD PRESSURE ON THE MARKET

- LISTING INVENTORY IS AT A 9 MONTH SUPPLY
- AVG NEARLY 100 DAYS ON THE MARKET
- 48% OF LISTINGS HAVE PRICE REDUCTIONS
- 35% LESS BUYER DEMAND
- 35% FEWER BUYERS IN THE MARKET
- INTEREST RATES (6.8% - 7.2%)
- PROPERTY TAXES HAVE DOUBLED
- HOMEOWNERS INSURANCE COSTS
- BUILDERS & NEW HOMES
- NEW CONSTRUCTION INCENTIVES

ACTIVE INVENTORY

CONDOS

13 MONTH SUPPLY
DOM 186 Days

SINGLE FAMILY HOMES

9 MONTH SUPPLY
DOM 97 Days

PRICE CORRECTION

CONDOS

SALES DOWN 41%
PRICES DOWN 28%

SINGLE FAMILY HOMES

SALES DOWN 33%
PRICES DOWN 8%



**MANY PARTS OF FLORIDA HAVE SEEN PRICES FALL 10%
OVER THE PAST YEAR.**

**PRICES ARE EXPECTED TO CORRECT AS THE MARKET
ADJUSTS TO DOWNWARD PRESSURE.**



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How's THE MARKET

The housing market is cooling fast.

- Resale prices are down compared to one year ago in 53 of 150 markets we track, with declines spreading beyond Texas and Florida.
- New home prices, including builder concessions and incentives, have fallen -1.5% versus last year as builders have been caught with too many completed, unsold homes for the first time in many years.
- Resale prices have risen in 65% of the country over the last year, so pay attention to local dynamics. For our clients, we produce 70-page reports and have user-friendly dashboards with just about every stat we can think of on 100+ metro areas every month.

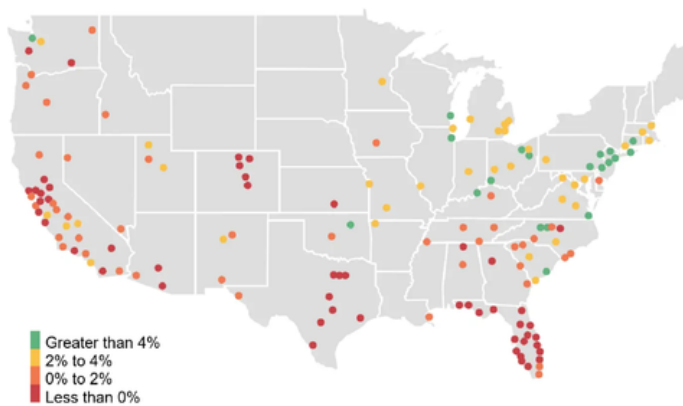
Price drops spreading

With new home construction exceeding job creation in most areas, the supply of newly built homes is outpacing new demand. Homebuilders are lowering prices and payments to find demand. Price weakness has expanded across the Southeast, Southwest, and West Coast. Even some markets in the Midwest and Northeast, where tight supply previously supported strong pricing power, are seeing price appreciation slow rapidly. This geographic spread signals a widespread shift in pricing power. The following map shows in red where resale prices are falling.

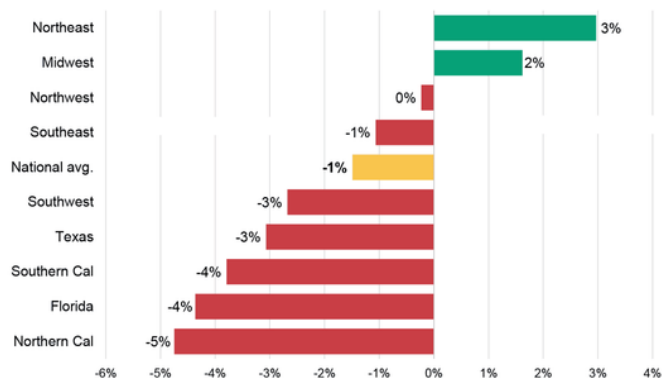
Fewer jobs mean fewer homebuyers and more renters

