

# "List Strong, Sell Fast Our Proven Strategy"



Bryan Lawrence

We would be honored if you  
would consider us for the job!



Gabe Bacot

Home Life 360 | Strategy • Speed • Results  
[www.HomeLifeCollective.com](http://www.HomeLifeCollective.com)

# *WHAT'S INSIDE*

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## *1. About Us and The KW Differance*

*Who's In Your Corner & What We Do For You*

## *2. Marketing:*

*How and Where we market Your Property*

## *3. Execution:*

*Staging, Condition and Pricing*

## *4. The Process:*

*Listing Your Home, Negotiating The Offer,  
Contract To Close*

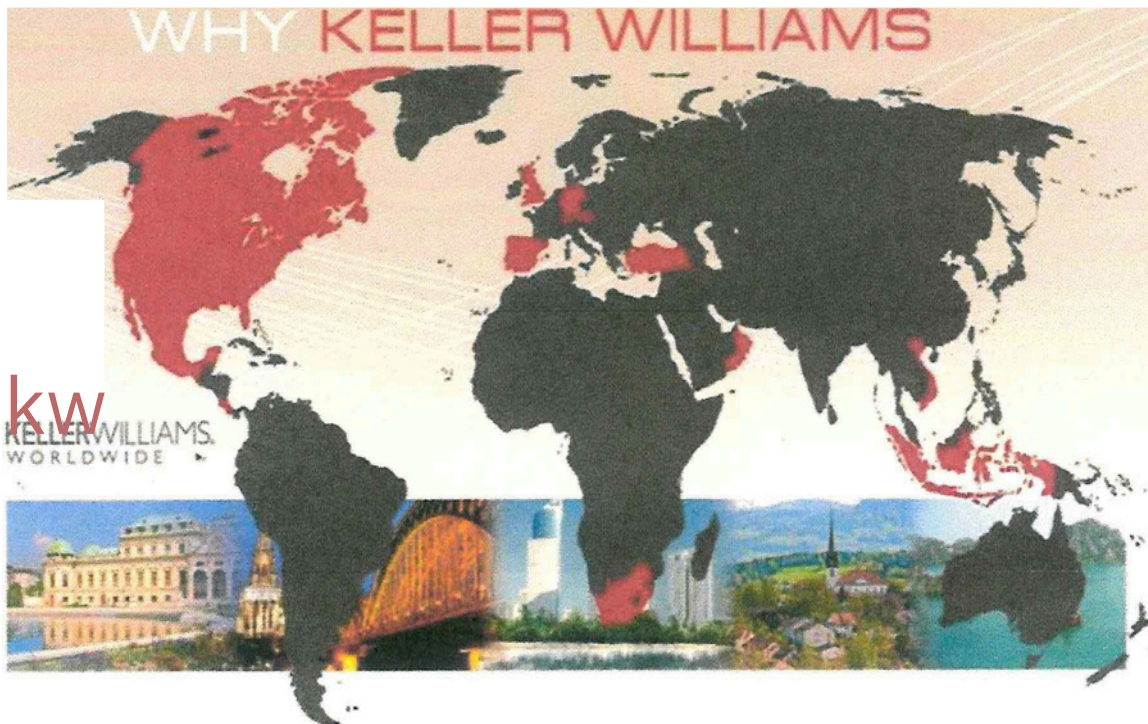
## *5. Trends:*

*Current Market Trends Report*

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# Why Keller Williams Realty?

Keller Williams Realty is the  
**LARGEST**  
REAL ESTATE COMPANY  
**IN THE WORLD**



UNITED STATES • CANADA • MEXICO • COSTA RICA • UNITED KINGDOM • PORTUGAL  
SPAIN • TURKEY • USA • SOUTHERN AFRICA • VIETNAM • INDIA • CHINA

Keller Williams Realty is **WORLDWIDE**

With more than 180,000 real estate agents worldwide, operating in more than 780 market centers across the globe. Keller Williams is currently the largest real estate franchise by agent count in the World!

# Why Keller Williams Realty?

**WHY  
KELLER  
WILLIAMS**

**training TOP  
125**  
**2016 winner**

Keller Williams Realty has been named the #1 training company across all industries by Training Magazine. Our training helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading curriculum and research resources. It's what prepares me to provide you with unparalleled service.

## Lender Partners

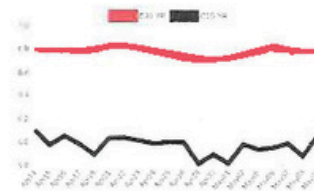
### WEEKLY RATE WATCH

These rates are the national average per Optimal Plus. These include rates with and without discount points, are for example purposes only, will vary based on other risk factors and may not be indicative of Mortgage's rates. Contact me today for a true rate quote.

#### TODAY'S RATES\*

<b>30-YR. CONFORMING</b>	<b>30-YR. JUMBO</b>	<b>30-YR. FHA</b>
<b>6.781</b>	<b>7.076</b>	<b>6.493</b>
<b>▲ 0.005%</b>	<b>▲ 0.125%</b>	<b>▲ 0.013%</b>
30-day Range: 6.780%-6.820%	30-day Range: 6.830%-7.320	30-day Range: 6.384%-6.555%
<b>30-YR. VA</b>	<b>30-YR. USDA</b>	<b>15-YR. CONFORMING</b>
<b>6.357</b>	<b>6.583</b>	<b>6.049</b>
<b>▼ 0.048%</b>	<b>▲ 0.175%</b>	<b>▲ 0.178%</b>
30-day Range: 6.304%-6.489%	30-day Range: 6.510%-6.623%	30-day Range: 5.800%-6.163%

#### TRENDS



#### CREDIT & LTV



When the offers start rolling in, you'll want to ensure you have a powerful bargaining chip in hand. This is why I stay up to date on all things lending, to insure I can help you negotiate without compromising.

