

A STRESS-FREE GUIDE TO SELLING YOUR HOME



Seller
Guide

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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 their future home.

04

PHOTOS & **VIDEO**

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

05

LIVE ON **MLS**

Your home will go live on the MLS and will be viewable by 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 with you and help you understand all the terms of each contract. Of course, we will also handle all of the paperwork for you.

08

UNDER **CONTRACT**

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

09

NEGOTIATIONS

The buyers will typically have a right to inspect your home set out in the contract. We will work with you to negotiate buyer repair or credit requests, if any, resulting from Inspections.

10

CLOSING DAY

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

SELLING FACTORS



SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOME
CAN BE STRESSFUL...

But It doesn't have to be! Instead, it can
be a wonderful start to a new chapter.
The reliving of so many memories and
the anticipation of a new family loving
your home should be a celebration.

Utilizing a modern approach to
marketing and a streamlined transaction
management system, I strive to take the
stress out of selling.

Establish a
Price

Professional
Photos & Video

Open House

Closing Day!



SELLING FACTORS

THE 3 P'S DETERMINE IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1:

PREPARATION

It is crucial to have your home ready for market on day one. Consider taking steps to get your home ready for showings by making necessary repairs, decluttering, removing personal items, and making sure your home spotlessly clean and ready to make a great first impression.

Small actions can impact buyers in a big way. Here are some of them:

- *Painting, Deep Cleaning, Replacing Carpets, Installing New Countertops & New Fixtures, Sprucing Up Landscaping, etc.*
- Home Staging
- Arranging for a Pre-Inspection & Repairing Issues discovered.

FACTOR 2:

PRESENTATION

WITH MY COMPREHENSIVE WEBSITE, DOMINANT INTERNET PRESENCE, SOCIAL MEDIA EXPERTISE, MEGA OPEN HOUSE STRATEGY, TARGETED NETWORKING STRATEGY, AND PRINT MARKETING STRATEGY, I AM DEDICATED TO MAXIMIZING YOUR HOME'S EXPOSURE. I OFFER SUPERIOR MARKETING TECHNIQUES TAILORED UNIQUELY TO YOUR HOME TO HELP YOU SELL QUICKLY AND AT A GREAT PRICE!

FACTOR 3:

PRICE

When it comes to selling your house, *the right price matters*. Competitive pricing generates the most activity from buyers and agents alike, 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, well-priced listings. A house priced at market value attracts the maximum number of potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

PREPARING YOUR HOME



ENHANCING YOUR HOME

MAXIMIZE YOUR HOME'S POTENTIAL

Preparing your home for the market can be a little overwhelming, but it is so important because **first impressions are everything!** You want your home to make a positive statement, and to do this, you must inspect it through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest number of *potential buyers and put more cash in your pocket at closing!*

INTERIOR

LIGHTEN UP

Make sure that all of your windows are clean to allow the most natural light, 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 styles, but famous not designer creations.

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 to buyers. 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 its 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 or wipe down your siding to really make your home shine.

TOUCH UP PAINT

Bare patches in the paint on the house can increase buyer concerns about dry rot and other problems. Touching up bare patches on the siding can reduce concerns, while also greatly boosting your curb appeal. Also consider a fresh coat of paint on your front door.

SPRUCE UP THE LAWN

Lush, green, healthy grass is crucial to curb appeal and can signal to buyers that the homeowner prioritizes the maintenance and care of the home. Weed and mulch the flowerbeds, and add some seasonal potted plants around the door.

THE ART OF STAGING

Staging your home will make it stand out from other homes on the market. Don't waste an opportunity to create a great impression. A professionally staged home not only highlights its potential but also helps buyers envision their future in the space.

STAGED HOMES SELL

88%

FASTER THAN NON-STAGED HOMES

STAGED HOMES SELL FOR

20%

MORE THAN NON-STAGED HOMES
REALTOR.COM - 2023



AFTER



BEFORE



I have excellent relationships with home stagers who are available to provide furnishings or styling in order to help buyers see the potential of each individual home.

