

SELLER'S GUIDE

BERKSHIRE HATHAWAY HomeServices Florida Properties Group

## **OUR REACH IS GLOBAL. OUR ROOTS ARE LOCAL.**

You've made the decision to sell your home and now you need a partner who you can trust and rely on. At Berkshire Hathaway HomeServices Florida Properties Group, we do business based on our core values: Teamwork, Integrity, Passion, and Excellence. Our associates and team members ensure that these four values are integrated into every customer service experience.

We strive to provide more than real estate services and investment guidance. Our goal is to be a valuable resource for you through this process and into your future.

At Florida Properties Group we are passionate about real estate and understand that selling your home is more than a "sale"; it's an experience. We take pride in helping people through this meaningful transition and we are confident that our guidance will help make this process easier. With over 50 years in the Tampa Bay and Central Florida area, Florida Properties Group has proven we are here to serve you!

We hope that this guide is something you find beneficial. We are honored by this opportunity to help you sell your home and grateful for your trust!

Thank you,

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D. Dewey Mitchell Broker/Owner

Allen S. Crumbley Broker/Owner





Not only do we *value* teamwork, integrity, passion, and excellence... but we *achieve* it.

## THE HOME SELLING

#### MARKETING CONSULTATION

Once your Florida Properties Group trusted advisor has met you, viewed your home and completed a detailed Comparative Market Analysis, a listing price will be determined and listing agreement will be signed.

#### MARKET HOME

The marketing of your home will begin with a number of activities established by you and your associate.

#### COORDINATE SHOWINGS

Open houses and showings will allow potential buyers a first-hand look at your home. Your Florida Properties Group associate will coordinate all of the showings with you.

#### RECEIVE OFFER

Once a potential buyer makes an offer on your home, your Florida Properties Group associate will contact you to review the offer and discuss next steps.

#### NEGOTIATE TERMS

Your associate will work to negotiate the terms of the contract, always keeping your best interests in mind.

#### INSPECTIONS + APPRAISALS

Part of the offer and negotiations will include inspections and appraisals. Your associate will communicate what's needed during this phase of the process.

#### FINALIZE NEGOTIATIONS

There could be more contract negotiations after the inspections and the appraisal. Your associate will continue to work with you to keep the selling of your home moving forward.

#### HAPPY CLOSING DAY

It's time to close and move on to your next adventure!

#### ALWAYS HERE FOR YOU

Your associate and Florida Properties Group are never finished. While your home sale is complete, your agent remains a continued resource for home-related questions.

# Let us be your GUIDE

### WHAT YOU WANT, MATTERS.

Whether you need a larger space, have decided to downsize, or life is taking you on a new adventure, selling your home is a big decision. It can also be an emotional one, we are here to assist you while creating this next chapter of your life. Integrity matters to us, let us be your guide and show you how.

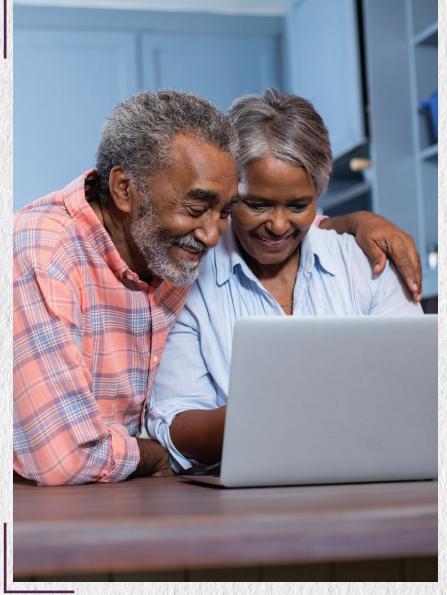
Your home is one of your largest investments. It is where you have been making memories and planning your dreams. The time you have spent in every room and outdoor space is all part of your home's unique story and we want to hear all about it.

### **BETTER MARKETING ACHIEVES BETTER RESULTS**

Our marketing will bring the unique story and value of your home to life for potential buyers. Our approach is to expose your home to the broadest possible audience of buyers and achieve the highest price within your time frame. We strive for seamless transitions and worry-free transactions. Our Berkshire Hathaway HomeServices Florida Properties Group team will partner with you to help you achieve your specific goals and identify your needs.