The job market—a crucial driver of homebuying—is weakening across the country. Employment growth has slowed, and some markets are losing jobs compared to last year. Where jobs are still growing (but slower than before):

Burns Home Value Index™: Resale Price Appreciation
YOY % Change



Regional | Average Net New Home Price Changes YOY

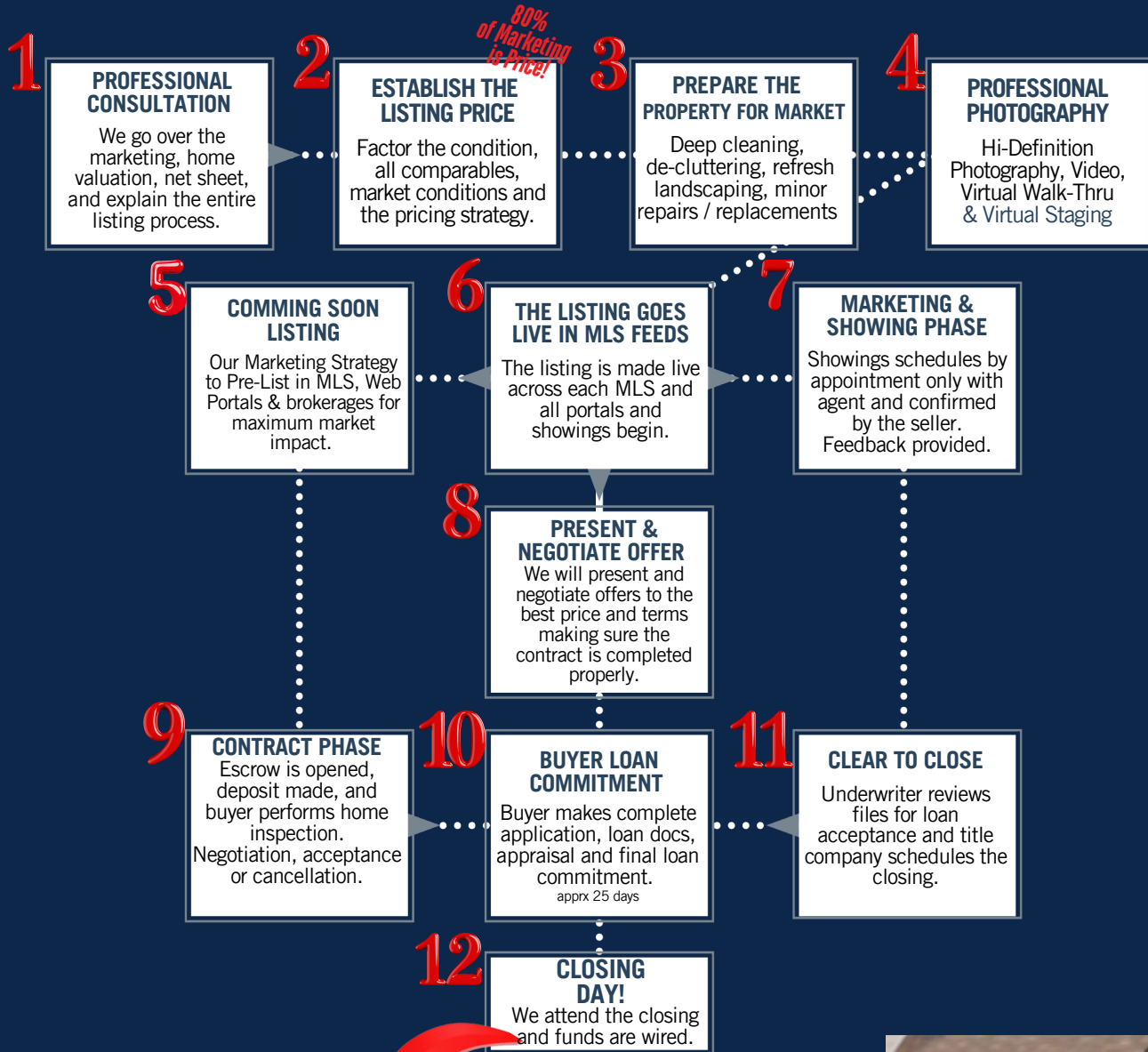


Sources: John Burns Research and Consulting, LLC, independent survey of ~16% of all new home sales, NSA (Data: Jun-25, Pub: Jul-25)