DIY STAGING TIPS

EASY WAYS TO PREPARE YOUR HOME



- ✓ Open all of the blinds and remove all curtains
- ✓ Add new fluffy white towels to all of the bathrooms
- ✓ Remove area rugs (unless discussed)
- ✓ Replace brass doorknobs and light fixtures with more modern 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, including the stove, fridge, and microwave
- ✓ Clean out and organize all closets — this will help the storage space appear larger
- ✓ De-clutter everything - *Have a designated basket you can use for random things lying around, and then take it with you when you leave!*
**Put toiletries away and remove clutter from countertops*
- ✓ De-personalize your home. One of the primary objectives of home staging is to help prospective buyers visualize the space as their own. Take down any photos of you or your family and store in the back of your closet
- ✓ Buy a new welcome mat for the front door
- ✓ Replace comforters with white or neutral bedding and add more pillows. This will give your bedrooms a facelift and create a more inviting space.
- ✓ Use a Magic Eraser on all doors and windowsills, and walls if necessary

VIRTUAL STAGING

Virtual Staging is an innovative marketing solution that uses technology to place modern stylish furnishings and decor in vacant properties or vacant rooms to help buyers visualize a space. This technique creates a more attractive and inviting space while helping buyers visualize size and furniture placement.



PRE-LISTING HOME INSPECTION

WHAT IS IT?

This is a home inspection you pay for as the seller *before putting your house on the market*. Typically, the home buyer adds the completion of a successful home inspection as a contingency to an offer on a home. Once buyers conduct the inspection, they have the power to negotiate with the seller regarding who pays for any necessary repairs. They even have the power to walk away from the deal altogether. A pre-listing home inspection helps alleviate that concern.

WHY GET ONE?

When sellers have a pre-listing home inspection, **they can get ahead of issues a buyer might find in the home and reduce the likelihood that a deal will fall through**. This gives you as the seller an opportunity to collect cost estimates for repairs and determine whether or not you want to complete large repairs before going on the market or lower the list price.

ADVANTAGES

- Discover property conditions before a buyer walks through the door
- Fix problems and display receipts showing what repairs have been made
- **Prevent buyers from subtracting thousands for what may be a hundred dollars worth of repairs**
- Shop contractors to find the best price for repairs
- Set your listing apart from the others
- Demonstrate your motivation and strengthen your market position

HOME INSPECTORS I RECOMMEND

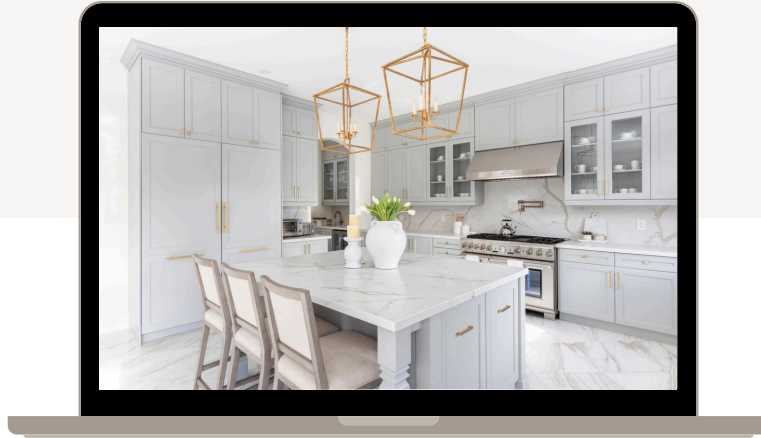
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PRESENTING YOUR HOME



A PICTURE IS WORTH A THOUSAND WORDS



YOU SELL YOUR HOME *TWICE* — THE FIRST TIME IS ALWAYS **ONLINE**

The photos of your home directly influence whether or not a potential buyer will schedule a showing. Today, your first showing is always online, which is why it is crucial to have high-quality, attractive photos that showcase your home's best qualities and features to stand out from the competition. I work with the best professional real estate photographers to capture your home in the very best light and at the perfect angles.

Homes with
professional
photography **sell
32% faster.**

The average ROI on
professional
photography is 826%
(don't worry, It's
included!)

68% of consumers
say that great photos
make them want to
visit a home.

AERIAL PHOTOGRAPHY

Aerial photography can show buyers a much more accurate depiction of what the property is actually like.

BENEFIT #1

Increased market exposure: By using aerial photography, you can showcase the property in a visually stunning and unique way, which can help attract more potential buyers and increase market exposure.

BENEFIT #2

Competitive edge: Aerial photography can help set your listing apart from other properties on the market and give you a competitive edge in a crowded market.