GOOD TO KNOW

We are ranked in the Top 25 Berkshire Hathaway HomeServices brokerages globally.





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## YOUR HOME'S UNIQUE STORY

Think about when you bought this home. What was it that made you say,

"This is the one."





We will work with you to highlight what is special and unique about your home. Let's tell the story of your home in a way that will help buyers make an emotional connection - and as a result want to make it their own.

Your story can include any number of chapters, for example: What qualities make your home unique?

What are the special architectural or design details that you love?

to it energy efficient on eco-friendly?

As it in a desirable location?

Have you recently remodeled?

Favorite restaurants or other activities nearby?

Does the neighborhood offer amenities?

What will you miss most about living here?

## EVALUATING THE MARKET AND DEFINING VALUE

Your home's unique story is only one part of the selling equation. The other factor is the current real estate market - specifically pricing trends in your area and other available properties that might attract the same potential buyers. While you have a unique perspective on your home's value, it is also important to think like a buyer.

Our team at Berkshire Hathaway HomeServices Florida Properties Group takes a close look at both the opportunities and the challenges that may exist once you decide to sell. As a result, we can provide you with realistic expectations with regard to what price you can expect and how long your home may be on the market.

Our associates assess local market trends and sales history in order to best advise you! The following are some of the other factors we will take into consideration when working with you to determine the value of your property:



- The style, size, and floor plan
- First impressions and curb appeal of your home
- The age and condition of your home
- Updates and improvements you have made
- Competitive properties in your neighborhood
- Historical data for sales in your area
- Characteristics and amenities within your community
- Your local Buyer Market Analysis



Pricing, packaging, condition, and marketing impact your selling success.

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#### MAKE AN IMPRESSION

When marketing any type of real estate, you only have one chance to make the right first impression. Whether a potential buyer is viewing your home for the first time in a photograph, video, or in person – what they see will have a tremendous impact on their interest. Within 3 seconds of seeing a photo, buyers have formed a positive or negative opinion of your home.

Only 10% of potential buyers can visualize the potential of a home. That means the majority need to see and experience your space in a way that appeals to them.

**ITEMS TO CONSIDER** 

Cleaning and repairs to maximize "curb appeal"

De-cluttering so it feels more spacious

De-personalizing so potential buyers can envision themselves in your space

Neutralizing so potential buyers can think about how they might add their own touches and personality

Professional staging, which can maximize your home's appeal





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Professionally staged homes sell 73% faster \*Real Estate Staging Association



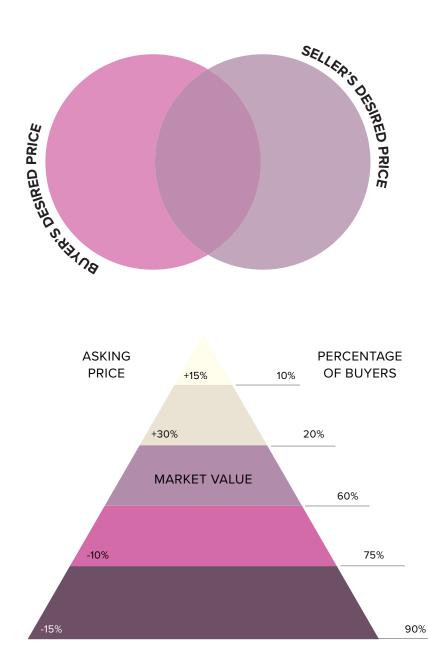


## TAKING YOUR HOME FROM LISTED TO SOLD

## Did you know over 40% of homes are sold by an agent's sphere of influence

— other real estate agents, friends, relatives or past client? The other 60% of buyers find their home online, usually sent from their agent. Either way, we have you covered. With more than 600 agents, our collective sphere of influence adds more potential buyers for your home. And it just so happens that, bhhsfloridaproperties.com dominates local web presence.



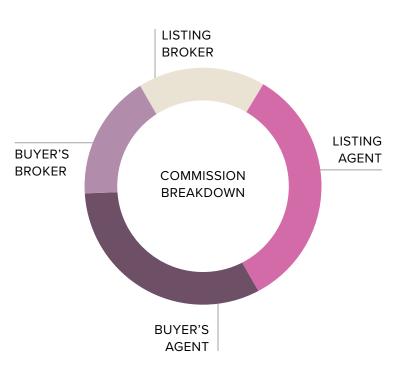


## PRICING FOR A COMPETITIVE MARKET

When setting the price for your home, the listing price must strike a balance between the seller's need to achieve the best possible return and the buyer's need to get a good value.