# Why Keller Williams Realty?

## Keller Williams Awards and Honors

ACCOMPLISHMENTS

### 1000

REAL Trends/ Wall Street Journal "The Thousand"

Keller Williams had more agent teams ranked by closed transactions and sales volume than any other franchise

RIS Media Power Broker Report

Keller Williams ranked #1 Power Broker by Brand - home to 29 percent of Top 1,000 brokers

### 800

KW has more than 800 offices across the Americas, Europe, Africa and Asia

### 500

Entrepreneur Magazine

Moved up 181 spots on Franchise 500 list of top franchises

REAL Trends 500

Keller Williams had more offices (151) represented on top real estate brokerages list than any other franchise

### 250

National Association of Hispanic Real Estate Professionals 250

Keller Williams is home to the #1 agent on NAHREP's list of top-producing Latino agents and 4 of the Top 10

### 200

Swanepoel Power 200

Thirteen representatives on list of most powerful people in residential real estate, including Gary Keller, Chris Heller, John Davis and Mary Tennant

### 100

Real Estate Executive Magazine

Six representatives on list of 100 Most Influential Real Estate Executives, including Gary Keller, Mo Anderson, Chris Heller and John Davis

### 50

Franchise Business Review

Best of the Best list of North America's Top 50 enterprise franchises based on value and franchisee satisfaction

Inc. Magazine

The 50 Best Places to Work in 2016

### 40

Franchise Times

Only real estate company on "Fast & Serious" list of 40 smartest-growing brands

### 30

REALTOR Magazine

Keller Williams home to industry-leading six 30 Under 30 winners, including Web Choice winner for fourth year in a row

### 25

Inman News

Dianna Kokoszka and Tony DiCello featured on list of The 25 Best Real Estate Coaches in the Business

### 5

Inc. Magazine

5th straight year as one of America's fastest-growing private companies

### 1

Training Magazine

#1 Training Organization across all industries worldwide

KW is home to more than 154,000 of the most dynamic real estate professionals in the world, making it the #1 Real Estate Franchise in the world by agent count

# Mission Statement and Philosophy

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It is our mission to help you achieve your goals and exceed your expectation so you will never hesitate to refer me to your family, friends and co-workers.

## Belief System in Action ....

Win-Win ...	Or no deal
Integrity ...	Do the right thing
Commitment ...	In all things
Communication ...	Seek first to understand
Creativity ...	Ideas before results
Customers ...	Always come first
Teamwork ...	Together Everyone Achieves More
Trust ...	Starts with honesty
Success ...	Through results

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## Celebrating 30 Years of Serving Buyers and Sellers Real Estate Needs!

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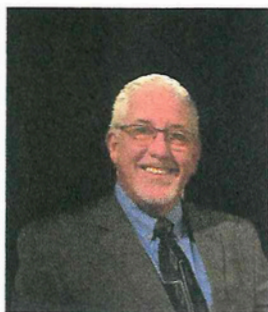
My real estate journey began after high school in Tampa, Florida, when I proudly joined the U.S. Army. During my four years of service, I developed invaluable skills and discipline that continues to shape who I am today.

In 1989, following my honorable discharge, I joined our family real estate firm in Las Vegas, Nevada. It was there I discovered my true calling--helping families navigate the world of real estate. After several years in traditional real estate, I transitioned into the affordable housing market in Ohio, North and South Carolina, Georgia and Florida focusing on manufactured homes. Over the next 22 years, I had the privilege of helping thousands of families achieve the dream of homeownership.

Today, I continue to follow my passion by working in all areas real estate--from selling and buying to building custom homes. Whether you're looking to buy, sell or build, I'm here to guide you every step of the way.

Let me put my experience, dedication, and passion to work for you and your family. With over three decades of knowledge and heart in this industry, I'm committed to helping you achieve your real estate goals.

*Bryan Lawrence*



Bryan Lawrence [www.Homelife360@kw.com](http://www.Homelife360@kw.com) 850-740-9812



Panama City Real Estate Agent helping home buyers, sellers, and investors. I have a background in Sales and business management and transitioned into real estate to fulfill a lifelong passion. I have lived in Panama City, FL for over 22 years and have a strong connection to the community. This is my home!

I'm committed to providing you with the highest level of service, so you'll always choose me for your real estate needs. I will make the process as easy and enjoyable as possible for you. I genuinely care about your housing needs and your experience with me. I will listen to your needs and wants, then come back to you with a plan that works for you. My customers continually become my long-term customers time and time again, choosing me for all their real estate needs and referring me to their family and friends. Call me today and see what my commitment to customer service is all about! We may not be related, but you'll feel like we're family.

Our Home Life 360 Mission:

We are passionate about delivering an exceptional real estate experience. When you hire us, you're hiring full time professionals who are trained and skilled to deliver your dream home or get you the best price on your home to sell. From the initial meeting process to completion, we are humble guests in your home buying or selling adventure, and as such respect your personal needs above everything else. We apply the most innovative and cutting-edge processes in today's real estate market. You can rely on the team at Home Life 360 to make recommendations that fit your taste and style but always give you the final word.

Best Regards,

Gabe Bacot

# Our Guarantee

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*One of the biggest dilemmas when selling a home is deciding whether to hire a Realtor or to try and sell it yourself. Hiring the wrong realtor is risky because your home could end up sitting on the market for a long time without an acceptable offer. All studies show that the best price comes sooner, not later.*



If you are not completely satisfied with our customer service or my marketing efforts, then you can cancel at any time.

No Questions Asked!  
No Cancellation Fees!

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# *THE MARKETING*

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WHEN YOU HIRE UES, The first thing we do is hire a firm to take the best pictures inside and out to include *drone footage ....*



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# THE MARKETING

## Multiple Listing Service

One of the first steps in marketing your property for sale is entering your home into the Multiple Listing Service {MLS}. This is where the 2,400+ members of the Central Panhandle Association of Realtors.

By doing this we have hired the 2,400+ members of the Central Panhandle Association of Realtors to help us sell your home. Agents are working with the most probable buyers for your home and it is important to get your property in front of them as soon as possible.