BENEFIT #3

A comprehensive view of the property: Aerial photography can provide a more comprehensive view of the property's boundaries, landscape, and surroundings, which can help potential buyers get a better sense of the property's location, size, and features.

BENEFIT #4

Increased property value: By using aerial photography, you can highlight the property's features and showcase it in the best possible light. This can help increase its perceived value and ultimately lead to a higher selling price.

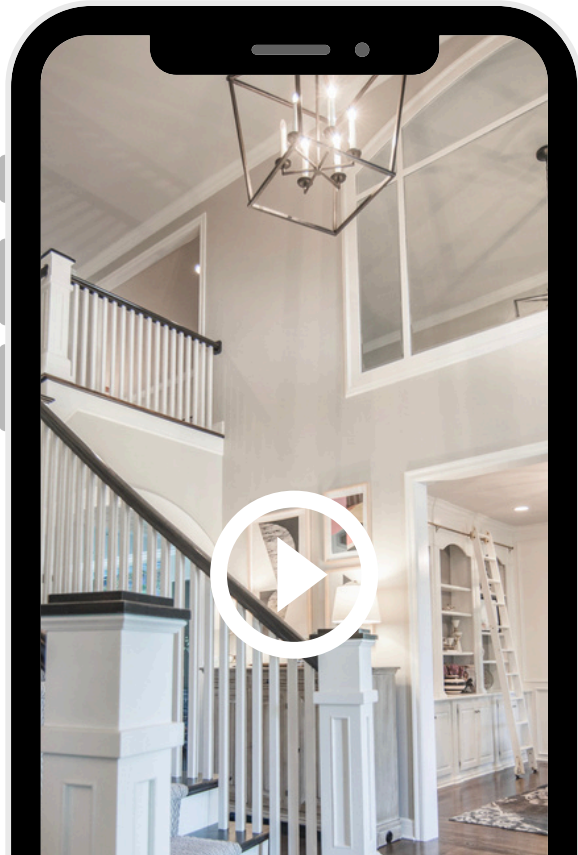
PROFESSIONAL VIDEOGRAPHY

VIDEO IS THE TOP FORM OF ONLINE ENGAGEMENT

HOMES WITH VIDEOS RECEIVE **403% MORE INQUIRIES** THAN THOSE WITHOUT VIDEOS
NATIONAL ASSOCIATION OF REALTORS

PROPERTIES WITH VIDEOS RECEIVE AN AVERAGE OF **2.5 TIMES MORE VIEWS**
REDFIN

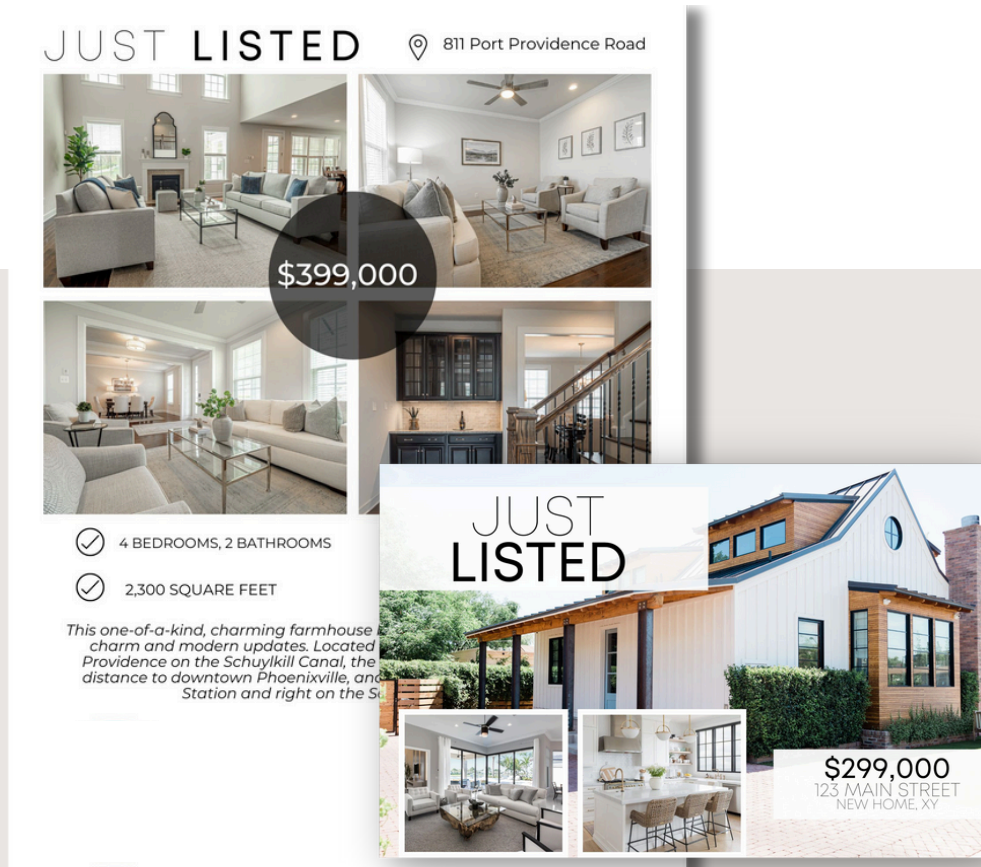
HOMES WITH VIDEOS SOLD **68% FASTER** THAN HOMES WITHOUT VIDEOS
VIRTUANCE



PRINT MARKETING

MARKETING THAT DRIVES RESULTS

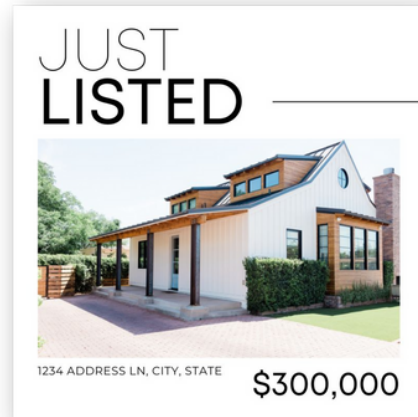
Some agents may say mailers are a waste of time, but my data says otherwise. I make sure your neighborhood is informed by sending postcards, circle-calling, and dropping off flyers first so they can spread the word to their families and friends. I also create professional brochures for your home so that potential buyers can walk away more impressed.



SOCIAL MEDIA & INTERNET MARKETING

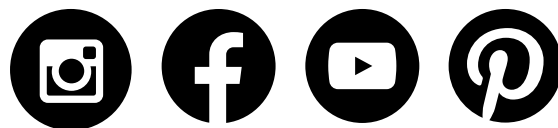
REACH THE INFLUENTIAL | FIND "HIDDEN BUYERS" | CREATE EXCITEMENT

Social media is a crucial step to selling your home, and my social media presence is growing every day, which means your home gets in front of more eyes. Using paid targeted ads, local hashtags, tagging local businesses, and organic reach, I can effectively reach a large audience. A key in social media is the use of video.



