

A STRESS-FREE GUIDE TO
SELLING YOUR HOME



OCALA HOME
GUIDE REALTY

MAKING DREAM LIFESTYLES REAL!



sold STRATEGY

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hello

I AM ANDREW KRUGLANSKI

Over the years, I have experienced almost every aspect of the real estate industry. I have developed and built residential and commercial projects. As general partner, I managed a large portfolio of investment properties. In the capacity of Realtor and Real Estate Broker, I have sold millions of dollars of residential and commercial properties



As Broker of Ocala Home Guide Realty, LLC, I strive to reach the highest standards in our industry. Whether you are a seller or a buyer, you can expect our company to deliver outstanding customer service and results.

LET'S CONNECT



(352)234-3048



andy.k@ocalahomes.online



<https://ocalahomes.online>



[ocalahomeguiderealty](https://www.instagram.com/ocalahomeguiderealty)

THE PROCESS AT A GLANCE

01

PRICE IT RIGHT

Review comparable homes and establish a price for your home

02

PREP TO SELL

Prepare your home to make its' debut on the market

03

HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

04

PHOTOS & VIDEO

The photos of your home directly influence whether a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

05

LIVE ON MLS

Your home will go live on the MLS and will be viewable to potential buyers.

06

MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

07

RECEIVE AN OFFER

We will review all offers, help you understand all the terms of the contract, and handle all of the paperwork.

08

UNDER CONTRACT

After you accept an offer, your home will officially be under contract!

09

NEGOTIATIONS

The buyers will typically have an inspection contingency. Once inspections have been completed, we will help you to negotiate any requests for repairs or credits arising out of the inspection report.

10

CLOSING DAY

Hooray! Time to hand over your keys and celebrate selling your home.

SELLING FACTORS



SELLING FACTORS

THE FORMULA FOR A SUCCESSFUL HOME SALE

(01) PREPARATION

It is essential to have your home ready for market from day one. Let's work together to ensure your home is ready for showings and to go live on the MLS. Remember that we *are selling a dream of homeownership. Simply follow as many of the recommendations directed towards you as possible, preferably all of them. I will take care of those that are my responsibility. Together we will make sure your home will be ready to make a great first impression:*

- Property Preparation
- Staging Solutions
- Virtual Staging
- Professional Photography
- Video Tours
- Pre-Inspection & Repairs

(02) PRESENTATION

With my comprehensive website, dominant internet presence, social media expertise,, and targeted networking strategy your home is sure to get the exposure it deserves. I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money. Here are a few ways that I achieve this:

- Digital Marketing That Drives Results
 - Social Media
 - Public Portals
- Targeted Networking
 - Reverse Prospecting
 - Social Strategies
- Mega Open Houses
 - In-Person
 - Virtual
 - Not at all?
- Coming Soon Campaign
 - Post the "coming soon" announcement everywhere.

(03) PRICE

When it comes to selling your house, pricing correctly matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market, and ultimately a drop in price to compete with newer, competitively priced listings. A house priced at or a little below market value attracts the most buyers and the resulting competition maximizes the offer price . Raise that asking price to just a bit above market value, and the percentage of potential buyers will decrease substantially.

PREPARING YOUR HOME



PRE-LISTING HOME INSPECTION

WHAT IS IT?

Many sellers may not realize that they have the option to get a pre-listing home inspection, a home inspection that takes place before their home is placed on the MLS. Such an inspection will not replace the one the buyer will order,.

WHY GET ONE?

Ordering a pre-listing home inspection, will allow you to get ahead of issues buyers may find in their home inspection and reduce the risk a deal will fall through. It gives you an opportunity to collect cost estimates for repairs and determine whether you want to order repairs or lower your asking price to compensate. Additionally, if any of the required repairs impact your home's curb appeal, you may discover that making them will increase offers you receive.