Agent Copy 772712		128 Byrd Drive, Panama City, FL 32404		Residential-Pending \$315,000			
List Price:	\$315,000	Sub-Type:	Detached Single Family				
List Price/SqFt:	\$209.44	Bedrooms:	3				
Area:	02 - Bay County - Central	Full Baths:	2				
Sub Area:	0202 - Bay - Central SE	Total Baths:	3				
County:	Bay	ApX SqFt(Htd/Cooled):	1,504				
Community/Resort:	None	SqFt Source:	Prop App Site				
Elementary School:	Parker	New Construction:	No				
Middle School:	Rutherford Middle	Construction Status:	Complete				
High School:	Rutherford	Design:	Ranch				
Parcel ID:	15073-851-000	Garage Y/N:	Yes				
Subdivision:	Brittany Woods Park	Garage Spaces:	558				
# of Stories in Building:	1	HOA Fee:	No				
Acreage:	0.21	Occupancy Status:	Vacant				
Pool:	No	Immediate Occupancy:	Yes				
Waterfront:	No	Short Term Rental Allowed:	Yes				
Lot/Block:	21/2	Lot Dimensions:	80x115				
Section/Range:	1/14w	Year Built:	2000				
Township:	4s						
<p>Directions: From North Tyndall Parkway turn right on 7th street to right on Byrd drive follow around to 128 Byrd drive</p> <p>Legal Description: BRITANNY WOODS PARK 11644 LOT 21 BLK 2 ORB 4408 P 1781</p> <p>Remarks: This beautiful home is ideally situated close to everything—shopping, restaurants, and just a short drive to the beach. Enjoy outdoor living at its best with a large covered back porch and a covered 8-person hot tub—both included as-is! There's even a built-in TV cabinet with TV on the porch for added entertainment. The fully fenced backyard offers privacy and peace, enhanced by a natural bamboo backdrop along the rear fence line. Located in a welcoming community with a neighborhood park and dog park right at the front of the subdivision. Just minutes from Tyndall Air Force Base, this home is a perfect fit for a military family looking for comfort, convenience, and community.</p> <p>Agent to Agent Remarks: Vacant Go Show, lock box is 0000</p>							
<p>Appliances: Cooktop - Electric; Dishwasher; Disposal; Ice Maker; Microwave; Oven - Electric; Plumbed For Ice Maker; Refrigerator; Water Heater - Electric</p> <p>Bedroom: First</p> <p>Full Bathroom: First</p> <p>Cooling: Ceiling Fan(s); Central Air; Electric; Heat Pump</p> <p>Construction/Siding: Foundation - Slab on Grade; Roof - Asphalt; Roof - Gutters; Siding - Stucco</p> <p>Exterior: Deck - Covered; Deck - Open; Fenced - Back Yard; Storm Windows</p> <p>Financing: Cash; Conventional; FHA; VA</p> <p>Furnished: Unfurnished</p> <p>Interior: Ceiling - Tray Ceiling; Vaulted; Fireplace; Floor - Hardwood; Floor - Tile; Security System - Skylight(s); Window - Treatment All</p> <p>Lot Access: City Street; Paved Road</p> <p>Heating: Central; Fireplace - Wood Burning; Forced Air</p> <p>Lot Features: Flood Insurance Req; Landscaped; Sidewalk</p> <p>Master Bath / Master Bedroom: MBath Shower Only; MBath Walk-In Closet; MBed</p> <p>Other Structures: Shed(s)</p> <p>Parking Features: Garage - Attached; Garage Door Opener; Paved</p> <p>Pool Features: Spa/ Hot Tub</p> <p>Present Zoning: Resid Single Family</p> <p>Association Amenities: Dog Park; Playground; Spa/Hot Tub</p> <p>Rooms: Bedroom; Dining Room; Full Bathroom; Great Room; Laundry; Master Bedroom</p> <p>Sale Type: As Is</p> <p>Security Features: Smoke Detector(s)</p> <p>Showing: Go Show; Lock Box - Combo</p> <p>Utilities: Cable - Connected; Electric 220/240; Electricity - Connected; Public Sewer - Connected; Public Water - Connected; Underground Utilities</p>							
Room Name	Level	Dimensions	Remarks	Room Name	Level	Dimensions	Remarks
Bedroom	First	12 x 10		Master Bedroom	First	18 x 12	
Bedroom	First	13 x 9		Master Bedroom	First	10 x 6	
				Full Bathroom	First	10 x 6	
				Laundry	First	6 x 6	
<p>Last Tax Year: 2024</p> <p>Last Taxes: 1,595 Tax Estimate</p> <p>Brokerage: Owner Outside Licensee - Owner is Interest: a licensed real estate broker or salesperson.</p>				<p>Homestead: Yes</p> <p>Point of Contact - Name: Bryan Lawrence</p> <p>Point of Contact - Phone: 8507409812</p> <p>Point of Contact - Email: bloakridge@msn.com</p> <p>Limited Service List: As Is: No</p>			
<p>List Date: 04/30/2025</p> <p>Expiration Date: 10/01/2025</p> <p>Projected Close Date: 06/15/2025</p> <p>Status Change Date: 05/01/2025</p> <p>Under Contract Date: 05/01/2025</p> <p>DUC: N/A days</p> <p>Office Exclusive: No</p> <p>Original List Price: \$315,000</p>				<p>Cumulative DOM: 1</p> <p>Days On Market: 1</p> <p>List Type: Exclusive Right of Sale</p> <p>Agency Relationship: Transaction Broker</p> <p>Seller Concessions: No</p>			
<p>Name: L.M. Bryan Lawrence (B11788)</p> <p>License#: (BKWS)</p> <p>SM: Bryan Lawrence (B11788)</p> <p>License#: (BKWS)</p>		<p>Office: Keller Williams Success Realty</p> <p>Primary: 850-740-9812</p> <p>Office: 850-249-0313</p> <p>E-mail: bloakridge@msn.com</p> <p>URL: http://www.https://homelife360.kw.com</p>					

Information is deemed to be reliable, but is not guaranteed. © 2025 MLS and FES. Prepared by Bryan Lawrence on Thursday, May 22, 2025 2:28 PM. The information on this sheet has been made available by the MLS and may not be the listing of the provider.

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# INTERNET FOCUSED MARKETING

## Your First Showing Is Online!

According to the Florida Association of Realtors, buyer's that started their search on the internet went from 8% to over 90% over the past 15 years.

**Nowadays, your first showing is on the internet.**

That is why having a company and an agent with an internet focused marketing system is the key.

**The Internet does not have office hours!**

Now, with the internet, your home is open for virtual showings 24 hours a day, 7 days a week, 365 days a year!

Here when you need us. Even as you sleep.

# 24/7/365



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# THE MARKETING

## Internet Focused Marketing

MLS & KWLS push your listing to 300+ commercial sites & approximately 80,000 individual sites\*



\*I do not have control over 3rd party sites and cannot manage the website developers' publications.

# THE MARKETING

## Social Media Marketing

We have several different social media accounts that we market homes on.



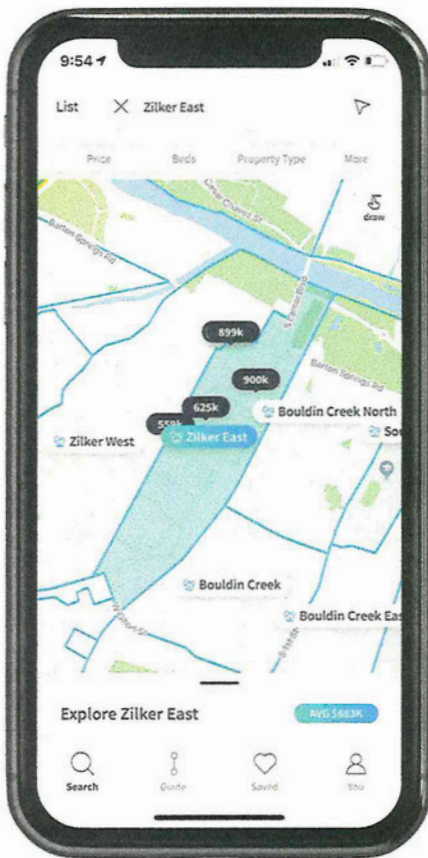
## Smart, Targeted Networking

From dynamic fliers, to lead optimized landing pages, to facebook and market place ads, spend time and money boosting ads in targeted areas to maximize results

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# MY APP: THE SEAMLESS WAY TO SELL

Just one more way  
we reach buyers!  
Download my app  
to see your own  
listing!