SOCIAL MEDIA & INTERNET MARKETING

REACH THE INFLUENTIAL | FIND "HIDDEN BUYERS" | CREATE EXCITEMENT



Social media is a crucial step to selling your home, and my social media presence is growing every day, which means your home gets in front of more eyes. Using paid targeted ads, local hashtags, tagging local businesses, and organic reach, I can effectively reach a large audience. A key in social media is the use of video.

OPEN HOUSES

THE OPEN HOUSE IS STILL RELEVANT! IF DONE STRATEGICALLY, IT IS A POWERFUL AND EFFECTIVE TOOL TO SELL YOUR HOME.



Whether or not an open house is where your buyer comes from, they serve a strategic purpose —open houses provide unparalleled exposure for your property. By showcasing your home to a large audience of potential buyers all at once, we create a buzz that generates significant interest and leads to faster sales.

MEGA OPEN HOUSES

An open house on steroids — we will aggressively market your home as “coming soon”, reach out to neighbors through postcards or door hangers to invite them to the event (boosting attendance and creating buyer urgency), and host back-to-back open houses on Saturday and Sunday with a unique theme.

TARGETED NETWORKING

AGENT NETWORKING

*The agent network is key to connecting buyers with your home as
88% of residential sales involve real estate agents.*

I have a strong and long-lasting relationship with the local real estate community. From emailing your listing to thousands of local agents to realtor-specific targeted Facebook marketing, my goal is to get the word out about your home.

REVERSE PROSPECTING

Most "typical" agents don't proactively look for homes for their clients.