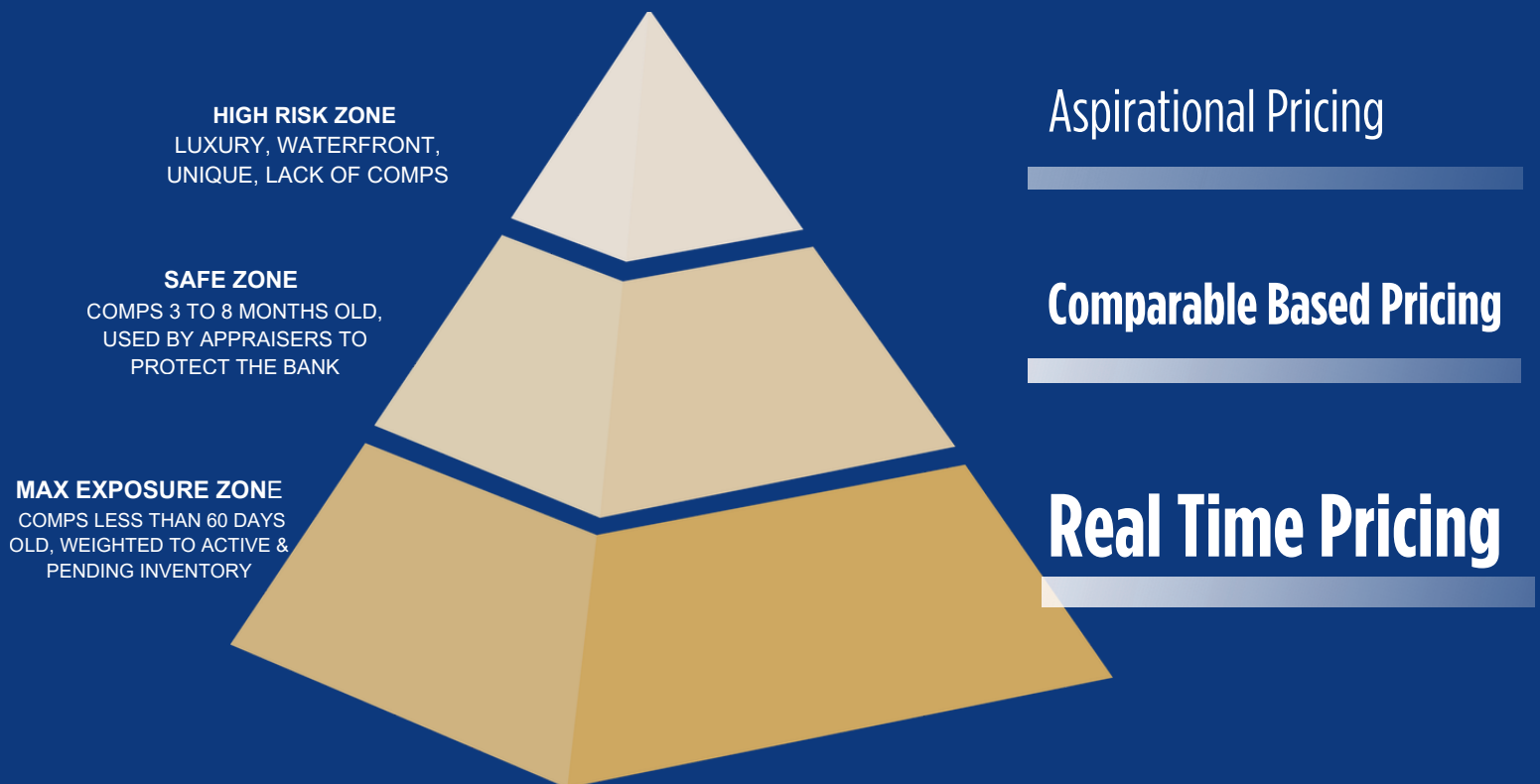


The LISTING & MARKETING & SALES PROCESS



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3 PRICING STRATEGIES FOR TODAY'S MARKET