ADVANTAGES

- Discover property conditions before a buyer walks through the door
- Fix problems and provide receipts showing what repairs have been made
- Help prevent buyers from subtracting thousands from their offer when a repair would have cost hundreds.
- Shop contractors to find the best price for repairs
- Set your listing apart from the others
- Improve the first impression your home makes, thereby strengthening its market position

HOME INSPECTORS I RECOMMEND

FULL CIRCLE HOME INSPECTORS, INC.

www.fullcirclehomeinspectors.com

Jim@fullcirclehomeinspectors.com

(352)459-1673

PROFESSIONAL HOME INSPECTOR, INC.

WWW.VILLAGEINSPECTOR.COM

JAMIE@JAMIESCHAEFER.COM

(352)300-2017

STAGING SOLUTIONS

Staging a home is a strategic marketing tool used by sellers to help buyers envision themselves living in a home, and create an emotional connection. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows — when done correctly it can help a home sell for more money in a shorter amount of time.

83%

OF REAL ESTATE AGENTS SAID
STAGING MADE IT EASIER FOR A
BUYER TO VISUALIZE THE
PROPERTY AS A FUTURE HOME.



I have excellent relationships with home stagers who provide services and advice that will make a home more marketable and result in higher offers and less days on the market.

VIRTUAL STAGING

Virtual Staging is an innovative marketing solution that uses technology to place stylish furnishings and decor into a vacant property. This technique has increased traffic on my vacant listings by creating a more attractive and inviting space while helping buyers visualize room size and furniture placement.



DIY STAGING TIPS



- ✓ Open all of the blinds and remove all curtains
- ✓ Add new fluffy white towels to all of the bathrooms (large towels and face towels)
- ✓ Remove area rugs (If you prefer not to, let's talk about it.)
- ✓ Replace any brass fixtures and hardware with brushed nickel or black matte. I can recommend new chic, inexpensive lighting fixtures and hardware.
- REMOVE AIR FRESHENERS! Clean is the best scent, so deep clean like you've never cleaned before. Start with your stove, fridge, and microwave.
- ✓ Clean out and organize all closets. Make storage space appear larger and more organized.
- ✓ Declutter everything - *Have a designated basket you can use for random things lying around and then take it with you when you move! Put toiletries away and remove clutter from countertops*
- ✓ Depersonalize your home. One of the primary objectives of home staging is to help prospective buyers visualize the space as their own, and studies show that depersonalizing is the key. So take down photos of yourself and your family. Then store everything out of the field of sight.
- Buy a new welcome mat for the front door, and a bright, colorful wreath too.
- ✓ Use white or neutral bedding and more pillows to give your bedrooms a face lift and make living spaces appear more inviting. The more pillows throughout your home, the better.
- ✓ Use a Magic Eraser on all doors, windowsills, and walls to make everything look bright, clean and inviting.

ENHANCING YOUR HOME

It can be a little overwhelming to prepare your home for the market, but it is oh so important. **First impressions are everything!** Visualize your home through the eyes of a potential buyer. As Barbara Corcoran opined, "Buyers decide in the first eight seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first eight seconds."

INTERIOR

LIGHTEN UP

Make sure that all of your windows are clean to allow the most natural light in, replace any lightbulbs, and add extra lamps to rooms that are dark. Modernizing your home with warm lighting and stylish fixtures can immediately improve the ambience. Keep it simple and budget friendly by purchasing chic table and floor lamps.

FRESHEN UP PAINT

One of the simplest, most cost-effective improvements of all is paint. Freshly painted rooms look clean and updated and that translates to value. When selecting paint colors, keep in mind that neutrals appeal to the greatest number of people.

DEEP CLEAN & DECLUTTER

Deep clean like you've never cleaned before, and remove all clutter. You want people to see your home in the best light. Consider donating unwanted items, and storing anything else you don't need for the day-to-day.

