

SELLING YOUR HOME

OUR STRATEGY TO GETTING YOUR HOME SOLD FAST



COLDWELL BANKER | REALTY

SELLING YOUR HOME

DOESN'T HAVE TO BE HARD

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in the **Your Paradise Team** to sell your home. Tiffany and Beth are both committed to ensuring that ALL of your real estate needs are not just met, but exceeded! We have created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that we will be staying in constant contact with you throughout the process. Your experience will be unique and we will adjust our service based on your wants and needs. Our focus is on your complete satisfaction!

CONTACT US

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WELCOME

WE ARE EXCITED TO GUIDE YOU THROUGH THIS JOURNEY!

Thank you for trusting the Your Paradise Team with Coldwell Banker Realty to help guide you through the process of buying your home. We are committed to ensuring that ALL your real estate needs are not only met, but exceeded! We have created this book for your convenience, and we hope it will be a valuable resource for you through this journey. While the process is outlined for you here, please know that we are here for you through its entirety. Your experience will be unique and we will adjust our service according to your wants and needs. Our focus is to give you all the tools and provide you with our professional guidance to allow you to BUY AND SELL WITH CONFIDENCE.

MEET THE TEAM



TIFFANY

Tiffany graduated with a master's degree in higher education in 2007, where she grew a passion for the art of growing confidence through knowledge.

When Tiff and her family transplanted from the Midwest 10 years ago, she really learned how important it is to have a realtor who provides their expertise of the area to find a best fit, but also to educate people on the process. As a former college athlete with a competitive spirit, she utilized her skills to educate her customers and fiercely negotiate for the sake of the deal, ensuring everyone she works with becomes lifelong friends and customer, and refers her to others - enabling her to grow a successful business.

MEET THE _ TEAM



BETH

Beth has been a resident of Sarasota for 24+ years, and after spending 10 years as a top producer for Sarasota's local community news publication, she switched careers and joined Tiffany in the real estate world.

Beth's knowledge of the local community, experience in marketing and sales, and passion for real estate make her the perfect person to help buyers find a home in the right community for them and their family.

CAITLIN

Raised in Sarasota, Caitlin brings deep local roots, a people-first heart, and a love for helping others to every client. Her background in hospitality, construction, and yoga shaped her organized, authentic approach.

A proud mom to Luna and Stella, she loves life in Gulf Gate with her fiancé John and their pets — and is a trusted guide who knows the Gulf Coast by heart.

ABOUT US



The **Your Paradise Team** with Coldwell Banker Realty is a full-service, fully licensed Real Estate team focused on our customers and our service to them. Working with many sellers and buyers, we are experts in Sarasota/Manatee counties, marketing your property, and guiding buyers to find their perfect paradise.

When you decide to work with us, we provide you with tons of knowledge guiding you every step of the way, negotiating through the offer process, connecting you with our trusted vendors, keeping you up to date with all deadlines while managing the transaction and leading you towards the best price for your largest investment!

READY TO SELL?

QUESTIONS TO ASK YOUR LISTING AGENT

- Are you a full time real estate agent?
- How much experience do you have in my neighborhood?
- Can you provide References?
- How many homes have you listed and sold?
- What services and resources do you offer?
- How does the HOME SELLING process work and what is expected of me?
- What are the average days on market?
- How would you price and market my home?
- What disclosure laws apply to me?
- What does the listing agreement entail and what is your fee?
- Anything else I should know?



Sellers who use a licensed real estate agent are more likely to sell at a higher price than those who “list by owner.”



OUR COMMITMENT

01 THE TRUTH

We promise to always be truthful, to tell it like it is, present every written offer, and to make sure you have all information needed to make smart decisions for the sale of your home.

02 PROBLEM SOLVER

We will work hard to protect all of your interests and take on any issues that may arise throughout the entire process, making selling your home a stress-free process.

03 DEDICATED SERVICE

From the day you put your trust in us to help sell your home, we pledge to guide you through the process and market your property so you have the most exposure possible and help aid a smooth transaction.

04 TRANSPARENCY

We promise to present all info to you in a clear and concise way and to make sure you will understand every line of which you are signing.

05 FOLLOW UP

We promise to follow up with every agent that shows the property, provide all that show interest with all necessary documentation.

4 STAGES OF HOME SELLING

PRELISTING

- schedule an appointment
- discuss staging if applicable
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- execute listing agreement

PREP FOR MARKET

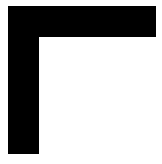
- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- Showing Time set up
- property brochure delivered
- e-mail campaigns started
- open house scheduled

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open house held

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!