**80% OF THE MARKETING IS PRICE
IN A CONTRACTING MARKET**

RISKS OF OVER PRICING IN A CONTRACTING MARKET

- ATTRACTS THE WRONG BUYERS
- INCREASED DAYS ON MARKET
- PRICE REDUCTIONS
- MISS THE RIGHT BUYERS
- SLOW INITIAL RESPONSE TO MARKETING
- CHASES THE MARKET DOWN
- NETS THE SELLER LESS MONEY
- RAISE CONCERNS ABOUT THE PROPERTY
- FEWER SHOWINGS
- DECREASES THE RESPONSE OF MARKETING





Maximum

EXPOSURE

THE SELLERS EDGE MARKETING PLAN

RE/MAX GOLD:

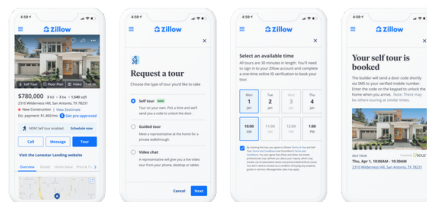
- Accurate MLS input in MULTIPLE Florida MLS's
- Use Hi-Definition Photography & Video to promote via all outlets including MLS.
- RE/MAX worldwide exposure to over 140,000 agents in over 140 countries
- Syndicate listing across all platforms worldwide: Zillow, Realtor.com, RedFin & MORE!
- **Zillow Listing Showcase** for 75% more views and 65% more saves!
- RE/MAX Luxury through the exclusive **RE/MAX Collection**
- Promote, schedule and hold Open Houses
- Promote Listings and Communities via Social Media using photo and video
- Create community pages and actively promote on Social Media
- Extensively promote to other agents and brokers
- Use photo and video to promote via all outlets including MLS.
- Competition Tracking & Market Updates
- Targeted Direct Mail Campaign
- Home Brochure
- Communication and feedback

RE/MAX Gold :

- Capture buyer leads and nurture them through Follow Up Boss.
- Respond quickly to inquiries, questions and provide marketing materials.
- Set the appointment and show properties at short notice.
- Advise the customer on features, incentives and community amenities.
- Provide financing & incentives options to help the buyer with affordability.
- Nurture and guide the Buyer through the sales process.



These are not just bullet points, they are proven STRATEGIES in our marketing system designed to attract the most hi-intent buyers, procure offers, and get your home SOLD.



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EXPOSURE

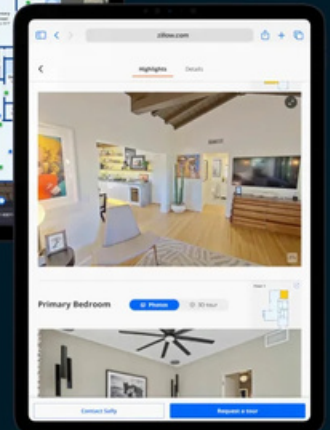
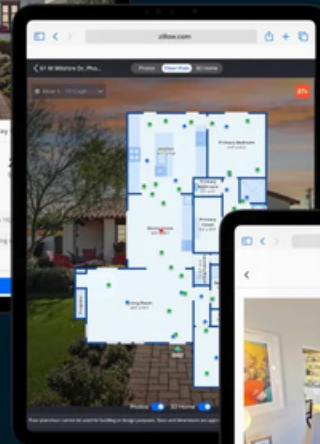
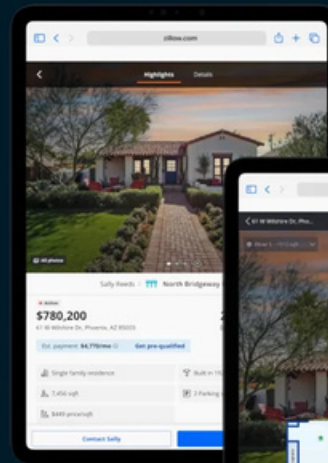
Zillow® Showcase

Zillows AI-powered 'Super Listing' tool

Listing Showcase is part of Zillow's new ShowingTime+ brand and is currently available to a select group of agents that partner with the portal giant.