EXTERIOR

CLEAN EXTERIOR

Houses can become dirty over time, and not cleaning before selling can be a mistake. Use a pressure washer to clean your siding and really make your home shine.

TOUCH UP PAINT

Bare patches in exterior house paint can increase buyer concerns about dry rot and other problems. A fresh coat of paint will alleviate these concerns, while boosting your curb appeal!

SPRUCE UP THE LAWN

Lush, green, healthy, well maintained landscaping and lawns are crucial to curb appeal.. So weed and groom your landscaping, mulch the flowerbeds, and add seasonal plantings to dress up the exterior..

PRICING STRATEGY



PRICING A HOME COMPETITIVELY

Using comparative market analysis, we create a report to help you understand what the market is telling us about your home's value. As you read the report and ask questions, you will quickly learn how to price your home to maximize buyer interest, and as a result, generate the highest possible offers in the shortest period of time.

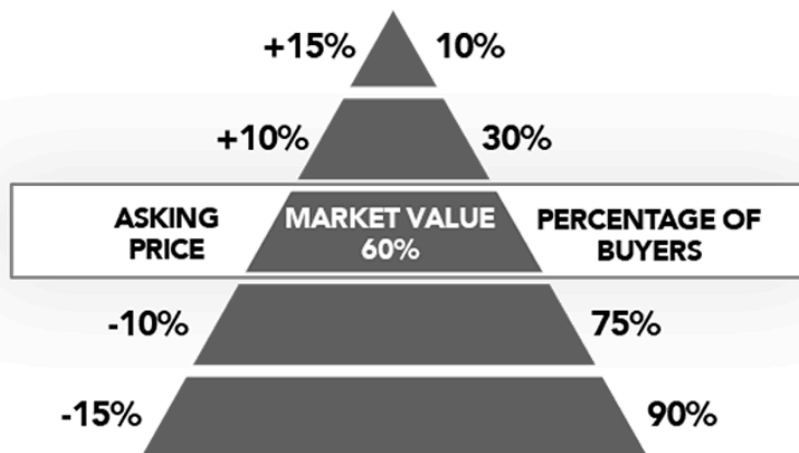
Your home draws the most interest in the first week or two that it is on the market. Thereafter, the longer it is on the market, the more buyers begin to wonder what is causing it to languish unsold, and the less interest it draws. But how do you take advantage of the interest your home will generate in those first two weeks? By listening to what the market teaches us about value. Then pricing competitively and marketing aggressively. Let's work together. I'll do my part if you do yours.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it.
2. How much you owe on your home.
3. How much cash you want to net from its sale.

