



The Guide Every Seller Should  
Read Before They List

Your Home Will Sell!

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# How Buyers Find The Home They Purchase

## All Realtors<sup>®</sup>:

86% of property marketing focuses on 3 strategies

### ★ Put A Sign In The Yard

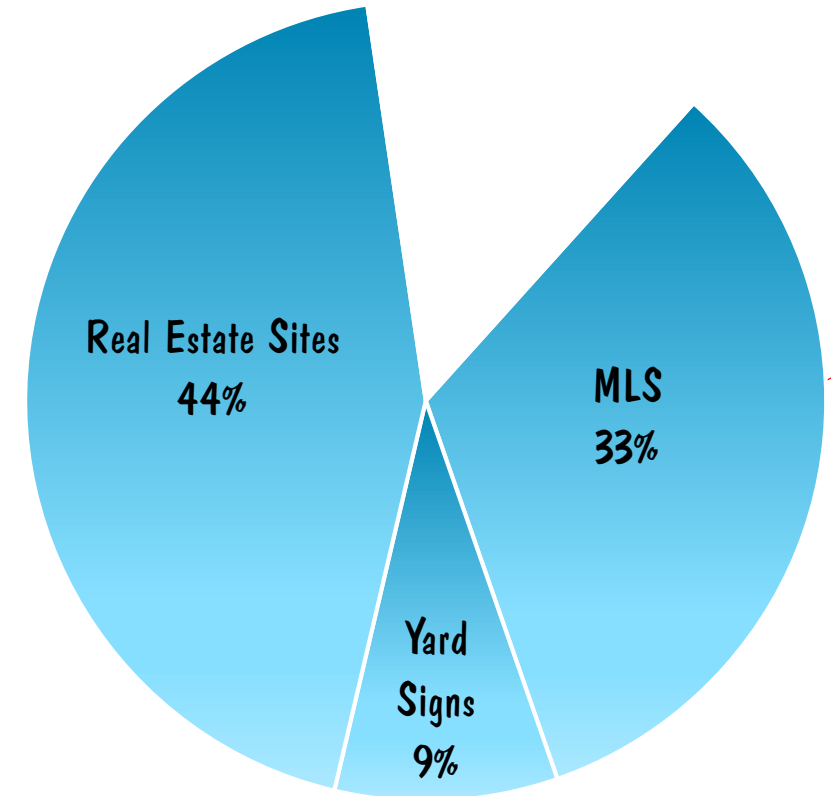
- ★ 9% of buyers find the home they purchase from yard signs

### ★ Can Show Your Home Using The MLS

- ★ 33% of buyers find the home they purchase from the multiple listing service
- ★ MLS.com is a free search to find real estate listings for sale by Realtors<sup>®</sup> and other real estate professionals.

### ★ Put Your Home On Real Estate Websites

- ★ 44% of buyers find the home they purchase on listing syndication websites



National Association Of Realtors Survey

# How Buyers Find The Home They Purchase

## How Do We Find The Other 14%!??

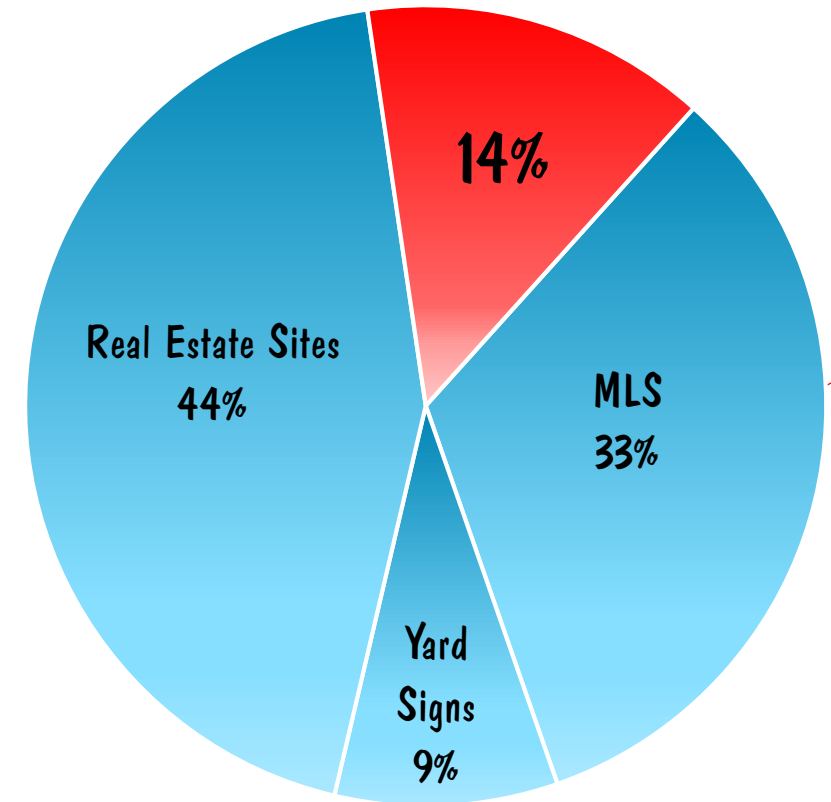
14% of marketing can make the difference