01

YOUR CURRENT HOME

STAGE ONE : PRELISTING





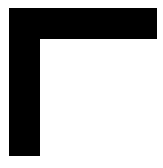
YOUR *Paradise* TEAM



YOUR *Paradise* TEAM



YOUR *Paradise* TEAM



02

STAGE TWO : PREPARATION

OUR STEPS TO SOLD



OUR STEPS

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING (if applicable)

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

FOLLOW UP!

PREPARING YOUR HOME

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.



PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially, as well as show the home in its best possible form. Remember... First Impressions Last a Lifetime. Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house. Closets and garage are free game so use them to store personal items!

INTERIOR

WASH ALL WINDOWS
AND MIRRORS

REMOVE ALL PET-
RELATED ITEMS AND
FOOD

TOUCH UP PAINT

DECLUTTER- LESS IS
MORE

TAKE PERSONAL ITEMS
OFF THE WALLS

ALL LAUNDRY IS EITHER
PUT AWAY OR HIDDEN

TAKE ALL TRASH OUT

MOVE ALL SENSITIVE
PAPERWORK AND
MEDICATION TO A
SECURE AREA

EXTERIOR:

WASH ALL WINDOWS
AND CLEAN SCREENS

TOUCH UP PAINT

POWER-WASH
DRIVEWAY AND WALK
WAYS (IF NEEDED)

MOVE ANY EXTRA
VEHICLES FROM THE
DRIVEWAY

DISPLAY SEASONAL
FLOWERS AND
LANDSCAPING

WEED ANY FLOWER
BEDS

CLEAN FRONT PORCH
AND SECURE ANY
LOOSE HANDRAILS

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come and take the best pictures and which are edited to make sure your home is shown perfectly!



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Attract up
to 61% more
online
views and
buyer
inquiries

Sells 32%
faster and
reduces
market time
by about 34
days

Have a 47%
higher
asking
price per
square foot.