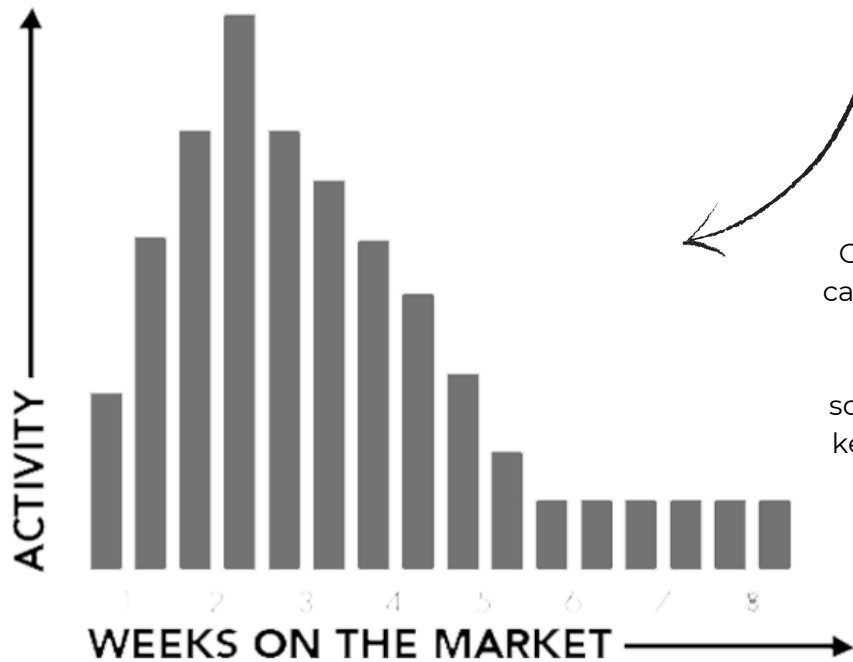


The center line represent market value. As you move above market value, you attract a much smaller percentage of prospective buyers, greatly reducing your chances of selling.

Conversely, as you move below market value, you attract a much larger percentage of potential buyers. If you move slightly below market value, the interest you generate may create competition that actually yields a higher price. But move too far down and you risk leaving cash on the table at closing.

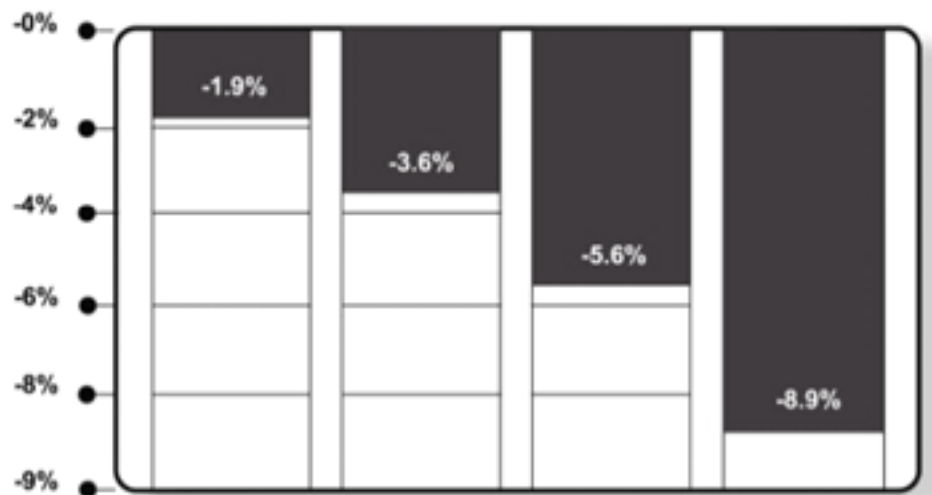
THE PITFALLS OF OVERPRICING

This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly from the start. When a property is first listed, it generates a very high level of interest from prospective buyers. But that interest whanes dramatically over time. Therefore, it is important to be priced correctly during the peak of this curve to take advantage of the activity. However, as the graph shows, pricing too high and then dropping the price later will miss the early excitement and fail to generate strong activity.



Overpricing your house in the belief that you can reduce the price later is a strategy that can backfire badly. For instance, if prices are lowered, buyers may wonder if there's something wrong with the property and what kept other buyers away to that point. So don't fall into the overpricing trap.

This chart shows how the relationship between the selling and asking price changes over the time a home is on the market:



DESPITE WHAT THE DATA SAYS, BUYERS MAY SAY SOMETHING DIFFERENT.



The **MAGIC MONTH** is the first 4 weeks a home is on the market. This is period of time when your home is most likely to sell for the highest price. According to NAR statistics, when a listing has a low amount of showings, the price is 10% too high on average. However, if a home is getting showings but no offers, it is priced 5% too high on average.

THE MARKET IS FLUID & ALWAYS CHANGING

The homes that sell in the magic month are those which are priced right. They are the homes that attract multiple offers. Buyers who have seen every home for sale in the neighborhood will recognize a home priced at or below value and act quickly to be first to present an offer. That is why well priced *homes tend to sell for 100% or more of their listed price.*

REVOLUTIONIZED MARKETING



COMING SOON CAMPAIGN

Research and data shows that properties marketed as "coming soon" before being listed in the multiple listing service (MLS) tend to sell faster than MLS listings that never receive "coming soon" promotion. We also manually input your property as "coming soon" on Zillow and through social media.

MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on various mobile apps and will be put in front of a large number of serious buyers!

SUPERIOR DIGITAL MARKETING

With nearly 54% of buyers starting their search online and 95% of buyers looking online at some point in their home search, mastering the digital space is a must. From Google AdWords to social media marketing to my SEO-optimized website, your listing will shine online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers to remember the unique features that attracted them to your home.

EYE CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood – and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way – by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

INNOVATIVE MARKETING CAMPAIGNS

Create constant activity around your listing through tactically planned and proven strategies to bring your listing back up on new searches.

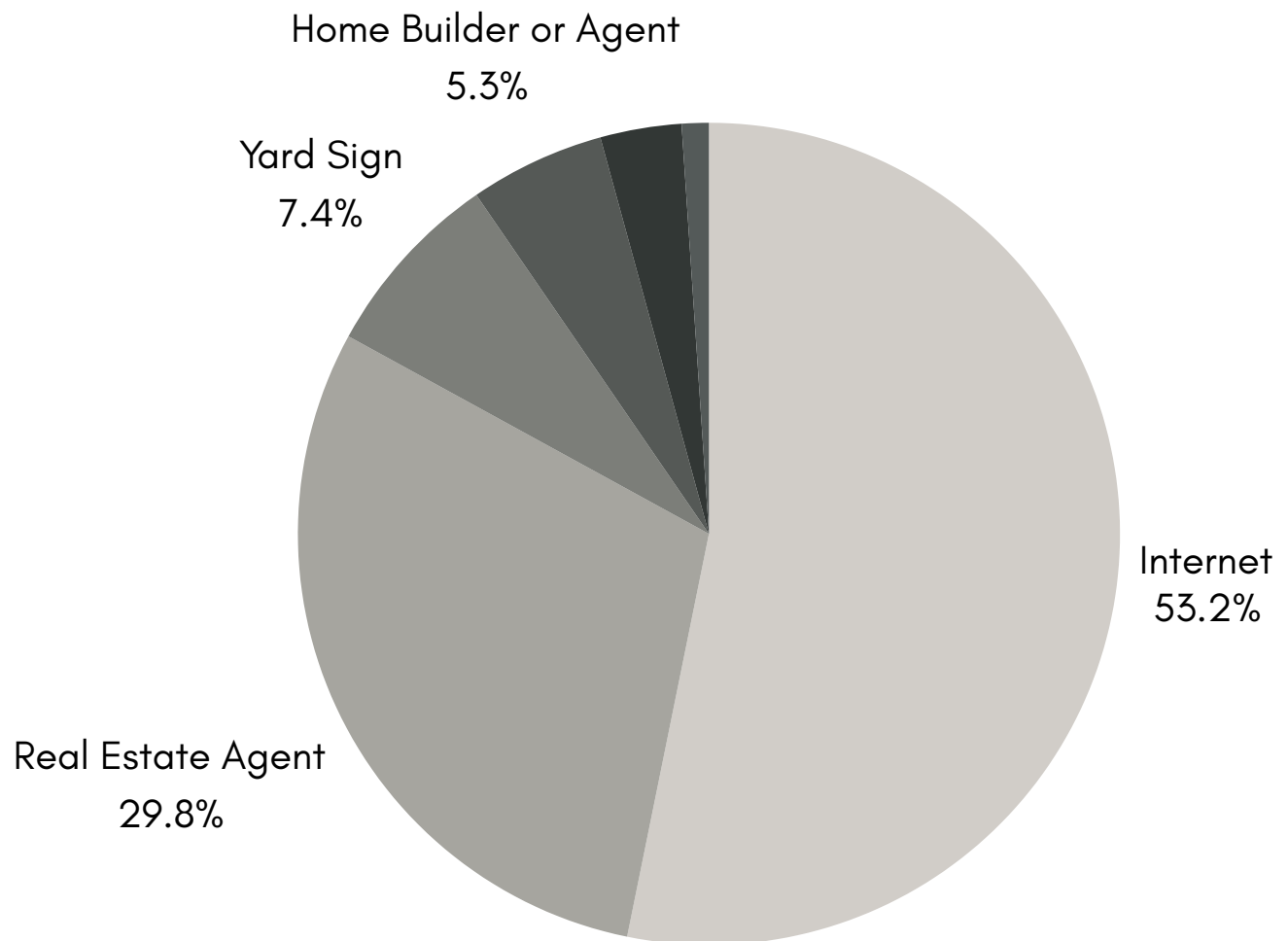
OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers. But open house have their draw backs as well. Let's discuss them.