### ★ Increasing Exposure

- ★ People who have not started looking yet
- ★ People who just left the market
- ★ People who know people who are looking

### ★ Repetition, Repetition, Repetition

- ★ Beat the distraction
- ★ The more a consumer sees your home, the more familiar they become with your home



National Association Of Realtors Survey



# How To Increase Exposure & Repetition

## How Do We Find The Other 14%!??

### All Marketing Points To Dedicated Property Website

- ★ Mobile Responsive Website
- ★ No 3<sup>rd</sup> Party Advertising To Distract
- ★ Always Accurate Content And Home Details
- ★ No Inaccurate Value Estimates



# How To Increase Exposure & Repetition

## How Do We Find The Other 14%!??

### Email Marketing Campaign To Agents

- ★ Mobile Responsive Emails
- ★ All FHR Agents <Approximately 1,400>
- ★ All Agents in Central Florida <Approximately 25,000>
- ★ Reverse Prospecting

- ★ Central Florida includes the following counties: Brevard, Citrus, Flagler, Hernando, Lake, Osceola, Orange, Pasco, Polk, Seminole, Sumter, & Volusia

## Golf Front Living



### *Great View and Price On This Golf Lot*

7518 Excitement Drive, Reunion, FL 34747  
MLS#O5755708 | \$84,000

Reunion is a gated, master-planned community located minutes from Walt Disney World and allows for short-termed rentals or long-termed residents. Reunion has 3 PGA golf courses, each individually designed and named for Jack Nicklaus, Tom Watson and Arnold Palmer. Upscale comprehensive leisure facilities include restaurants, clubhouse, a five-acre water park with winding lazy-river, and two-story water slide. There is also a spa, tennis complex, walking/jogging trails and a fitness center.



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# How To Increase Exposure & Repetition

## How Do We Find The Other 14%!??

### Orlando Real Estate Showcase

★ Home Featured on Channel 27 WRDQ, Sunday  
at 9:30 AM

★ Approximately 1.2 Million Viewers





# How To Increase Exposure & Repetition

## How Do We Find The Other 14%!??

### Marketing Postcards & Flyers

People view physical advertising longer than digital advertising.

People remember physical advertising for a longer time and recall details more quickly and more confidently than digital advertising.

Physical advertising produces a **stronger emotional response**, triggering activity in the brain that is responsible for value and desirability, which signals a **greater intent to purchase**.

According to a study conducted by **TEMPLE UNIVERSITY NEUROLOGICAL INSTITUTE**

**FUTURE HOME REALTY**  
1035 North Orlando Ave., Suite 203  
Winter Park, FL 32789

**JUST LISTED**  
\$293,700

**2315 CERBERUS DRIVE, APOPKA, FL 32712**  
5 BD | 3 BA | 2874 SQ. FT.

This Beautiful home is for you! Sought after Country Crossing, close to Wolf Lake Elem. Large 5 bed/3 bath home with a 400 sq ft open tiled patio. Plus room still for a pool! Perfect home for entertaining and watch the beautiful sunrises from the patio. Neutral colors throughout, Complete NEW ROOF March 2018. Exterior painted 2016, fresh Landscape May 2018, Carpet replaced 2016, New refrigerator 2016, 2nd bath remodel 2018. Master bath floor remodel May 2018, 5th bedroom ship lap and new carpet May 2018, dining room light fixture and all 3 bath light fixtures replace May 2018. This is move in ready. 30 minutes to Disney via the 429.