Customized tools to bring you the  
best experience in real estate search.

Are you curious about what's for  
sale in your community? Would  
you like to peek inside that  
house for sale down the street?  
Our app is loaded with helpful  
features customized for your  
phone or tablet.



Ready to download my app?

Head to  
[app.kw.com/KW31JQLow](https://app.kw.com/KW31JQLow)

# THE MARKETING

## Yard Signs/ Open House

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55% of calls that we receive from yard signs turn into Appointments!

We answer the phone from 7Am to 9Pm, 7 Days a week!  
We try to never miss an opportunity for a showing.



We commit to doing at least one open house right away, and provide feedback on what buyers are saying. This will help improve the marketability of your home by address any issues pointed out during the event.

*Open* **HOUSE** **AUG 5**  
9AM - 4PM

✓ 4 Bedrooms ✓ 2 Bathrooms ✓ 5000 sq. ft. ✓ 0.5 Acre Lot

Price From : \$ 430,000

850-867-9666

Gabe Bacot  
Kw Success Realty

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# THE CONDITION

## Staging

## TOP 10 REASONS TO STAGE YOUR HOME

1. Puts your house above the competition
2. Sells faster
3. Typically sells for more money
4. Looks better in print, internet ads and the Multiple Listing System
5. Brings in more buyers -ends up on a buyer's "must see" list
6. Gives buyers the impression of a well-maintained home
7. Gives each room a purpose
8. Makes the home feel larger
9. Helps buyers emotionally connect with your home
10. You get a head start on packing for the move

# THE CONDITION

## Staging

Use staging to highlight the most lived-in rooms of the house because this is where buyers will spend most of their time.

### To Stage...or Not to Stage? That Is the Question!

The *National Association of Realtors* surveyed their members & released the findings of their *Annual Profile of Home Staging*.

#### Top Findings from Seller's Agents



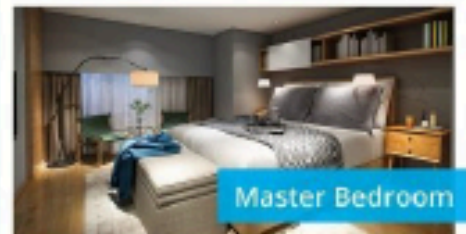
- 25%** of sellers paid to have their homes staged before listing
- 50%** of staged homes saw a 1-10% increase in dollar value offers from buyers

#### Top Findings from Buyer's Agents



- 77%** said staging made it easier for buyers to visualize the home as their own
- 40%** of buyers were more willing to visit a home they saw online if it was staged
- 38%** saw a positive impact on home value if home is decorated to a buyer's taste
- 44%** saw an increase of 1-10% in dollar value offers on a staged home

#### Top Rooms to Stage to Attract Buyers



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## THE CONDITION

# Staging - Cluttered vs. Uncluttered

### Make the best first impression!

When you declutter and impersonalize your home, buyers can visualize themselves living there. If you put yourself in their shoes -would you want to buy a used car that is covered in crumbs, dog hair, and stick goo from an old spilled soda? Would you buy a home in a similar condition? Of course not.

The solution is staging, cleaning up and presenting the property at its very best. Another benefit of staging is your marketing photos will look great. 90% of buyers look for homes online, and I want yours to stand out! Photos that showcase your property in the best possible way keep buyers coming through your doors.

### Decluttering Tips

- \*Clear off Flat Surfaces
- \*Keep Like Things Together
- \*Start with the bottom of your closet and work your way up
- \*Clean out & organize drawers
- \*Tape your cords
- \*Purge & Re-home
- \*Organize what you keep with baskets, well-labeled bins and sturdy shelving.
- \*Add More Storage • Un-Decorate
- \*Donate or Sell



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# THE CONDITION

## Staging - Pet Odor

You might love your furry friends, but are their pet odors turning off potential buyers when you are trying to sell your home?

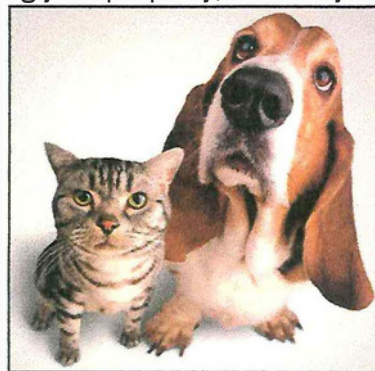
Many cat and dog owners are around their animal companions so often that they become immune to the smell and don't notice it in their home, so you might not even realize that your home smells of pet odor.

However, when you are selling your property first impressions are very important and if a potential buyer gets a whiff of pet odors when they walk in the door this can really make them lose interest in your property.

Ask your real estate agent for an honest opinion. If they say that you have a problem, here are some ways that you can freshen up your house without getting rid of Fluffy or Fido.

- Air everything out. Open up all of the windows to let the fresh air come in from outside and sweep away all stuffiness and smells.
- Wash the floors and the walls with vinegar, floor cleaner or an odor-neutralizing cleaning product. You can find pet-specific cleaning products at pet supply stores.
- Pet smells can seep into fabrics, so steam clean or dry clean your fabric drapes and upholstery.
- Washing blankets and bedding in a mix of laundry detergent and a quarter cup of apple cider vinegar can help to remove the smells.
- Before showing off your home, have your carpets professionally cleaned so that all of the deep down dog hair and cat dander will be removed.
- When potential buyers come over, you can place potpourri or scented candles around the room in strategic locations. However, be careful that you don't go overboard as some people are sensitive to strong perfumes.
- Keep your pet contained to one section of the house to make cleaning easier and keep the rest of the house smelling fresh. If at all possible, have your pet stay with a friend when the home is being shown.

With these tips, you should be able to present a fresh-smelling first impression to anyone who comes to view your home. For more information about selling your property, contact your trusted real estate professional. -Mariana Wagner, Blog



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# THE CONDITION

## 47 Things You Can Do

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### Throughout the House

- Open the draperies, pull up the shades, and let in the sunlight.
- Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show your home brightly.
- Remove clutter from each room to visually enlarge them.
- If you have a fireplace, highlight it in your decorating.
- Keep your home dusted and vacuumed at all times.
- Replace the carpet if it does not clean up well.
- Have a family game plan to get the home in order quickly if necessary.
- Air out your home for one half-hour before showings, if possible.
- Lightly spray the house with air freshener so that it has a chance to diffuse before the buyer arrives.
- Put the family photos in storage.
- Improve traffic flow through every room by removing unnecessary furniture.
- Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
- Putty over and paint any nail holes or other mishaps in the walls.
- Paint all interior walls a neutral color to brighten the home and make it look bigger.
- Repair or replace any loose or damaged wallpaper.
- Clean all light bulbs and light fixtures to brighten the home.
- Wash all windows inside and out.
- Use plants in transitional areas of your home.
- Make the most of your attic's potential.
- Remove and/or hide excess extension cords and exposed wires.
- Open doors to areas you want potential buyers to see such as walk-in closets, pantries, attic, etc.
- Remove all smoke and pet odors.
- Repair or replace banisters and handrails.