TARGETED NETWORKING

In real estate it's not only what you know, it's who you know. As an active member in the real estate community and our community at large, I will market your listing to top agents in the area, generating excitement and ensuring maximum exposure.

HOME BUYERS ARE SHOPPING ONLINE

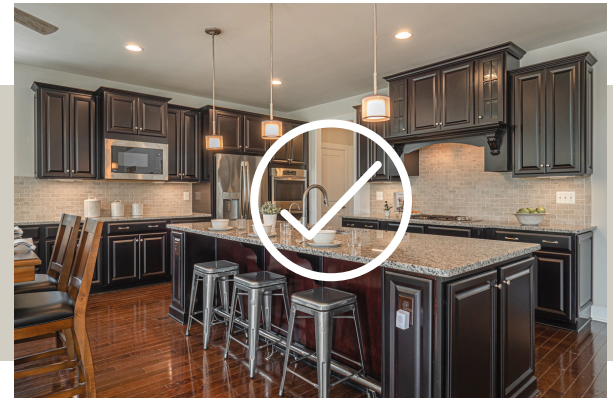


Source: 2019 NAR Home Buyer and Seller Generational Trends

PROFESSIONAL PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing. **Today, your first showing is always ONLINE.** That is why it is crucial to use high-quality, attractive photos to showcase your home's best qualities and most outstanding features .

NEVER LET YOUR AGENT
SKIMP ON PROFESSIONAL
PHOTOS AND POST
PHOTOS TAKEN WITH A
CELL PHONE ON THE MLS.



HIGH-IMPACT PHOTOGRAPHY

I work with the most talented real estate photographer in the area. Every one of my listings features a professional photo gallery optimized for both the internet and print. High-quality images are taken from the most attractive angles in order to capture every highlight of the property. I typically select 25 -30 photos to showcase a home.



AERIAL PHOTOGRAPHY

Using aerial photography allows us to give buyers a “feel” for a property. It also allows us to capture the true shape, size, and layout of a home, while showcasing prospective views and highlighting a property’s location. I may also order videography of community highlights. We feature still photos in the MLS and print marketing. Then videos are added in social media marketing.



VIDEO TOURS

The modern customer wants to see a presentation that stimulates the senses. **Video marketing is one of the most powerful ways to promote real estate today.** Its use increases engagement in digital advertising campaigns and postings to social media channels,

SOCIAL MEDIA MARKETING

Social media, primarily Facebook, Instagram, Pinterest, Twitter and LinkedIn, effectively reach buyers, agents, and the community as a whole, to expose your home widely. Paid targeted ads and organic methods help us to cost effectively expand our reach. We use videos in social media reels and SEO techniques to great effect in this regard.

THINKING ABOUT

Moving?



1234 ADDRESS LN. CITY, STATE

\$300,000



1234 ADDRESS LN. CITY, STATE

TARGETED NETWORKING

Various groups I belong to allow me to reach Realtors, locally, state wide, nationally and internationally. Each real estate professional has contacts with dozens to hundreds of potential buyers. Therefore, I can tailor an outreach strategy that will serve your home best and make the most relevant buyers aware of your listing!