Text LIST942927 to 800.701.6509 for more information about this property!

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**2315 CERBERUS DRIVE, APOPKA, FL 32712**  
5 BD | 3 BA | 2,874 SQ. FT. | 6,262 SQ. FT. LOT

**OPEN HOUSE**

**OFFERED AT \$301,000**

**ABOUT THIS PROPERTY**  
Move in ready! Possible pool or patio. Sought after Country Crossing, close to Wolf Lake Elem. Large 5 bed/3 bath home with a 400 sq ft open tiled patio. Plus room still for a pool! Perfect home for entertaining and watch the beautiful sunrises from the patio. Neutral colors throughout, Complete NEW ROOF March 2018. Exterior painted 2016, fresh Landscape May 2018, Carpet replaced 2016, New refrigerator 2016, 2nd bath remodel 2018. Master bath floor remodel May 2018, 5th bedroom ship lap and new carpet May 2018, dining room light fixture and all 3 bath light fixtures replace May 2018. This is move in ready. 30 minutes to Disney via the 429.

**5 BED**  
**3 BATH**

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# Preparing The Interior & Exterior

## Small Upgrades & Repairs Make A Big Difference

### Interior

- ★ Fix or replace cracked molding or floor tiles, leaking taps and toilets, loose doorknobs, squeaky door hinges, closets or screen doors that are off their tracks, bathroom lighting and hardware, toilet seats, loose caulking or grout.
- ★ Fix and touch-up walls, ceilings, and windows.
- ★ Brighten interiors with a new coat of paint in light, neutral colors.
- ★ Shampoo carpets and rugs, replace if necessary.
- ★ Make sure major appliances are in good working order.
- ★ Clean or replace switch and outlet plates and register vents.
- ★ Add closet organizers or shelving to make closets more functional and spacious looking.
- ★ Add organizers or shelving to garage.
- ★ Clean or re-paint concrete floor and walls.
- ★ Clean water heater and change air filter.

### Exterior

- ★ Fix or replace anything damaged or worn, such as patio and deck, gutters and eaves, windows, shutters, screens, storm doors, light fixtures, porches and steps, walkways and fences.
- ★ Touch up all exterior paint or if needed, re-paint the house.
- ★ Fix doorbells, tighten loose doorknobs and oil squeaking hinges.
- ★ Clean or paint front door, polish front door hardware, replace "Welcome" mat if necessary.
- ★ Green-up dry lawn patches, plant extra flowers for color, place potted plants beside the front door.



# Preparing The Interior & Exterior

## Reorganization & Maintenance, The Obvious That Needs Doing

### Interior

- ★ Clean and tidy the entrance, clear stairs and halls.
- ★ Create space by storing excess furniture.
- ★ Remove from closets, cabinets and shelves any clothes and other items you will not need until after moving. Pre-pack and store if possible.
- ★ Thoroughly clean everything in and out of sight.
- ★ Remove all odors and add air fresher and dishes of potpourri for scent.

### Exterior

- ★ Mow and rake the lawn, trim hedges and shrubs, weed and edge gardens.
- ★ Clean sidewalks and driveway, remove any litter.
- ★ Remove unnecessary items from the exterior of house.
- ★ Power wash the porch, siding, deck and patio.
- ★ Clean off outdoor furniture and remove any in poor repair.
- ★ If you have a pool, make sure it is clean and functioning well.
- ★ Clear out the garage, throw out all unnecessary items, and then thoroughly organize and clean everything that remains.