## ATTRACT MORE BUYERS

A competitive price will attract more buyers. If you price your home at market value, you expose it to a much greater percentage of prospective buyers, thus increasing your chances for a sale.



## ATTRACT MORE AGENTS

A competitive commission will attract more agents. Understanding and adjusting accordingly can create larger exposure to the REALTOR® community.

#### STRATEGIC REAL ESTATE MARKETING

At Berkshire Hathaway HomeServices Florida Properties Group, our proactive, broad marketing approach goes far beyond simply marketing your home or putting a sign in your yard.

By trusting in us, you can be sure we will leverage every available resource to attract qualified buyers. Our comprehensive Advanced Property Marketing System is an investment in your success and includes:

High-quality photography

Best practices in technology, including online, mobile, and digital marketing solutions

Connecting directly with potential buyers through local agents, corporate relocation experts, and international markets

Leveraging a number of exclusive national and global real estate referral networks

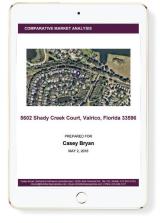
MEGA Open Houses unlike any of our competitors

#### USING A TARGETED APPROACH

With our unparalleled knowledge of the local market and access to robust data about buyers, we can create the most appropriate approach and make sure that your marketing strategy is specifically targeted to the right buyers.

Our advanced marketing will bring the story of your home to life.



It's not about the pieces, but how they work together. We are here for you every step of the way, cheering you on! That's why one of our most important core values is teamwork. 

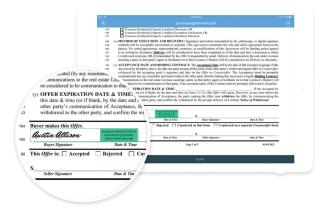
#### СМА

We equip our executives with a comprehensive system that creates and delivers an accurate price for your home.



#### LISTING ALERT

As a seller with Berkshire Hathaway HomeServices Florida Properties Group we alert buyers and their agents of your home prior of it ever hitting the market to get you the most showings.



#### DOTLOOP

No more frantic trips all over the area just to complete your paperwork on time. Our agents use Dotloop, an online meeting room that allows you and your agent to conveniently complete, review, and sign paperwork.



#### CATCHING BUYERS LIKE IT'S "GOING OUT OF STYLE"

Buyside matches more buyers to your home. Homes get promoted intelligently to agents with a matching buyer, selling homes faster. Buyers get the inside track on your hot new property.

Using behavioral and graphic targeting compiled on a buyer heat map, this tool showcases new listings and directly markets to agents and their clients who have criteria matching your home.

Berkshire Hafhaway HomeServices does not endorse any of the products or vendors, referenced on this material. Any mention of vendors, products, or services is for informational purposes only

PATRIC

Berkshire Hathaway HomeServices Real Estate Agency Most Trusted Brand

Based on the 2018 Harris Poll EquiTrend® Study

Berkshire Hathaway HomeServices received the highest numerical Equity Score and the highest numerical score relating to Trust among Real Estate Agency brands included in the 2018 Harris Poll EquiTrend® Study, which is based on opinions of 77,031 U.S. consumers ages 15 and over surveyed online between January 3, 2018 and February 15, 2018. Your opinion may differ. "Highest Ranked" was determined by a pure ranking of a sample of Real Estate Agency brands.

#### MARKET WATCH

Search, save, and view homes for sale from your home computer or mobile device, through both bhhsfloridaproperties.com and our mobile app. Home Match also tracks showings, feedback, market activity, and open houses for sellers.

#### SOCIAL MEDIA SHARING

Did you find your dream home on bhhsfloridaproperties.com? Or do you want to let your friends know your home is for sale? You can share your home to various social media platforms to partner with us to get more views on your home.

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#### **SPACIO + MEGA OPEN HOUSE**

One weekend a month, our team hosts hundreds of open houses throughout the Tampa Bay and Central Florida area where a ton of marketing is invested to drive buyers to your home.