OUR
**ONLINE
MARKETING
BLITZ**

Coldwellbankerhomes.com

Realtor.com - Enhanced Show Case

Zillow.com - Premium Listing

Targeted Online Campaign

Targeted Email Campaign

Pinterest Board

Google

Social Media Post

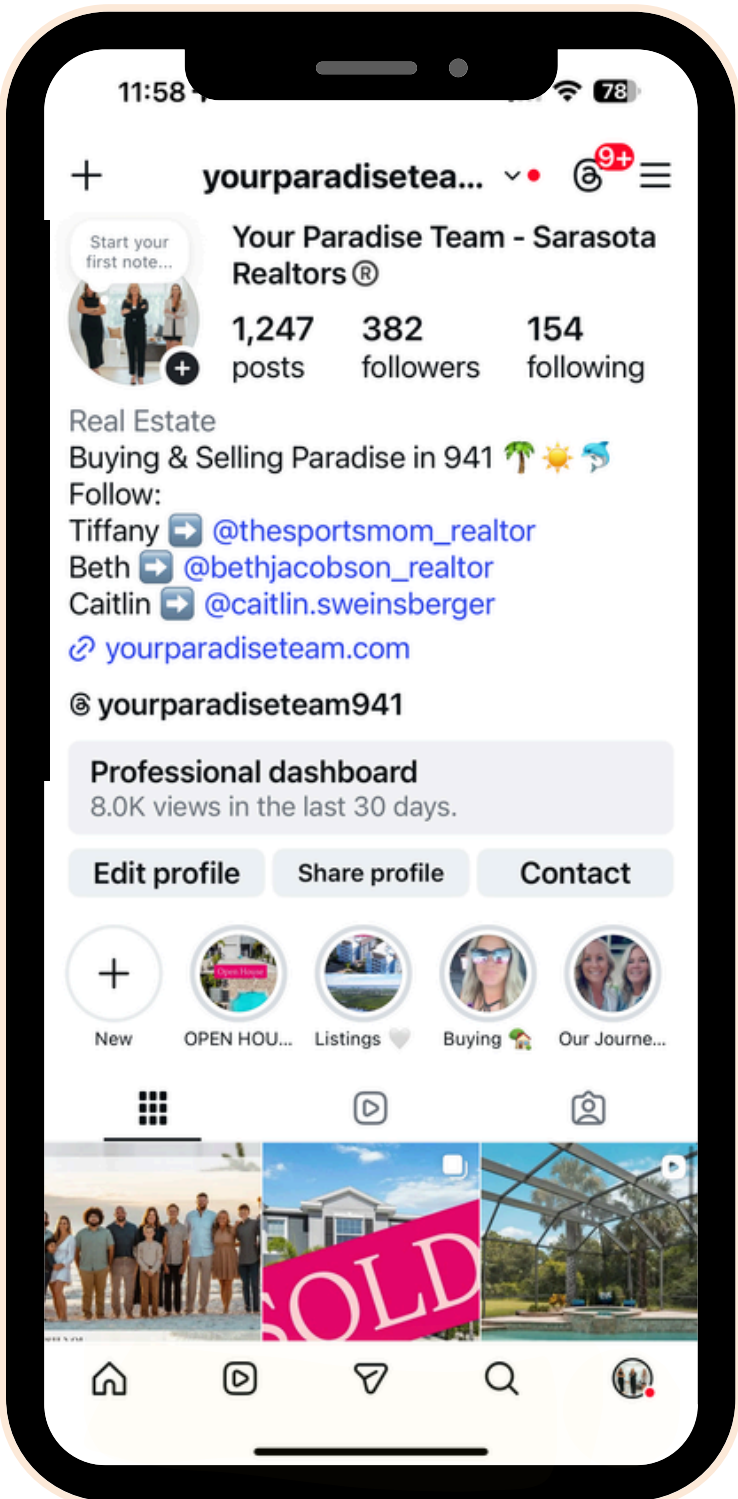
Homefinder

Homes.com

Pro HomeSnap


+Many More!

SOCIAL MEDIA STATS



- An average user spends 2 hours and 24 minutes per day on social media in 2020.
- 50.1% of the time spent on mobile is done using social media apps in 2020.
- Facebook is the most popular, costing people an average of 2 hours and 24 minutes each day.
- Users spend an average of 30 minutes per day on Snapchat in 2020.
- Instagram users are spending an average of 28 minutes on the platform daily in 2020.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.

 Your Paradise Team

 @yourparadiseteam941

We train constantly on the ever changing algorithms of the different social media platforms.

OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR
HOME WITH AN
OPEN HOUSE**

Seller approved open houses are a great way to get buyers into your home without any pressure. While many open houses host 'looky loos' or 'nosy neighbors', sometimes buyers begin their search by going to the open house first, then follow up with a tour by their real estate agent.

HOW WE PREPARE

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood (if allowed)
- Posted on our social media accounts
- Social Media Ads
- Newsletter Blast



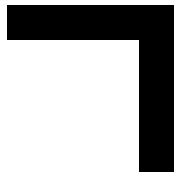
03

STAGE THREE : ON THE MARKET

MARKET ACTIVITY



LAST-MINUTE SHOWING CHECKLIST



- Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs.
- Take the trash out and consider hiding garbage cans.
- Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- Minimize family photos.
- Keys and personal items should be stored away.
- Do a thorough cleaning - even if you have to hire a cleaning service.
- Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- Improve curb appeal: Mow the lawn and trim back overgrown shrubbery.
- Take 15 minutes and organize / purge your fridge - because a buyer WILL look!
- Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- Make sure the thermostat is set appropriately. It's amazing how much better a showing goes when the buyer is not too hot or too cold!
- Put fresh flowers or flowering plants on the dining room table.
- Play soft music.
- Offer snacks and water.
- If home prior to showing, turn on all of the lights.
- Take all the magnets and pictures off the refrigerator.
- Organize toys or store them while your home is on the market.
- Open the windows - buyers love lots of natural light.
- Less is more. Remove excess furniture if possible.
- Replace light bulbs that are burnt out. The better the lighting, the better the results.
- Walkways to and from the home should be clean and clear.
- Hide feeding bowls, litter boxes, dog beds, etc.
- Make all of the beds.
- Do a final dusting, sweeping and vacuuming just before the open house or showing.

SHOWING YOUR HOME



STEP 1:

**A SHOWING HAS
BEEN REQUESTED**

STEP 3:

**HOME IS PREPARED
FOR THE SHOWING**

STEP 5:

**FEEDBACK IS
RECEIVED**

STEP 2:

**YOU APPROVE OR
DISAPPROVE**

STEP 4:

**YOU LEAVE AND THE
SHOWING IS COMPLETED**

STEP 6:

**REVIEW FEEDBACK
OR OFFER**



COMMON SHOWING MISTAKES

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their home, as it can make buyers feel uncomfortable. Let visitors explore your house on their own. We will be available to answer questions the buyers may have.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.

SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The "why" is called buyer feedback. And, most of the time, it's confusing. Interpreting buyer feedback can be a difficult task. It's common practice for the Your Paradise Team team to ask the agent that showed the property what the buyer thought. We will always pass that information on to you to satisfy your curiosity; however, many times, the buyer/buyer's agent is afraid to give truthful feedback. Many buyers see a home and change their minds, so their initial feedback may not always be accurate. Here's a list of some helpful ways to interpret buyers feedback:

WHAT THEY SAY

"The Air Conditioning (or insert another large mechanical name here) is old and they're just not sure."

"They were hoping for an open floor plan."

"The floor plan wasn't right for them."

"They thought the rooms would be bigger."

"The rooms are smaller than they thought."