### A Few Words About Clutter

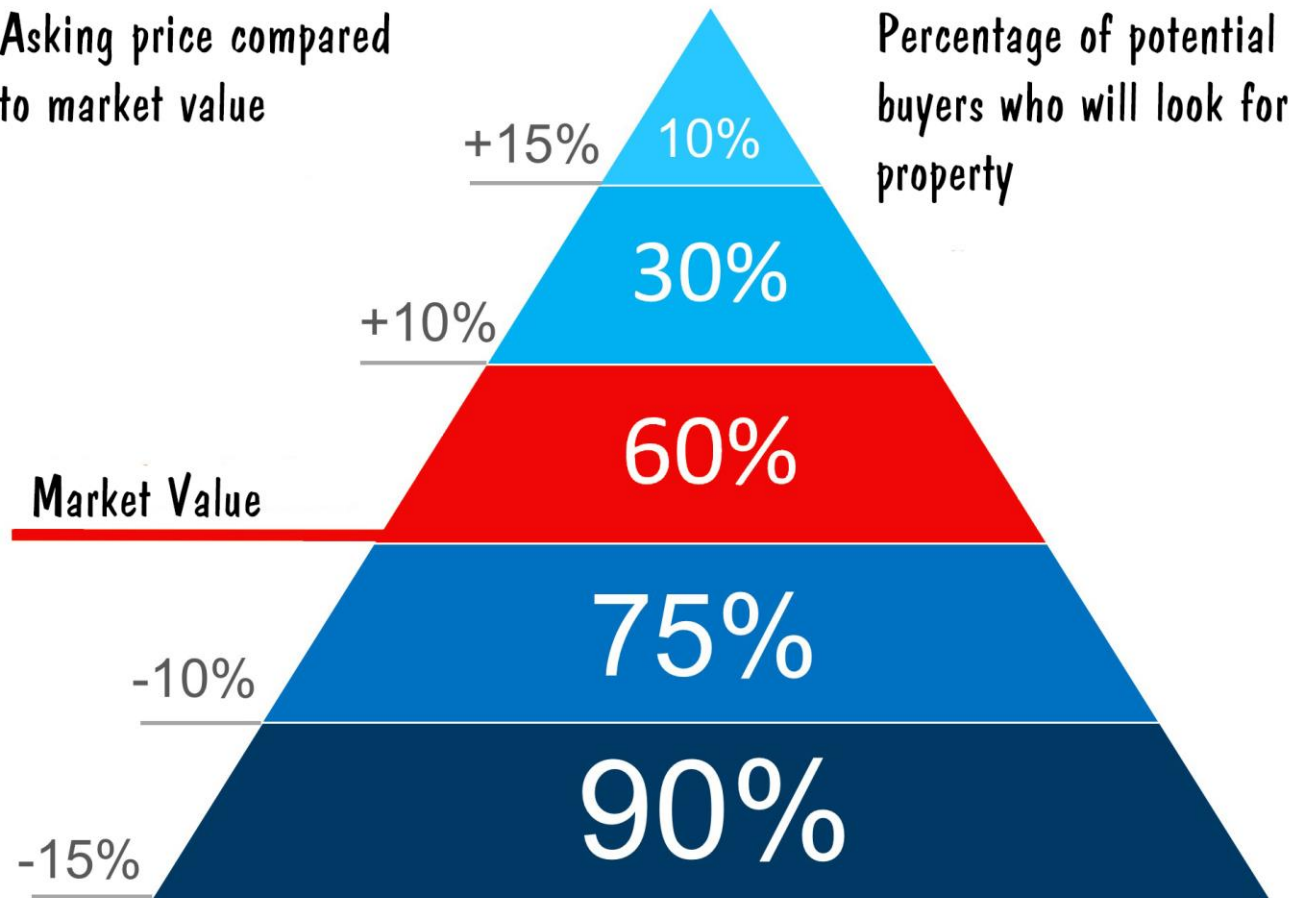
For most buyers, cluttered homes tend to appear smaller, less full of air and light, and somehow requiring of more maintenance. Conversely, clutter-free homes generally seem brighter, more open and spacious, perhaps cleaner and requiring of less work. Additionally, clutter free homes can make it easier for buyers to visualize their own interior design ideas, as well as the placement of all their belongings.

# Pricing vs Potential Buyers

Properly priced, you will have the possibility of many more buyers competing for your property.

Asking price compared  
to market value

Percentage of potential  
buyers who will look for  
property



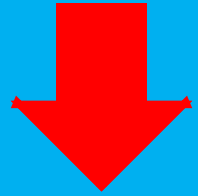
Work with a Realtor® who is a  
Pricing Strategy Advisor  
<PSA>.

Working with a PSA adds valuable  
perspective to your transaction while  
taking the guess work out of pricing.  
Gain the confidence that the home you  
buy or sell has the most accurate price.





# Creating A Multiple Offer Scenario



**One Offer** means one buyer is driving your price **DOWN**

**Multiple Offers** compete against each other driving your price **UP** 

Tapping into enough of the 14%, properly preparing the interior & exterior, and properly pricing your home can create the Best Case Scenario of driving

**Multiple Offers!**



# Thank You



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