#### BHHSFLORIDAPROPERTIES.COM

Our website updates regularly, giving buyers the latest data available on all properties for sale within the MLS. It also provides home buying and selling resources.



#### GIVING BUYERS QUICK ACCESS TO YOUR HOME'S INFO

CITY 24/7 (Curbside Info To You), powered by Voicepad, is an easy-to-use mobile tool that gives buyers access to information about your home... anytime, day or night. We are the only real estate brand in the Central Florida area with this exclusive mobile technology.

Buyers simply dial or text-to the number shown on our distinctive yard signs to instantly receive details about your home. From the phone call or text message, they can also link to property photos on the mobile web. Buyers can then connect with your associate automatically for an appointment to see your home.

Using this technology, your agent is able to:

- Consistently present your home's best features
- Identify potential leads and track inquiries
- Showcase your home on Facebook, Twitter, Google Plus, and Craigslist
- Feature a "Smart Tour" home video on our company's YouTube channel
- Provide this to you at no additional charge

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Berkshire Hathaway HomeServices Real Estate Agency Brand of the Year

Based on the 2018 Harris Poll EquiTrend® Equity Score

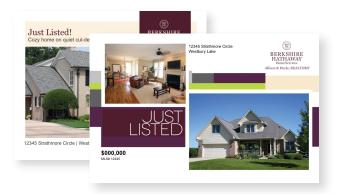
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#### **MARKETING TOOLS**



#### **MARKETING PIECES**

Berkshire Hathaway HomeServices Florida Properties Group creates top notch print marketing pieces. These postcards, flyers, and brochures can be created and printed for open houses or mailed to targeted neighborhoods. Our agents also have access to digital marketing pieces to customize and advertise your home to potential buyers.



#### JUST LISTED POSTCARDS

We custom design and mail out postcards of your home to identify potential buyers in or around the home.



#### HOME MARKETING FLYERS

Once a home is listed, your agent can create and display high-quality marketing flyers to attract potential buyers.

#### WE DO OPEN HOUSES IN A MEGA KIND OF WAY

These monthly events are designed to attract new potential buyers, create awareness throughout the local communities, and provide significant advertising and exposure for your property.

The day of a MEGA Open House, your property will be featured throughout the area we serve and included in preevent advertising that includes Facebook ads, social media events, neighborhood level marketing and special event-based marketing on Zillow.

#### PAPERLESS REGISTRATION

Using Spacio leaves potential buyers with a lasting first impression with a professional and inviting paperless open house solution. The platform accurately collects visitor's information and automatically sends a follow-up email after your open house ends. No more unreadable handwriting, no more missed opportunities.

Spacio helps you maximize open house lead generation opportunities by automating lead capture and follow up.

At the end of a MEGA Open House, we follow up with everyone who sees your property that day.



#### PAPERLESS REGISTRATION









89% of all buyers are represented by a buyer's agent. \*National Association of REALTORS®

#### **CONNECTING WITH POTENTIAL BUYERS**

Berkshire Hathaway HomeServices Florida Properties Group leverages a wide range of local, national, and global networks to reach potential buyers.

## When it comes to finding a buyer for your home, we leave no door unopened.

#### **REACHING LOCAL BUYERS' AGENTS**

Your home is listed on the Multiple Listing Services for the greater metro area. The MLS is a primary source of information that can only be accessed by agents.

We reach buyers' agents through personalized, targeted marketing campaigns to showcase your home.

We use our resources to identify agents who have worked with clients in your area or searched for properties with similar attributes to yours.

#### **REFERRAL NETWORKS EXPAND OUR REACH**

Berkshire Hathaway HomeServices Florida Properties Group is proud to be part of a number of national and global referral networks that provide maximum exposure for your home to qualified buyers including:

- Berkshire Hathaway HomeServices Global Network
- HomeServices of America Network
- The Realty Alliance Network, The Real Trends Network
- China Real Estate Association, AREAA (Asian Real Estate Association of America), NAHREP (National Association of Hispanic Real Estate Professionals), SAUPO (Asia
  USA partnership), LPS (Shanghai, London)
- Utilizing our leading in-house Relocation and Referral Division to identify potential buyers relocating within or to the Tampa Bay and Central Florida area

#### HOME PARTNERS OF AMERICA PARTNERSHIP

We have a strategic relationship with Home Partners of America for a Lease with a Right to Purchase Program. Qualifying properties will be purchased by Home Partners of America and leased to approved residents. This program may be a great option for qualified properties.