### In the Kitchen

- Microwave a small dish of vanilla twenty minutes before a showing and place it in an out of the way place.
- Highlight an eat-in area in your kitchen with a table set for dinner.
- The kitchen and bathrooms should always be spotlessly clean.
- Expand your counter space by removing small appliances.

# THE CONDITION

## 47 Things You Can Do (Cont'd)

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### In the Bedrooms

- Create a master suite effect in your decorating.
- Depersonalize the bedrooms and decorate in a neutral scheme.
- Make sure that the beds are made and the linens are clean.
- Organize your closets, remove unnecessary items, and put them in storage.

### In the Bathrooms

- Do not leave towels around and wipe down the sinks and shower areas after each use.
- Re-caulk the tub if the caulk is not sparkling white.
- Repair or replace broken tiles in the shower/tub.
- Replace shower curtains and keep them clean.
- Put out fresh towels and decorative soaps.

### Outside

- Keep the yard mowed and raked at all times. Use flowering plants to dress up the yard, walkway, and patio. Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard. Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition. Paint all entrance doors. Make sure the garage door opens easily. Fix and paint the garage door if necessary. Clean and shine all hardware and accessories indoors and out (door knobs, knockers, lamps, mail box, address numbers, etc. Trees and shrubs should be trimmed and pruned. Use a new doormat. Be sure the front doorbell is in good working order.
- Be sure the front door and screen door works perfectly.

# THE CONDITION

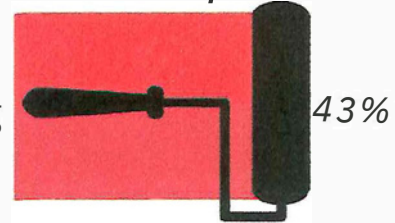
## Updates and Repairs

### Updates

A fresh coat of paint can completely change the feel of any space from "eh" to aah." There are a few high-impact updates that might be worth considering for your home depending on its condition, price point, and competition. I can help you determine if any of these popular updates are right for your property.

### Most Common Updates

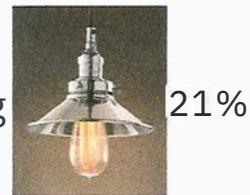
Painting



Flooring



Lighting



### Repairs

One in three sellers knows there's a problem that is bound to come up under the inspection, such as a leaky faucet, stuck window, or worn shingles. It can be a good idea to make these kinds of repairs before putting the house on the market.



32% of sellers

made repairs to prepare the property for sale.

3 out of 4  
spent \$3,500  
or less on repairs.

Top  
Three  
Repairs



Electrical  
42%



Plumbing  
34%



Roof  
33%

Keller Williams Realty, Inc.

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# THE CONDITION

## Updates and Repairs

### Top Home Renovations for Maximum ROI

Whether you are selling your home, just purchased your first home or are a homeowner planning to stay put for a while, there is value in knowing which home improvement projects will net you the most *Return On Investment (ROI)*.



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# PRICING YOUR HOME TO SELL

## Pricing Within the Market

### PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



### Buyers and Sellers Determine Value

The value of your property is determined by what a buyer is willing to pay and what a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.

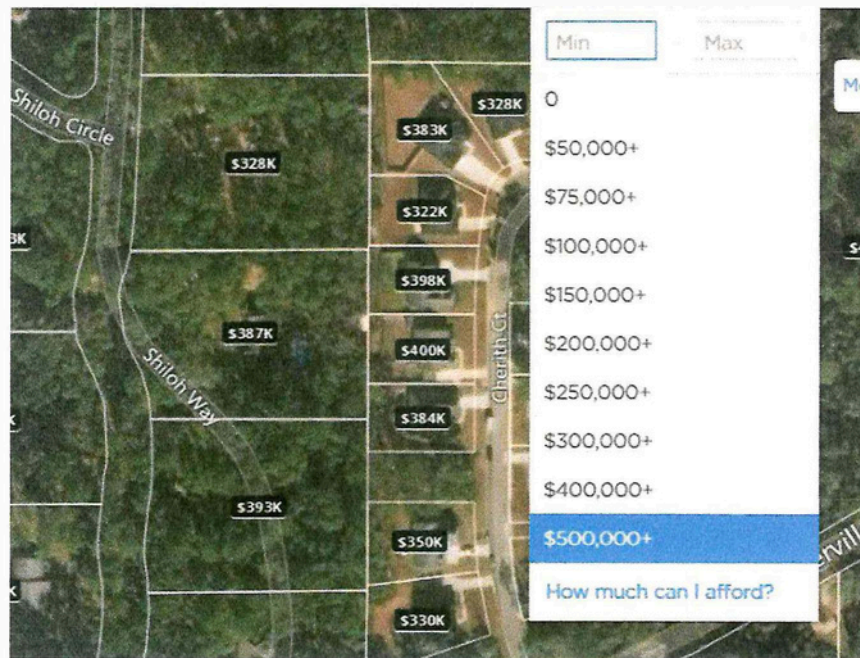
Historically, your first offer is usually your best.

# PRICING YOUR HOME TO SELL

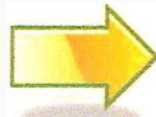
## Pricing Within the Market

### PRICING YOUR HOME ACCORDING TO BRACKETS

*Pricing has to be considered so you'll be in more than one price bracket.* Buyers search in price brackets, therefore, it is better to be priced at \$150,000 than \$149,900. This way you appear in searches for homes priced from \$100,000 to \$150,000 and in searches for homes priced from \$150,000 to \$200,000.

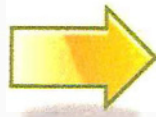


At \$149,900, you only appear here



\$100,000 to \$150,000

At \$150,000, you appear



\$100,000 to \$150,000  
\$150,000 to \$200,000

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# PRICING YOUR HOME TO SELL

## Pricing Within the Market

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When we price, we consider:

- Homes similar to yours in size, price, range and age
- Your area competition and how many months of inventory currently exist
- The best price to reach two pricing brackets (for online searches,)
- What new construction in your area can be purchased for
- Where you fall price-wise within the competition



The proper balance of these factors will expedite your sale:

**PRICE:** If the property is not properly priced, a sale may be delayed or even prevented. Our comprehensive market study will assist you in determining the best possible price.

**LOCATION:** Location is the single greatest factor affecting value. Neighborhood desirability is fundamental to a property's fair market value.