THIS AGENT NETWORK IS KEY TO CONNECTING BUYERS WITH YOUR HOME, AS 88% OF RESIDENTIAL SALES INVOLVE REAL ESTATE AGENTS.

REVERSE PROSPECTING

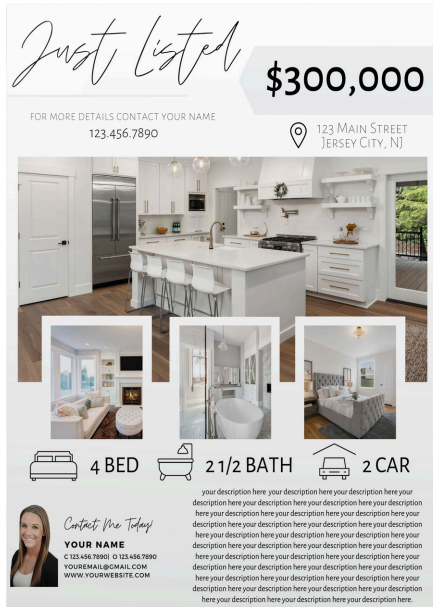
DID YOU KNOW?

MOST AGENTS DON'T PROACTIVELY LOOK FOR HOMES FOR THEIR CLIENTS.

Our MLS allows agents to set up a home search for their clients. When a home matches any of their client's criteria, the listing is emailed to the agent & client. We are always pulling updated lists of agents who have clients that match a particular community and staying in touch through emails, texts, calls and Facebook messages.

COMING SOON

Research and data show that properties marketed as “coming soon” before being listed in the multiple listing service (MLS) tend to sell faster than MLS listings that never receive a “coming soon” promotion. We also manually Input your property as "coming soon" on Zillow and through social media.



OPEN HOUSES

Whether or not an open house is where your buyer comes from, they serve a strategic purpose — aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers. But open houses also have drawbacks. Let's talk to see if they are vehicles that will serve your interest.



AFTER WE LIST



SHOWING TIPS

A FEW TIPS TO HELP YOUR HOME SHOWINGS GO AS SMOOTHLY AS POSSIBLE

BE FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

STAY INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

We realize that life goes on. However, for showings to be effective, you must commit to doing everything you can to keep your home clean, uncluttered and organized.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible. Remove all air fresheners- the best smell is CLEAN.

FURRY FRIENDS

Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person. Please don't hinder anyone's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home smells fresh when you leave for the day.

TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



CONTINGENCIES & NEGOTIATIONS

Once we're under contract, keep in mind that we still have to clear all contingencies in the contract before we close. A contingency requires action from the buyer or seller in order for the transaction to go forward. Here we present an explanation of common contingencies:

- **APPRAISAL CONTINGENCY:** Typically, the lender requests an appraisal to make sure that the value of the home meets loan requirements. If the appraised value comes back lower than expected, the buyers may reopen negotiation by requesting a price reduction, or choose to exercise the right to terminate the contract and have their escrowed funds returned if they wish.
- **HOME SALE CONTINGENCY:** If the contract is contingent on the buyers' home selling and the sale closing, the buyers will have the option to terminate the contract to purchase your home if their home sale has not closed by the deadline stipulated in your contract. Of course, if this happens, we will consult with all parties to see if we can negotiate a solution that is in everyone's best interests.
- **FINANCING CONTINGENCY:** This contingency allows either side to walk away from the contract if the buyer has not been approved for a mortgage by the deadline stipulated in the contract.
- **INSPECTION CONTINGENCY:** Your buyer has the right to order an inspection of your home. If the buyer is not satisfied with the contents of the inspection report, he may try to negotiate a solution with you, or simply withdraw from the transaction and have escrow funds returned.