In our MLS, we have a feature called 'auto-search' that allows agents to set up customized home searches for their clients. When a home meets any of their client's criteria, the listing is automatically emailed to both the agent and the client. When your home is listed, I obtain an updated list of agents with clients searching for a home matching your property's criteria. I then send these agents an email containing detailed information about your home, enabling them to share it with their clients.



MARKETING TIMELINE

01

PREPARATION

- DECLUTTER
- DEEP CLEAN
- STAGING
- PAINT (IF APPLICABLE)
- REPAIRS (IF APPLICABLE)
- CURB APPEAL

02

IMAGRY

- PROFESSIONAL PHOTOGRAPHY
- DRONE / AERIAL PHOTOS
- VIRTUAL TOUR
- LIFESTYLE VIDEO

03

SIGNAGE

- FOR SALE SIGN
- OPEN HOUSE SIGNAGE
- SIGN RIDERS

04

LISTING LAUNCH

- MLS
- INTERNATIONAL SITES
- ZILLOW + 750 OTHER SEARCH ENGINES

05

PRINT CAMPAIGN

- POSTCARD CAMPAIGN
- NEIGHBOR DOOR KNOCKERS
- PROFESSIONAL BROCHURES
- ADVERTISING PACKAGE

06

DIGITAL CAMPAIGN

- COMING SOON FACEBOOK GROUPS
- DIGITAL / FACEBOOK ADS
- SOCIAL MEDIA
- PERSONAL WEBSITE WEBSITE
- LANDING PAGE

07

EMAIL CAMPAIGN

- PROPERTY ANNOUNCEMENT
- TARGETED EBLAST TO DATABASE
- REVERSE PROSPECT TO AGENTS
- OPEN HOUSE INVITATIONS

08

EVENTS

- BROKER OPEN
- MEGA OPEN HOUSE
- SPECIALIZED EVENTS

PRICING STRATEGY



PRICING YOUR HOME

TO SELL QUICKLY

Using a scientific market analysis in your area, I will price your home correctly **the first time** so that it will sell quickly. If your home is priced at fair market value, it will attract the largest number of potential buyers when it first hits the market.

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

WHAT DETERMINES THE PRICE OF A HOME?

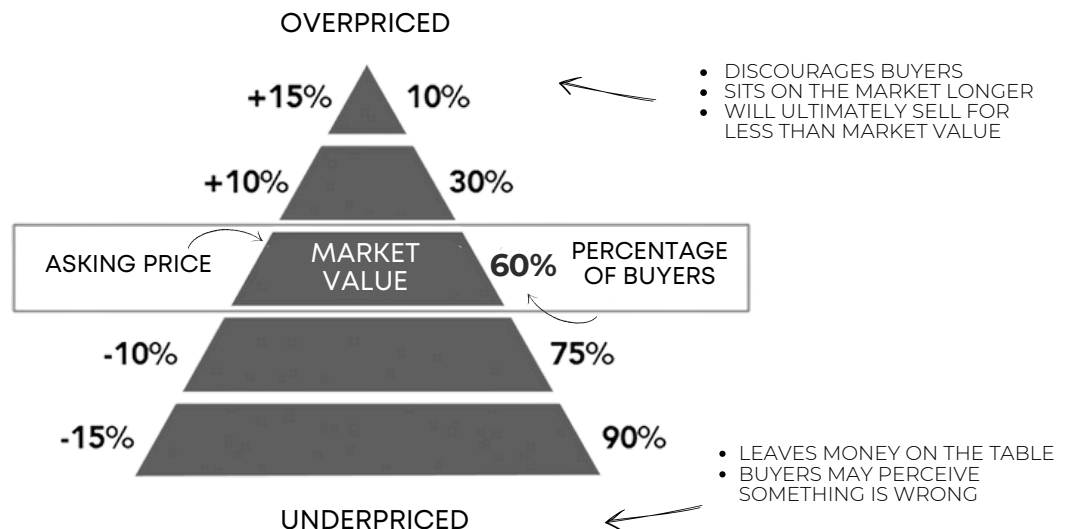
1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

The centerline represents market value. As you move above market value, you attract a much smaller percentage of prospective buyers, greatly reducing your chances of a sale.

Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

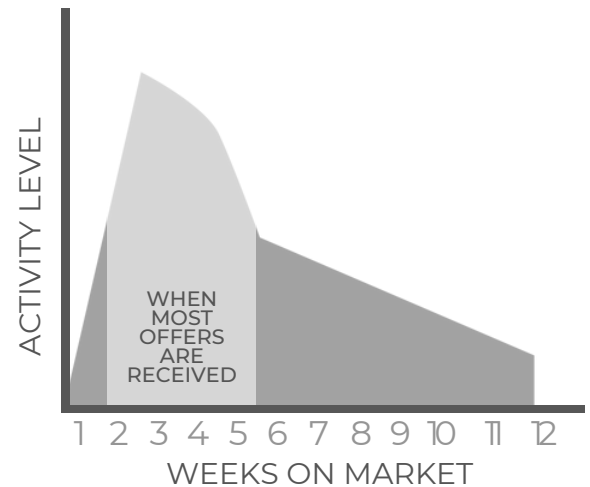


THE PITFALLS OF OVERPRICING

This chart illustrates the level of excitement and interest in a new listing over time and demonstrates the importance of pricing correctly.

- A property generates the most interest when it first hits the market
- The number of showings is greatest during this time, and the number of buyer tours can be maximized if the property is priced correctly
- 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

Overpricing your house in the belief that you can reduce the price back 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 that kept other buyers away.



DATA & RESEARCH SHOW THAT IF WE HAVE SHOWINGS BUT NO OFFERS IN 2 WEEKS, WE ARE 5% OVERPRICED. IF WE DON'T HAVE SHOWINGS OR AN OFFER, WE ARE 10% OVERPRICED.

PRICING MISCONCEPTIONS

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



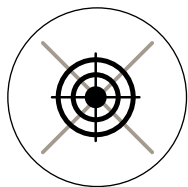
WHAT YOU PAID



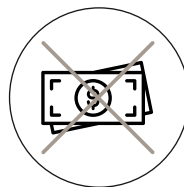
WHAT ANOTHER AGENT SAYS



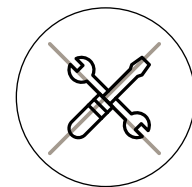
WHAT YOUR NEIGHBOR SAYS



WHAT YOU WANT



WHAT YOU NEED



COST TO REBUILD TODAY

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 when your home receives the most activity and also the time it 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. When homes are getting showings but no offers, a home is priced 5% too high (on average).

THE MARKET IS FLUID & ALWAYS CHANGING

Homes that sell in the magic month are priced right for their condition and location. Such homes may attract multiple offers. Buyers who have seen every home for sale in the neighborhood recognize an exceptional home and grab it before someone else does. Such homes may *sell for 10% or more of their list price.*

AFTER
WE LIST



SHOWINGS

STEP THAT WILL HELP YOUR HOME TO SELL QUICKLY

BE FLEXIBLE

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

MAKE SURE EVERYONE IS INFORMED

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

CLEANING FREQUENTLY

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

AVOID ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

KEEP FURRY FRIENDS AWAY FROM POTENTIAL BUYERS

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 and it may hinder a potential buyers ability to picture themselves living in your home.

LET IN AS MUCH NATURAL LIGHT AS POSSIBLE

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

DON'T LET TRASH ACCUMULATE

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

CONTROL THE TEMPERATURE

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

KEEP PERSONALS SAFE

Make sure you place all valuables and prescriptions out of sight 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.

OFFERS

AND WHAT TO EXPECT

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies in an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. FHA loans can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters most! But the devil is in the details. For example, if a high offer will cost you more in closing costs, repairs, or other expenditures, it may not turn out to be the best offer.

CONTINGENCIES

AND NEGOTIATIONS

Once we're under contract, keep in mind that we will still have to clear any contingencies in the contract before we close. A contingency is any clause in the contract that may allow the buyer, the seller or either to walk away from the deal.

- **FINANCING CONTINGENCY.** This clause allows the buyers to walk away from the contract is they have acted in good faith and they are unable to get a "clear-to-close" from their lender.
- **APPRAISAL CONTINGENCY.** Typically, the lender requests an appraisal be done to make sure they are lending on a fair price for your home. If the appraised value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the start.
- **INSPECTION CONTINGENCY.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **HOME SALE CONTINGENCY.** This happens when the buyer is currently trying to sell their home first and is asking for a certain time period to sell (this could be anywhere from 45-60 days). This is not as common as the other contingencies, but it does happen.