#### WE BRING YOUR HOME DIRECTLY TO THE BUYER

Online marketing is critical to the success of selling your home, and luckily, we've mastered that!

- The Zillow Group and Realtor.com websites receive 80% of all real estate searches for Tampa Bay
- Our company has strategic partnerships with Zillow and Realtor.com so your home gets more views
- We expose your home to over 40,000 real estate websites, mobile websites, and mobile apps
- Our homes are viewed in about 100 million monthly searches
- Our listing pages receive approximately 4.5 million monthly views
- Our homes are seen in 37 different countries and 5 continents



## 95% of homebuyers start their search online.

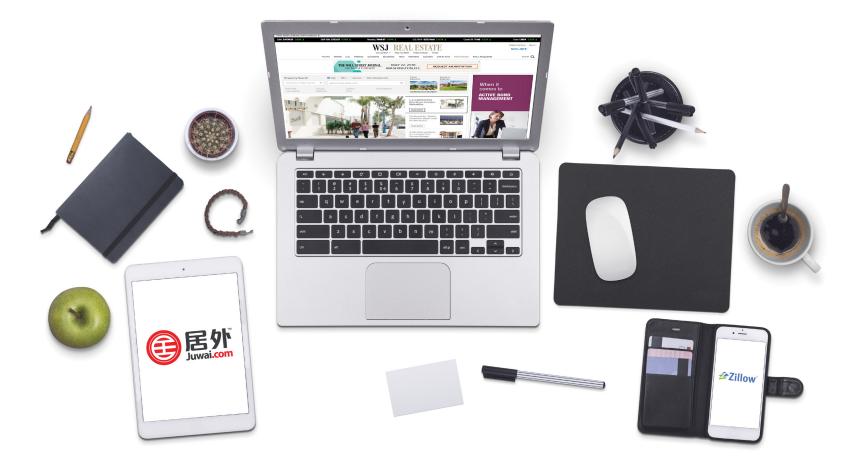
NATIONAL ASSOCIATION OF REALTORS

	2001	2009	2010	2011	2012	2013	2014	2015	2016	2017
Internet	8%	36%	37%	40%	42%	43%	43%	44%	51%	49%
Real Estate Agent	48%	36%	38%	35%	34%	33%	33%	33%	34%	31%
Yard Sign	15%	12%	11%	11%	10%	9%	9%	9%	8%	7%
Friend, Neighbor, Relative	8%	6%	6%	6%	6%	6%	6%	6%	4%	6%
Print	7%	1%	1%	2%	1%	2%	1%	1%	1%	1%

#### HOW DID BUYERS FIRST LEARN ABOUT THE HOME THEY PURCHASED

NAR PROFILE OF HOME BUYERS AND SELLERS





## OUR LISTING SYNDICATION NETWORK IS THE MOST ADVANCED IN THE WORLD

The world of online real estate listings is rapidly changing. Our company has developed a robust network of listing feeds and website partners to achieve maximum exposure and the highest visibility for our homes. We are constantly monitoring and managing our network of over 40,000 websites to ensure quality and accuracy.

We have special programs with the leading websites, such as Zillow Group, Realtor. com, the Wall Street Journal Global Network, the Financial Times, the exclusive International MLS, and many more. We also reach 900 million potential buyers behind the internet firewall in China through our unique partnership with Juwai - Tencent. No other company provides such extensive exposure for homes which increases the chances of finding the right buyer and the best terms.

#### **NEGOTIATING WITH A BUYER**

The day you have been anxiously awaiting arrives you receive an offer from a qualified buyer.

You can trust your Berkshire Hathaway HomeServices Florida Properties Group associate to be an unwavering resource. We will be with you every step of the way to closing and beyond.

Your associate will use their expertise and experience to ensure you feel informed and confident that you are getting the very best return on your investment.

#### **IT'S OUR PASSION**

At Berkshire Hathaway HomeServices Florida Properties Group we take pride in how we do things. Our difference is in the details.

All of our associates are REALTORS® and uphold a code of ethics that reflects in how they do business.

We use contracts and stipulations written by attorneys that comply with Florida law and have proven protections.

Our associates are trained in negotiation strategies and know how to keep you in the driver's seat until the transaction is complete.