HOME INSPECTION TIME FRAME

THE BUYER TYPICALLY HAS 7-15 DAYS AFTER SIGNING CONTRACT TO HAVE YOUR HOME INSPECTED:
RENEGOTIATIONS USUALLY BEGIN WITHIN 5 DAYS OF THE INSPECTION REPORT BEING DELIVERED TO THE BUYER.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.
HOWEVER, USUALLY SUCH ISSUES ARE RESOLVED IN GOOD FAITH NEGOTIATIONS.

COMMON PROBLEMS COULD BE

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION OF THE INSPECTION REPORT:

BUYER CAN ACCEPT THE HOME AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

FINAL CHECKLIST



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

HOME SELLER FAQ

HOW LONG WILL IT TAKE TO SELL MY HOME?

The length of time on the market will depend upon the market at the time of listing, and whether the home is priced realistically. My goal is to get you the highest price the market will allow, in the shortest time possible. On average, a home that is priced right goes under contract in 30-60 days.

HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present. We typically use a lockbox that allows the buyers' agents to access your home. The access code is only given out to the licensed agents. If you have pets, it is best to also remove them during showings.

WHAT DO I NEED TO DISCLOSE?

You must disclose any and all material issues right up front. I suggest sitting in each room as you complete the disclosure forms. This will help to jog your memory and ensure that nothing is missed. Not disclosing known issues can lead to legal ramifications. Further, it is always best to operate honestly and in good faith at all times. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, or anything else, please disclose the information in your seller disclosure form. If you can remedy certain issues before signing the listing agreement, you need not disclose them. Otherwise, material issues must be disclosed in your seller disclosures.

HOME SELLER COMMON MISTAKES

UNDERESTIMATING THE COSTS OF SELLING

The total cost to sell a home can amount to much more than the 5-6% in agent commissions most people expect to pay. When you account for closing costs, repairs, and concessions to the buyer, the costs of selling can be much more significant. Let's talk about this to ensure there are no surprises later..

SETTING AN UNREALISTIC PRICE

The price you want and what the market will pay can be two very different things. For the seller, the target is the sweet spot that will allow you to sell without leaving cash on the table.

IGNORING SERIOUS PROBLEMS

A long list of maintenance issues can turn buyers off and potentially decrease the value of your home. More importantly, buyers expect such issues to be disclosed. Consider prioritizing repairing material issues, or adjusting your price to account for them. It is rare for buyer to waive inspections..

STARTING RENOVATIONS W/O CONSULTING

Not all renovations translate into more cash at closing than they cost. If you must renovate before you sell, please consult me first. I'll steer you towards projects that will add the most value and actually help you to sell more quickly and at a higher price.

LIMITING SHOWINGS

Once you've put your home on the market, you'll have to try to cooperate when your agent wants to show it. That could mean scampering out at dinnertime for a private showing, or vacating for several hours—or most of the day—for a weekend open house. The goal is for you to make an effort to accommodate as many buyers as possible, even if their timing is inconvenient.



REVIEWS



"Andy is a stellar realtor. Helped us find what we were looking for and supported us through the buying process. Our questions were answered in detail and he stepped in to clear communications between all parties concerned. We are happy with the results and strongly recommend Andy as an agent."

"I would recommend all my friends and family that live in the Ocala area to use Andrew Kruglanski as their Realty Agent. Because he does very good work and will help you find the house you are looking for in your price range"

"Love the website. So informative and the search options are amazing!."

"Our interest in an entirely different home led us to Andrew. He showed us two other houses in the area that he knew about....and we ended up picking one of the houses he showed us.....He's awesome, and I'll definitely call him if I move again."

"Andy sold me a home I fell in love with . It was within walking distance of my job and just what I was looking for. A few years later, I listed it with him, flowed his advice and sold it for more than I expected and faster than I had imagined possible. Awesome Reator"

"Andy is knowledgeable and helpful. Great to work with. Definitely five stars."