FEATURES

- + 3D home Interactive floor plans
- + AI-powered immersive visuals and innovative design
- + Amplified exposure in personalized search
- + Special map stickers and dedicated email alerts to Zillow's customer database
- + Ability to be featured on Apple Vision Pro through Zillow Immerse app





Maximum

EXPOSURE

Zillow® Showcase

★SHOWCASE
by Zillow

ACTIVE SHOWCASE LISTINGS DROVE ON AVERAGE²:

75%

more page views

compared to non-Showcase listings on Zillow.

68%

more saves

compared to non-Showcase listings on Zillow.

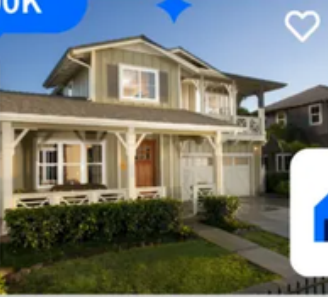
75%

more shares

compared to non-Showcase listings on Zillow.

Showcase listings on Zillow

SHOWCASE
★ 400K



\$400,000
2 bds 2 ba 2,800 sqft - Active
123 Main Street, Portsville, SC



Showcase listings sell for **2% more*** (that's **\$9K** more on an average US home).



Showcase listings are almost **20%** more likely to go pending in **the first 14 days.***



Showcase agents are winning **20%** more listings than similar non-Showcase agents.

*Compared to similar non-Showcase listings

All claims are based on the data available at <https://showingtimeplus.com/solutions/listing-showcase-facts>



REMAX®



Maximum

EXPOSURE

WORLD WIDE EXPOSURE

Our marketing campaign syndicates your listing
across all real estate platforms.



24 Hours a Day, 7 Days a Week





Maximum

EXPOSURE

MARKETING YOUR HOME

Find and impress potential buyers.

ONLINE LISTINGS

Your home will be visible on the major listing sites.



SOCIAL MEDIA PROMOTIONS

My network is your network.



PRINT MATERIALS

Showcase your home with detailed specs.

TARGETED INTERNET ADS

Promote your home to a refined audience.



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Maximum MARKETING



Important

WHAT YOU NEED TO KNOW

RE/MAX GOLD has the marketing resources to provide your communities with **MAXIMUM EXPOSURE** through MLS, Internet, social media, as well as locally through broker events and tours.

The powerful RE/MAX brand provides our listings national and global exposure and referrals that keep listings in forefront of potential buyers.

- 1. ZILLOW SHOWCASE LISTING:** This is a comprehensive overview of the property and includes roof, AC, electrical, plumbing, lights, doors, appliances and everything in between.
- 2. NEW MEDIA MARKETING:** Community marketing on social media for each location to include listing promotion, weekly videos, community events and sales incentives.
- 3. Broker Networking Events:** Broker and agent marketing to promote events and property tours. Ongoing marketing to promote incentives and promotions.
- 4. Professional Photo & Video:** Drone and high-end photography and video for MLS, social media, and newsletter marketing.





Maximum MARKETING



We do more
from listing to SOLD.

RE/MAX GOLD has the market knowledge and resources to provide your community with the most experienced agents, high customer service, and the fastest response. Our goal is to assist the current and future owners and tenants with a stress-free and professional experience.

The powerful RE/MAX brand provides our listings with national and global exposure and referrals that keep listings in the forefront of potential buyers.

- 1. PROFESSIONALLY STAFFED OFFICE:** We will provide experienced and professional staff during working hours so each customer can be served in a timely manner.
- 2. NEW MEDIA MARKETING:** Community marketing on social media for each location to include listing promotion, weekly videos, community events and promotion of the properties.
- 3. Broker Networking Events:** Broker and agent marketing to promote events and property tours. We fully cooperate with all brokers to promote the community.
- 4. Professional Photo & Video:** Drone and high-end photography and video for MLS, social media, and newsletter marketing.
- 5. Expert Service to all Customers:** Real estate is a people business, and our reputation is built on three decades of serving the local community.





Steps To a Stress Free Home Sale



PLAN AHEAD

Begin planning your move now. Start by decluttering and packing your home, staging, deep cleaning and addressing minor repairs. All counter-tops should be clean and kept clear for photo and showings. Check patios, walkways, lawn and landscaping. Make sure your home is as available as possible for showings.