HOME INSPECTION TIME FRAME

TYPICALLY 7-10 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE

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

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OPEN A RENOGOTIATION

BUYER CAN CANCEL CONTRACT

FINAL MOVING CHECKLIST

✓ CANCEL POLICIES

Once title transfer has occurred, contact your insurance agent to cancel your homeowners' 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

Call the utility companies to transfer service out of your name starting the day of settlement. Turn off all lights and turn down the heat or A/C before moving out.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties for the new owner.

✓ CLEAR OUT PERSONAL ITEMS

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, refrigerator, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the 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 or on the counter.

✓ FLOORS

Vacuum and sweep floors one last 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 at market value. My goal is to get you the highest price in the shortest time possible. On average, in our current market, a home that is priced right goes under contract in under 30 days.

HOW WILL THE SHOWING PROCESS WORK?

We will decide together 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. Only showing agents will have the code or electronic device needed to gain access to your home. If you have pets, it is best to also remove them during showings.

WHAT DO I NEED TO DISCLOSE?

You must disclose any issues right up front. I suggest visit each room while completing the seller disclosures form to help jog your memory; this way, nothing is missed. *Not disclosing known issues can lead to legal ramifications.* Further, the buyers have the option to inspect the home and it's best they not be hit with bad news that should have been disclosed. If you know of problems with the appliances, plumbing, electrical, HVAC, roof, foundation, etc., these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. *Anything that cannot be remedied before listing should be considered when setting your list price.*

BENEFITS OF OFFERING BUYER AGENT COMPENSATION



1.

EXPANDS YOUR HOME'S VISIBILITY & ATTRACTS MORE BUYERS

Offering a commission for a buyer's agent makes your listing more appealing to other agents, leading to increased showings and opportunities for offers. Consider that buyers who cannot afford to pay their agents, they may skip your home entirely if you choose not to offer to do so.

2.

COMPETITIVE ADVANTAGE

In a competitive real estate market, providing buyer's agent compensation sets your listing apart from others that may not offer such incentives. This can make your property more appealing to both agents and buyers, leading to more inquiries and potential offers.

3.

ENCOURAGES SMOOTH TRANSACTIONS

Buyer's agents play a crucial role in the home buying process. By offering compensation, you encourage cooperation and collaboration between agents, which can lead to smoother negotiations, fewer complications, and a faster closing.

4.

POSITIVELY IMPACTS SALE OUTCOMES

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

5.

SIGNALS A PROFESSIONAL APPROACH

This strategy demonstrates a commitment to a fair and efficient selling process and demonstrates professionalism and respect for buyer's agents' time and expertise.

THANK YOU!

Thank you for allowing me to visit with you and
present this information.

I look forward to working with you!

Please don't hesitate to reach out with
questions — I'm always here to help!



CONTACT INFO



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5504 SW 41st Street, Ocala, FL 34474



About Me:

A buyer once told me, "I wish I could find a Realtor near me who will listen to me instead of just selling themselves." Of course, this person understood better than most what really counts. Many years of serving clients have taught me this truth. If I treating clients the way I would want to be treated by a professional, success will follow naturally. That starts with listening. Additionally, real estate is local. Are you looking to buy or sell in the greater Ocala area? Are you looking for a truly professional Realtor who will put your needs first? Then I would be honored if you'd put your trust in me!

As Broker Associate at The Strata Group, 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.



Over the years, I have experienced almost every aspect of the real estate industry. I have developed and built residential and commercial projects. Additionally, as general partner, I managed a large portfolio of investment properties. Also, in the capacity of Realtor and Real Estate Broker, I have sold millions of dollars of residential and commercial properties. I have also taught accounting at the university level and practiced as a CPA for many years. Therefore, I offer a financial expertise as well. Of course, I enjoy sharing my knowledge in our dealings with clients.

"You've envisioned a new lifestyle for yourself and your family and you are ready to put your plan into action. It's exciting and maybe a little scary too! Let us guide you home and help make this a wonderful, stress free adventure. Share your plans and dreams and let's make them a reality together."


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, followed his advice and sold it for more than I expected and faster than I had imagined possible. Awesome Realtor"

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