**CONDITION:** Property condition affects price and speed of sale. Optimizing physical appearances and advance preparation for marketing maximizes value.

**COMPETITION:** Prospective buyers are going to compare your property - both the condition and the price - to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

**TIMING:** Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

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# PRICING YOUR HOME TO SELL

## Pricing Within the Market

### BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay, not the amount of money that has gone into it. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.

Seller A



Seller A had a new roof that cost \$10,000.  
Seller A's well cost \$20,000 because they had to dig down 350 feet to get water

Seller B



Seller B has a 4 year old roof. Seller B's well cost \$10,000 because they only had to dig down 200 feet to get to water

From the buyers point of view, each house has a roof and water. The bottom line is, it doesn't matter what you put into it, only what comparable properties have sold for and are listed for . New items don't necessarily bring you more money, but they often bring a quicker sale.

# PRICING YOUR HOME TO SELL

## Pricing Within the Market

PRICE PER SQUARE FOOT IS NOT A GOOD BAROMETER

HERE'S WHY:



1,000 Square Foot House  
Is built for \$100/square foot

\$100,000 House+ Lot=

\$200,000

Or \$200 per square foot



2,000 Square Foot House  
Is built for \$100/square foot

\$200,000 House+ Lot=

\$300,000

Or \$150 per square foot

Square footage prices are easily skewed from a small to large  
house since the land value is constant.

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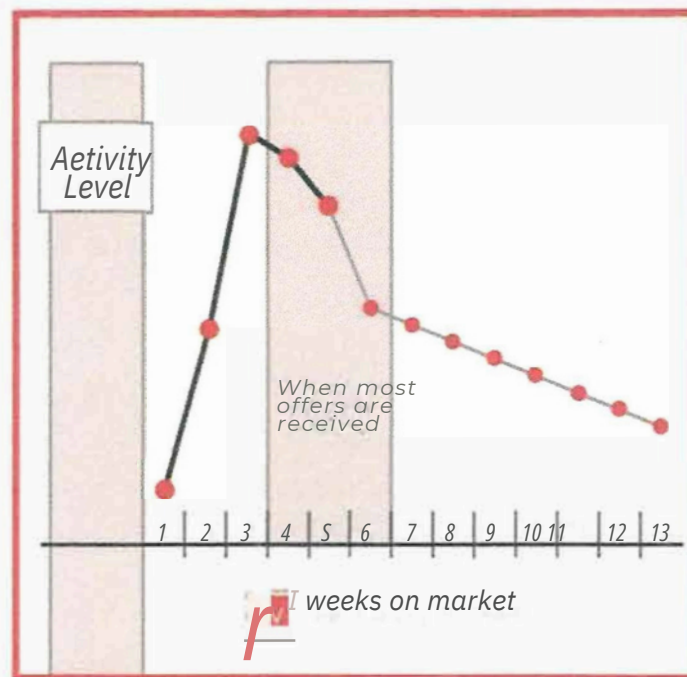
# PRICING YOUR HOME TO SELL

## Pricing Within the Market

*Price Competitively-The First 30 Days are Critical!*

*The right price Is Important*

- A property generates the most interest when it first hits the market
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



*If you drop the price later, the best chance to sell for TOP DOLLAR has passed you by.*

*A General Rule:*

*If you've been listed for 2 weeks and haven't had any inquiries or showings, you're priced too high.*

*If you've had 10 showings and no offers, you're priced too high.*

## Price your home to sell...and it will!

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# PRICING YOUR HOME TO SELL

## Pricing Within the Market

### Arriving at your list price

We give you examples of the competition, both active and recently sold



#### Over Market Value

- Use if you must receive a certain dollar amount for your home
- Very few lookers, if any
- Sits stagnant on the market, takes much longer to sell than other comparable homes
- Chance the home will not "appraise out" by buyer's lender



#### At Market Value

- Buyers recognize a well-priced home
- No issues with buyer appraisals
- Found easier in buyer searches
- Usually brings in buyers
- May not bring multiple offers



#### Below market value

- Quick sale
- High chance of producing multiple offers
- May produce offers higher than list price
- Generates high interest levels among buyers and agents
- Risk having to sell at lower price if market is not robust enough



We explain the pros and cons of listings under, at, and over our suggested listing price. Every home and situation is different, and all factors must be taken into account

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# THE PROCESS

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**Marketing Consultation** - We will Hire a firm to come to your home to take property photos, measurements, and property details to get your property listed on the market. We will be your main point of contact regarding the listing and marketing process of your home.

**On The Market** - Your listing will be published within the local Multiple Listing Service {MLS}, as well as all the websites we market to. We will also follow the additional protocols mentioned throughout the marketing presentation.

**Offer** - When an offer comes in, we will email a copy of it to you, along with the specifics of the offer, and will follow up to discuss the offer with you in detail.

**Negotiations** - If necessary, we will verbally negotiate with the other party {through their real estate agent} to help you arrive at terms that are acceptable to you. We will write the counter offer and once all selling and buyer parties have signed you'll be under contract.

**Contingencies** - The contract will contain certain contingencies for the buyer{s} to perform their due diligence, i.e. obtain satisfactory financing, inspections, insurance. We will monitor the appropriate time frames to ensure these milestones are met.

**Inspection** - The buyer's agent, along with the buyer attend the inspection. While this is being done, you should plan to exit the home.

**Repair Negotiations** - If repairs are required, I will assist you with any related negotiations. You will receive a copy of the buyer's home inspection report{s}.

**Buyers Financing/Appraisal** - I will communicate with the buyer's lender and agent to ensure the buyer has made timely loan application and that the appraisal is ordered. We will notify you should there be any unforeseen issues.

**Final Walkthrough** - Either the night before or morning of closing, the buyer will walk through the property to make sure that the home is in the same condition as when they made the offer and to check that any negotiated repairs have been completed.

**Closing** - The Closing Manager will maintain ongoing communication with you from contract to close. I will make sure you know your contract responsibilities, timeframes and deadlines. I will also notify you when closing has been scheduled, so you'll know when and where you'll need to attend.

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# THE PROCESS

## Marketing Consultation

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On our first visit we will:

- *Receive Answers To Your Questions*
  - *Review The Market*
  - *Review Competition*
  - *Discuss Pricing*
  - *Discuss Staging*
  - *Discuss Possible Repairs*



*According to the National Association of Realtors:  
If your property is not shown for two weeks or you have ten showings with no offers, you need to reduce the price.*

**Your first offer is usually your best offer!**

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# THE PROCESS

## In the beginning:



We will work with you to prepare the home for sale and price it competitively. Once a list price is agree upon, we will prepare and send you your listing paperwork to fill out and complete.