WORK WITH A PROFESSIONAL AGENT

A professional RE/MAX GOLD agent will guide you through the process and make sure you are informed every step of the way. We will gather feedback and keep the seller apprised of marketing and market conditions as needed. Your agent will present your property professionally across all web media to ensure maximum exposure.



COMMUNICATE WELL & SEEK UNDERSTANDING

Share your preferred communication method since there will be a lot happening between you and your team. Ask questions and get clarification. If something seems confusing, seek to understand it before you sign documents. Feel free to communicate your expectations, preferences and provide feedback. Marketing, showings and the escrow process involve many parties. Coordinating these efforts help us to provide a smooth home sale experience!



BE PATIENT, PERSISTENT, & DECISIVE

Selling a home is an important decision. You have to balance patience with your ability to be deal with showings, offers, contracts, and maintaining the home. Depending on market conditions, it may take time to find the right buyers. You can rest assured that when the right offers comes in, you will be confident in moving forward with the sale.



BE FLEXIBLE

Remember, buyers look on their time frames and it is common to get showing requests evening and weekends. It is best to try to accommodate each showing if possible. In addition, the asking price is not a fixed amount. It is common for buyers to negotiate. You can your agent will implement both marketing and negotiation strategies to help you get the price that you want.



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Sellers TO DO LIST

Preparing your home for marketing

Part of selling a home is selling a feeling that buyers have about space. Creating a little Zen in your den will help raise the possibility of a sale. Below are a few of our tips.

SIMPLICITY SELLS

Remove excess clutter and knick-knacks from the room. Potential buyers feel uncomfortable and cramped when surrounded by an abundance of belongings that are not their own.

LOOK TOWARD THE LIGHT

Natural sunlight creates a feeling of warmth and happiness. Make use of all windows that bring in sunlight by pulling back the heavy drapes and raising the blinds. Keep all lights on as buyers buy on their first impression.

BALANCE

Place candles and potted plants around the room to create a feeling of balance and nature. When it comes to selecting a plant for the room, choose those that have round leaves to create a feeling of completeness.

PETS

Always remove pets from home for showing, and also store their food and water out of site.

FRESH AIR IN

Opening the windows for at least 20 minutes a day lets fresh air in and reduces odor, plus it brings a feeling of fresh energy to the place.

PACK UP THE SHOES

An accumulation of shoes by the front door can be uninviting to new comers. Gather up your family's footwear and store it out of the way. Walkways to and from the front door should always be clear and welcoming.

CLOSETS

If you don't wear it, it's not worth the space. Take a look at your closets and pull out old clothes you know you'll never wear again. Give them away and take a tax deduction. Get rid of extra hangers and plastic from the dry cleaners.

Deep Cleaning and De-Cluttering bring you the greatest return on home preparation.



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Sellers TO DO LIST



Preparing your home for showings

We want the buyer to feel comfortable while visiting your home. See the tips below to help keep buyers focused on all the great things that your property offers.

Maintain the home in ready-to-show condition

With beds made, counters clean, clutter removed, dishes put away and bathrooms sparkling. . Then, you're always ready for a showing as soon as you get the phone call.

Showcase your home as if you are receiving guests

Turn on lights and open drapes, place flowers in vases, hang your best towels, light a scented candle, and play soft background music if available.

Step out during a showing

Grab a cup of coffee or run a few errands. The buyer will feel more relaxed if allowed to view your home without any distraction.

Make sure pets are confined

Make sure they are in a safe and out-of-the-way place, or make arrangements for them to be away from the home.

Reserve comments

Letting the agents handle communication with the buyer makes for a smoother transaction. Remember, loose lips, sink ships.

For safety purposes

Byer will always be accompanied with an agent but you should make sure to put away your most valuable items such as jewelry, collectibles and prescription medication.

**All Showings are by
appointment only with seller
approval.
That said, please expect
weekend showings on short
notice.**





After the CLOSING



Post-Sale Steps: What Happens Next?

Even though the sale is complete, there are still a few post-sale steps to keep in mind to ensure everything wraps up smoothly.