In addition to putting your home under warranty, we will make recommendations for repairs to make before the inspection so your closing is not delayed.

We'll remind your buyer that our partners are available to assist with their lending, legal, insurance and warranty needs to ensure we are working with quality companies and firms we can trust.

We communicate with the buyer's agent, lender, and closing agent throughout the closing period to ensure a smooth transaction and an on-time closing with no surprises. We handle the details so you don't have to.



## PRICE IS WHAT YOU PAY. VALUE IS WHAT YOU GET.

WARREN BUFFETT Chairman and CEO, Berkshire Hathaway Inc.



### **CAPSTONE TITLE**

Capstone Title is a company you can count on in today's ever-changing real estate environment. With a strong heritage in the Tampa Bay and surrounding areas, Capstone Title has a proven track record of successful performance and is a recognized leader in providing quality title and settlement services to you. Our extensive background and years of experience in the title industry have given us a unique appreciation for the client experience when buying or selling a home.

www.capstonetitlellc.com

## CAPSTONE INSURANCE

Capstone Insurance has deep roots in the Tampa Bay area and is an independent agency, meaning we work for YOU! We are here to serve personal and commercial insurance needs of families and businesses in the Tampa Bay and surrounding areas. Outstanding service and professionalism is something you can depend on from us. We make it our goal to earn your trust and we are committed to being honest and fair in all dealings while also treating your needs as if they were our very own. www.capstoneinsurancegroup.com

## 2-10 HOME WARRANTY

It is important to know that your home is protected by the most trusted Home Warranty Service Agreement available, 2-10 Home Warranty is here to help you and protect your home. When choosing 2-10, rest easy, knowing that you are covered by the industry leader that does things the right way in your time of need.



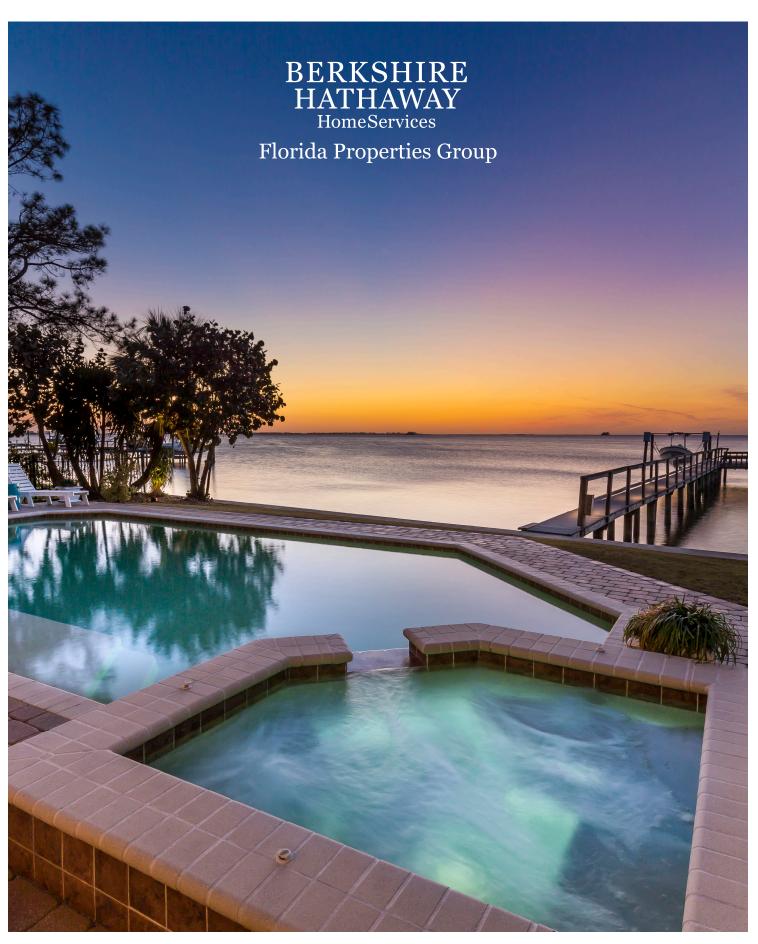
## HOMESERVICES IS OUR MIDDLE NAME.

We work closely with partners who are the best at what they do and who you can trust through every step of the selling process.



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