## Week One

We hire a firm to take photos, measurements, notes on features. We will also stop by and pick up a copy of the key, and also go over showing instructions with you and answer any of your questions along with picking up any additional paperwork necessary if you have not completed it electronically.



Then I'll go back to the office and input your property in the Multiple Listing Service. It will appear in the "new" category for two weeks. The property is then pushed out to hundreds of third party websites. (It takes a few days for the property to filter out to all the websites since they have different download schedules.)

We also email our office agents (300+) and let them know about the property. We send a "new on the market flyer" to the 2,400+ CPAR members. We also send out an electronic flyer to my database of buyers. In addition to these agents, we market to our Top Producer Group, a mixture of top agents from other offices. Your property is also posted across all my social media accounts.

We will prepare the homebook, which will have information about your home and neighborhood for you to keep at the property for all showings. We will also deliver the sign and lockbox to your property on the day it goes live. It is imperative that we get your paperwork in order to complete the homebook. Your house is now ready to be shown.



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# THE PROCESS

## Listin Your Home With Us



If we are in the correct price bracket, we will quickly begin to get inquiries via email and phone. It is imperative that we answer them immediately, pre-qualify them and get them into your house. There is an 87% chance of capturing them if we get to them in one hour or less. We normally try to do it within 15 minutes. Since I'm on call from 7am to 9pm, 7 days a week it is not a problem. Your chance of success goes down to about 13% if it takes longer than 8 hours to contact the buyer.

As our buyer's agents and other agents start to show the property, it will register on the electronic lockbox as they come into your property. The minute they open the lockbox it is tracked in our Supra lockbox system. If they do not send us automatic feedback as requested at the showing, I will seek their feedback by email and phone. When the feedback comes back I will see it immediately, especially if the buyers have any questions. I will send you the feedback and also place it on your Weekly Market Update. As soon as I see that someone is coming back again or sends any feedback that has a question or buying signal, I'll step in and call the agent to see what we can do to get the buyer on paper.



### Week Two and On



Every week, We will be sending you a weekly update through email that tracks the number of showings to date, showings that week, and any offers to date as well as the last negotiated price including any pricing reductions if applicable. You will also continue to be updated on showings, email inquiries, and sign calls.

If we have done our work and the house is staged and priced properly, then we should get a contract in a couple of months or less since we will look like the best buy.

Once you have a purchase contract on your home, We will continue to be your liaison between, the buyer's agent, and the title company. Should you have any questions or need assistance from this point on.

We will keep you fully informed throughout the listing, contract, and closing process. Some days we may not call you, however, rest assured we are involved every step of the way. Consider the adage "No News is Good News". So when you don't hear from us, this means things are progressing as they should be.



**\*NOTE\*** Once the property goes under contract, I will be placing a "SOLD" rider on our sign at your property and it will remain until the closing date.

**SOLD**

*Remember, you only are able to be in charge of three things when it comes to selling your home: price, condition and picking the right AGENT!*

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# THE PROCESS

## Listing Your Home With Us

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### A SUPRA LOCKBOX HAS BEEN PLACED ON YOUR DOOR.

A record is created when a lock box is opened, so real estate agents can obtain real-time showing information. Therefore, Client questions can be answered quickly and feedback from showing agents can be gathered while information from the showing is fresh in their minds.

PLEASE ALLOW THE SHOWING AGENT TO USE THE LOCKBOX.

DO NOT OPEN THE DOOR FOR THEM IF YOU ARE PRESENT.

This allows me to track the showing. I'll know the minute that your door is opened and closed which allows us obtain feedback on your home as quickly as possible

PRIOR TO A SHOWING, WE WILL CALL YOU DIRECTLY TO SET UP A TIME WITH YOU. OR SCHEDULE THROUGH SHOWINGTIME.



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# THE PROCESS

## Listin Your Home With Us

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We will set up your Showing Instructions, Restrictions, & any other pertinent details regarding the specifics of showing your home in the ShowingTime App that is directly linked to MLS.

ShowingTime is a fast & efficient way for both Realtors & Sellers to coordinate and schedule their showings. You can download the app for free on your smart phone or tablet device. By downloading the app, you will have the capability to sync your showings to your calendar and also view any feedback directly from the agent. If you decide not to download the app, you can still receive automated texts, emails & phone calls from ShowingTime to easily Accept or Reject showing requests from agents using this method.



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# THE PROCESS

## Listing Your Home With Us

HERE'S AN EXAMPLE OF HOW WE WILL KEEP YOU UP TO DATE ON YOUR HOME'S ACTIVITY WHILE IT'S ON THE MARKET:

EMAIL SUBJECT: "WEEKLY MARKET UPDATE - 123 ALPHABET DRIVE"

Hi John Smith, Below is a summary of showings and offers to date on your property:

\*Remember, according to the National Association of Realtors Homeseller Study, anytime a property goes two weeks with no showings or ten showings without an offer, it can be interpreted to mean that the property is priced above its competition and should be adjusted to a new price bracket in order to effect a sale.

ORIGINAL LIST PRICE: \$ 123,456

CURRENT LIST PRICE: \$100,000

LISTING DATE: 01/01/2018

Showings This Week	2	5
Total Showings	01/15/1	
Date of Last Showing	8	
Date of Last Reduction	01/12/18	
Date of Last Offer	01/15/1	
Amount of Last Offer	8 \$90k	
Agent Hit Count	111	
Client Hit Count	100	

Feedback:

1/4/18 - Showed well. Great location. Nice curb appeal, but did not like the sloping backyard, buyer also prefers more of a split bedroom plan. Suggestion: neutralize interior paint job.

1/5/18 - Buyers liked the floor plan, but not crazy about the chandeliers, needs too much updating inside, will not be putting in an offer. Should drop the price by \$1 OK.

1/6/18 - Awesome condition, will show the house again

1/10/18 - feedback requested, 1/12 Feedback requested again, 1/14 Called to request feedback

1/15/18 - Offer submitted - \$90k

Have a wonderful weekend!

Sincerely,

Bryan

Lawrence E

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# THE PROCESS

## Negotiating on Your Behalf

### *Navigating Potential Road Bumps*



Contract  
Negotiation

①



Inspection

②

③

Appraisal



Walk-through

---@

#### What this means for you...

In a seller's market where prices are rising, the property appraisal may be lower than what a buyer offers. This makes it harder for the buyer to secure a mortgage unless they make up the difference. I will navigate challenges like this for you.