-
- 01 Cancel Homeowner's Insurance:**
Don't forget to notify your insurance company that you've sold the home. Make sure the policy remains in effect until the title is officially transferred on closing day.

 - 02 Notify Utility Companies:**
You'll need to contact utility companies to disconnect services or transfer them to your new home. Set the disconnection date for the day after closing to avoid service interruptions for the buyer.

 - 03 Keep Copies of All Documents:**
It's important to keep copies of all closing documents, such as the deed transfer and final settlement statement. These documents may be needed for tax purposes or future legal matters.

 - 04 Address Change:**
Notify the post office, banks, credit card companies, and any other institutions of your new address. Set up mail forwarding through the USPS to ensure you don't miss any important correspondence.
-

Pro Tip from YOUR NAME: "Even after the sale is done, I'm here to help. If you have any questions or need assistance with post-sale steps, feel free to reach out—I'm happy to guide you through any final details."





Who YOU WORK WITH MATTERS

More than your Agent We Are Your Guide

You have questions and we have answers!

Selling your home can be a stressful experience with many pitfalls along the way. After all, the real estate market is a big place. An experienced RE/MAX GOLD agent can help you navigate it. RE/MAX agents have access to current market information and can help you make informed decisions about market conditions, pricing, marketing and negotiations. As you move through the process, your RE/MAX agent can walk you through confusing paperwork, inspections and help overcome any issues along the way.

TIPS FOR CHOOSING A REAL ESTATE AGENT

RE/MAX agents are the most productive agents in the industry on average selling twice as many homes than those of other brands. Do your due diligence. Research local real estate agents online, read reviews and ask for referral recommendations from family and friends.

Choose someone you trust. A home is a very personal, expensive purchase. It's critical that your real estate agent makes you feel comfortable, listens to you and respects your views.

Look for experience. An experienced, full-time real estate professional will likely have already experienced market ups and downs, and will know how to navigate current conditions. This gives you a distinct advantage in the marketplace.

TO FIND THE RIGHT AGENT FOR YOU, ASK YOUR TOP CANDIDATES THESE QUESTIONS:

1. How much experience do you have, and can you provide references?
2. How much is my home worth and what is your pricing strategy?
3. How will the selling process work and what is expected of me?
4. I know that I have to sign a Listing Agreement. Can you explain that to me?
5. How often will you communicate with me?
6. Show me the marketing strategy that you will implement when listing my home?
7. How many homes have you helped customers buy & sell in the last year?
8. Are you experienced in my neighborhood?
9. Do you have any potential buyers for my home right now?
10. Are you a solo agent or do you have a team that provides top service?
11. How much does your office spend on marketing each month and where?

You can verify an agent's experience, reviews and sales on Zillow

Communication matters. It's important that your agent keep you informed during the marketing and sales process. Make sure you choose an experienced agent who will help you navigate the process with effective and timely communication.



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HOME | 4



We GIVE BACK

Giving back to our community

RE/MAX Gold stands for community. It's a guiding principle of our company and we are committed to making a local impact. Support for charitable causes runs deep throughout our office.

We are highly involved in supporting the local community through volunteering and donating to charitable organization and especially to Children's Miracle Network. In addition, we support local high schools sports teams, little league football, cheer, baseball and softball.

RE/MAX Gold is a "Miracle Office" for the Children's Miracle Network and the Nicholas Children's Hospital in Jupiter, Florida. We are proud to support their best in class care of sick and injured Florida children through life-saving treatments, advanced medical equipment, valuable research and education.

Miracle Home® Program

The Miracle Home program enables RE/MAX Affiliates to participate in a worthy cause. Agents simply pledge to make a contribution for every real estate transaction.



Giving Back Connects Us All

RE/MAX® U.S. and Canada networks have proudly raised over

\$209 MILLION

for Children's Miracle Network® since 1992.

remax.com • remax.ca



Children's
Miracle Network



Honor Card Program

By making a financial donation to Children's Miracle Network in honor of a client, RE/MAX Affiliates give desperately ill children hope for the future. The gift recipient will receive a CMN-RE/MAX card that explains where the gift came from and what it means.



Nicklaus
Children's
Hospital



Children's
Miracle Network
Hospitals



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The Right Agent Can Lead the Way

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