"They were surprised at the (insert name of something not shown in photos)."

"It was our first time out and they're just getting started."

"It smelled funny."

"The pet odor was strong."

"More work than they expected."

"Too much wallpaper."

WHAT THEY MEAN

The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.

Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely and it's not your pictures at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.

You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.

They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

WHAT THEY SAY

“The showing went well.”

“It’s a lovely home, thank the sellers for us.”

“The street was really busy.”

“Didn’t like the apartments behind the house.”

“It’s too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.).”

WHAT THEY MEAN

Who knows what that means but more than likely if it’s not followed with an offer it means they’re not interested.

Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It’s better to confront those issues in the listing than surprise people at the showing.

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it’s not followed with an offer – the feedback means the buyer didn’t see the value in your house for the listing price. But, that doesn’t necessarily mean that you’re priced too high. (Although, it might mean that.)

Really, it’s all about VALUE.

As your listing agent, we use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won’t sell:

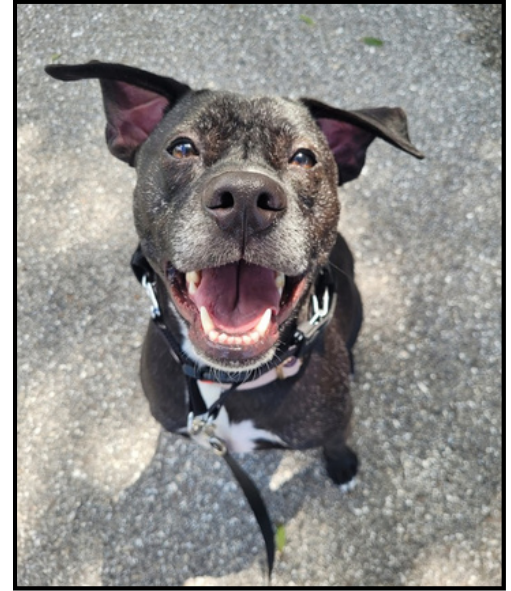
Location Condition Price

You can’t change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don’t want to. Because if buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren’t buying your house? Well, that could be a number of things. But, the odds are good that it’s a value problem and the market is rejecting your listing price. That’s easy enough to fix – adjust the price.

WHAT TO DO WITH PETS DURING A SHOWING



Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on... Here is what to do with pets when selling a home.

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

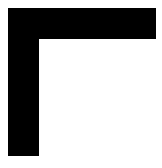
UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you



04

THE OFFER & CLOSING

STAGE FOUR : UNDER CONTRACT & CLOSING



NEGOTIATING THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process...just like us :) Tiffany and Beth are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.



THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1- ACCEPT THE OFFER AS WRITTEN

2- DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3- COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED
BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER
CONTRACT.**

CONGRATS!!



FINAL STEPS

ORDER THE INSPECTIONS

During the inspection period, the buyer will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide the buyer with a list of findings.

ORDER THE APPRAISAL

The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the value of the house. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.

NEGOTIATE FINAL OFFER

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. When we work with buyers, we make sure to tell them to think “big picture” and don’t sweat the small stuff. Not every agent does that. It’s important to be prepared to comb through a buyers wants and select the items that are must do - items that may affect the ability to obtain insurance. In an AS-IS contract - the seller has no obligation to make any repairs - but most of the time its best to work with the offer that is on the table if at all possible.
3. Keep your poker face. The buyer's agent will be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.



DISCLOSURES

In the state of Florida, the law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.



INSPECTIONS

It is important to understand the contingencies in the offers that are received. In our state, the default inspection contingency gives the buyer a little more than two weeks (15 days) to complete all inspections. It is important that you understand what your obligations and options are during this period ...but don't worry - we will stay on top of the deadlines in the contract.



FINANCING/ APPRAISALS

YParadise team is skilled in helping you review offers and we will make sure the buyers have the appropriate pre-approval letters to try to avoid potential issues during the transaction.



CLOSING

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we are here to guide you through every step of the way. We want to earn the role as your Real Estate Professional for LIFE...not just the single transaction.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition
- Get copies of medical records and store with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Schedule movers/moving truck
- buy/find packing materials
- START PACKING

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number

CLOSING DAY

CLOSING DAY

Closing is when you sign over ownership paperwork and you hand over your home's keys!

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to make has been done.

THEY WILL BE SURE TO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (That's US)
- You
- Closing Officer

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close

CONGRATULATIONS! IT WAS A LOT OF HARD WORK BUT YOU ARE NOW
OFFICIALLY CLOSED!!



WHY YOU SHOULD HIRE US



COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. Be prepared to hear from us often!

MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Facebook, Instagram, Google) by doing so your home is seen and shown more.



WE LOOK FORWARD TO
WORKING WITH YOU!



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