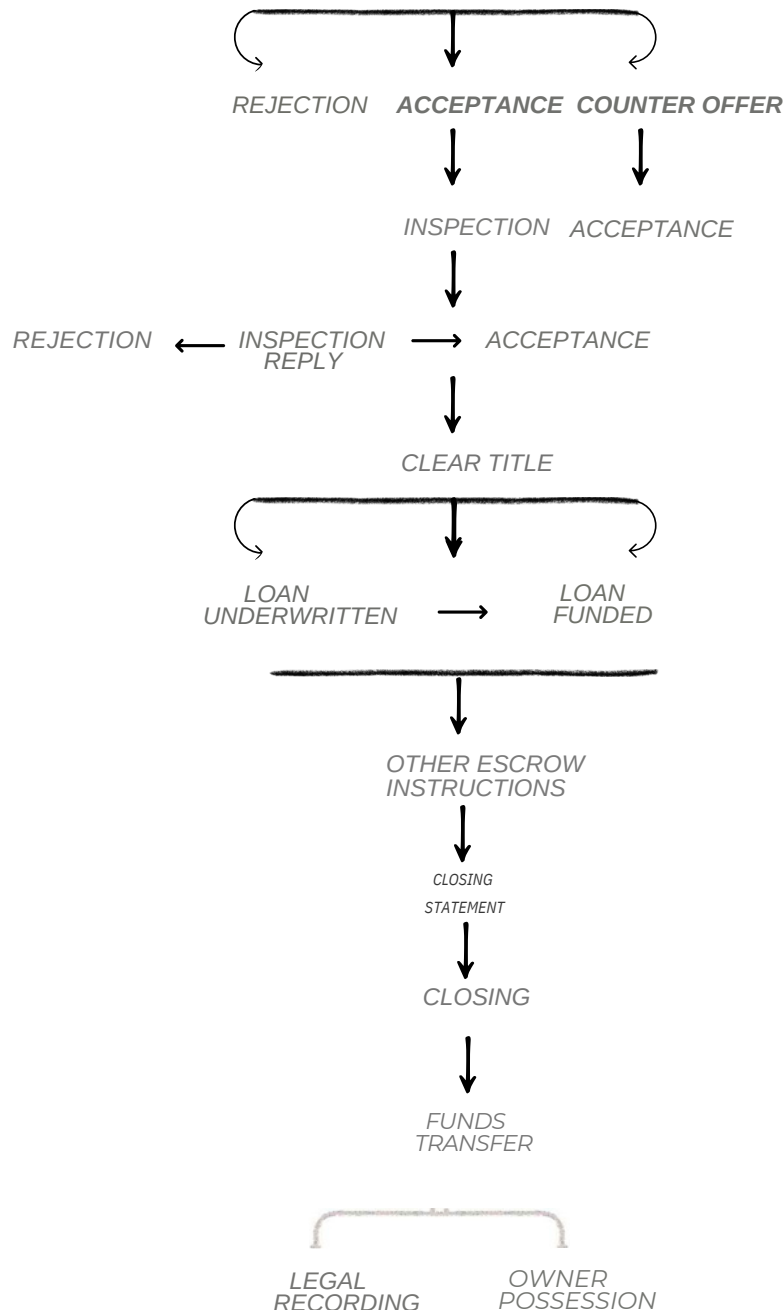
Keller Williams Realty, Inc.

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# THE PROCESS

## Purchase Contract - Offer to Close

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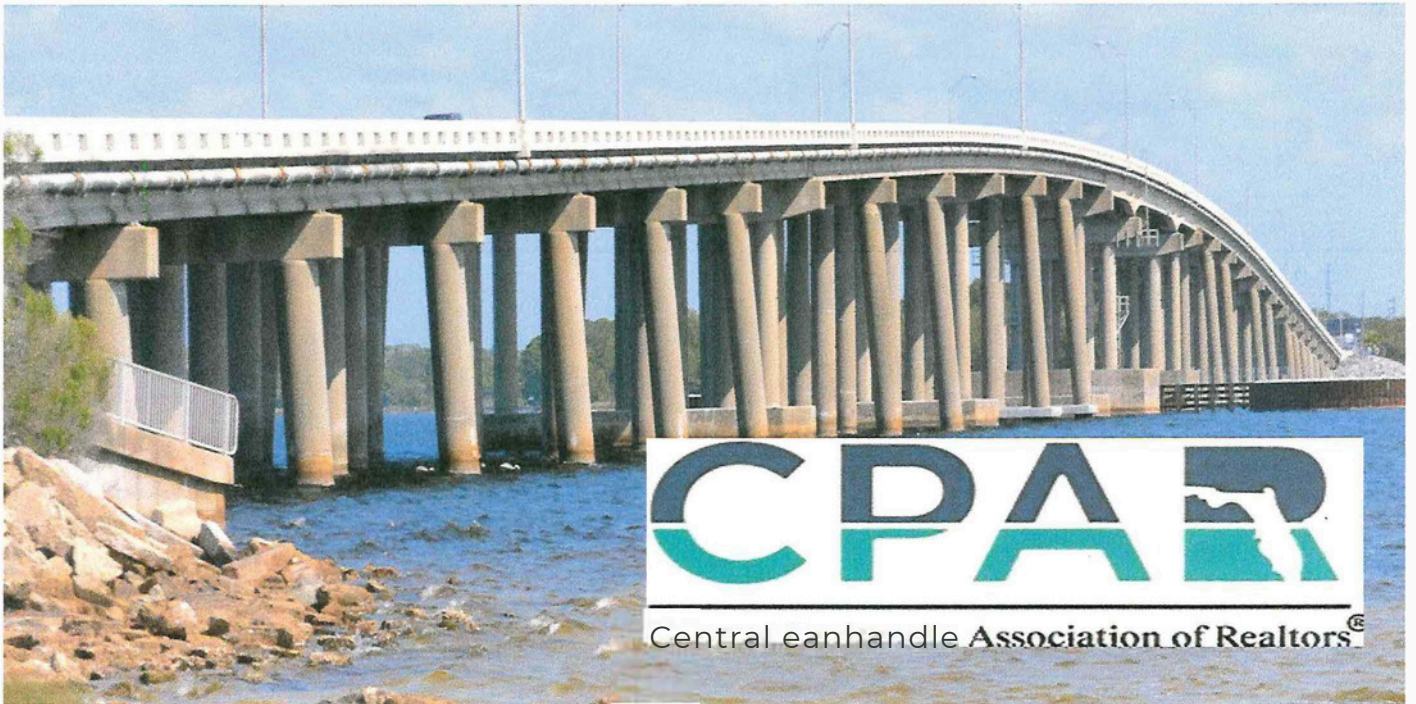
From the receipt of your first offer until your funds are disbursed at closing, we will be there to represent you and ensure that you are informed every step of the way.

# Reports

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## TRENDS

Central Panhandle Association of Realtors



PROVIDING THE ENTIRE CENTRAL PANHANDLE AREA REAL ESTATE COMMUNITY WITH CURRENT, TIMELY ANALYSIS OF THE REAL ESTATE MARKET.

HELPING YOU MAKE THE RIGHT BUSINESS DECISIONS.

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Here's how you can  
get in touch with us.

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