



HOME SELLING GUIDE

The Sarasota Native Group®

Medway Realty

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A true Sarasota Native. I was born at Sarasota Memorial Hospital and have lived in Englewood, North Port, Venice, Bradenton and Sarasota throughout my 40+ years in the area. I grew up in a family of home builders and contractors. I was on residential job sites at a very early age learning all about building homes.

Prior to becoming a Realtor®, I worked for a small Mechanical Engineering firm in Sarasota for about a decade as an AutoCAD Draftsman, and then as a NICET Certified Engineering Technician designing fire suppression systems for high-rise condos, office buildings, restaurants, storage facilities, churches, large single-family homes, and other facilities.

I received my real estate license and have been a licensed Realtor® since 2010. I started my Real Estate career with Wagner Realty, one of the largest independent Brokers in Sarasota and Manatee counties. After 8 years with that firm, I moved to RE/MAX Alliance Group, the highest producing RE/MAX office in Florida. After 4 years with RE/MAX I decided to hang my license with a small broker that gives me more flexibility within my business to operate the way I like to operate and help my customers and clients in a way I feel is more beneficial to them.

I previously volunteered and was chosen to sit on the Grievance Committee for Professional Standards and for the Community Outreach Committee at our local board of realtors.

I mainly work in the Residential Real Estate sales field guiding buyers and sellers through the complexities of the real estate market within the tri-county Sarasota, Manatee and Charlotte County areas, handling new and existing construction single-family homes, condos, villas, townhomes, duplexes, quadruplexes, mobile/manufactured homes and vacant land!

I really enjoy meeting new people and guiding them in all stages of home ownership, from helping first-time home buyers achieve the American Dream, and helping retiree buyers in their golden years find a place that fits their lifestyle while they enjoy the fruits of their labor, to helping existing homeowners sell their current homes and move on to whatever comes next.

Homeownership is not for the faint of heart, but it is worth it. It is a sure way to build wealth and enjoy the freedom that comes with property ownership rights bestowed on us by our nation's founding fathers. In the United States those property ownership rights include: the right of possession, the right to control, the right to use and quiet enjoyment, the right to allow others a right to use, the right to privacy and to exclude others and the right to disposition or to transfer and right to use property as collateral.

Building and maintaining relationships is vital to my business. You are not just buying or selling a property with me, you are getting a relationship with someone who uses their experience and expertise to serve your best interest throughout your entire transaction, and beyond. It is in my best interest to do so, and I will do everything in my power to get you the best deal possible!

Buying or selling real estate without a Realtor® is like going to school without a teacher. Knowing what to do, and what not to do, is crucial in today's real estate market.

I look forward to hearing from you when the time is right!

Your Interest Is My Interest!



By Signing With Us You Will Get The Following:

- **You get experience.** Alex Morel has over 20 years of real estate, building construction and sales experience. Alex has experience negotiating directly on your behalf to get you the highest possible price in the shortest amount of time possible on your terms!
- You get **Honesty, Fairness, Loyalty, Confidentiality, Full Disclosure, Skill/Care/ Diligence.**
- **Maximum exposure** to buyers through the **Multiple Listing Service (MLS)** and all major 3rd party real estate website. (*Zillow, Trulia, Homes, Realtor*)
- **Professional Marketing.**
- **Direct Communication.** There won't be a time where your call is not answered or returned within the same business day.
- **Instant Updates.** You will know all information as soon as it is relayed to me.
- **Professional and Legal Contacts.** You have access to my contacts if you need them.

We Also Offer The Following Marketing Tools:

- All home details entered into the **largest MLS** in Florida and blasted to all buyers.
- **Yard Sign** with 4"x4" post with legible print.
- **Showingtime** appointment setting service for all showing requests in MLS.
- **Professional HDR Photos** of exterior and interior highlighting entire home.
- **Professional HDR 360° Virtual Tour**
- **Attractive Listing Flyers** located inside and outside for buyers to preview.
- **Just Listed Postcards:** print and digital to neighbors, prospects and agents.
- **Digital Ad Campaign** (*Google Ads targeting buyers looking in the area.*)
- **Social Media Posts & Ad's** (*Facebook, Instagram, Twitter*)
- **Open House.** First weekend we open the house to all prospective buyers and their agents to come through the home.
- Single page **property website** to reach online buyers featuring photos and home details.
- **Walkthrough HD Video** highlighting the features and layout of the home.

(You get an arsenal of contacts and tools that help you with your needs, and also helps the home get the maximum exposure it needs to get as many interested buyers as possible in the home to get you the highest possible offer and best terms.)

VIRTUAL HOME SELLING

Now is a great time to take advantage of our Virtual Home Selling option. We've helped owners sell homes without leaving the comfort of their current living room. Virtual Home Selling is not for everyone, so you still have the option of doing any of this in person. But for every step of the process, we provide a virtual an option to make things easier for you.



1) Virtual Consult

We schedule a time to do a Zoom Call at your convenience. You just need a Computer or Smart Phone to attend virtually.



2) Listing Preparation

We will discuss what paperwork is needed, review the agreement and disclosures, then discuss what is needed for the listing.



3) Virtual Marketing Plan

Your virtual marketing plan includes professional photography, floor plans, 3D virtual tours, video tours and drone images.



4) Virtual Open House

We will advertise and facilitate a virtual open house from your home.



5) Virtual and Limited Showings

We will arrange for prerecorded virtual showings, live virtual showings, and time blocks for limited in-person showings as needed.



6) Electronic Negotiations

We use digital contracts and electronic signatures for all contract negotiations



7) Virtual Closing

With the help of our attorney, title department and lender we can facilitate a virtual closing with a mobile or virtual notary.



8) Moving Day

We'll deliver the keys to the buyers and will assist in coordinating movers who follow CDC recommendations.

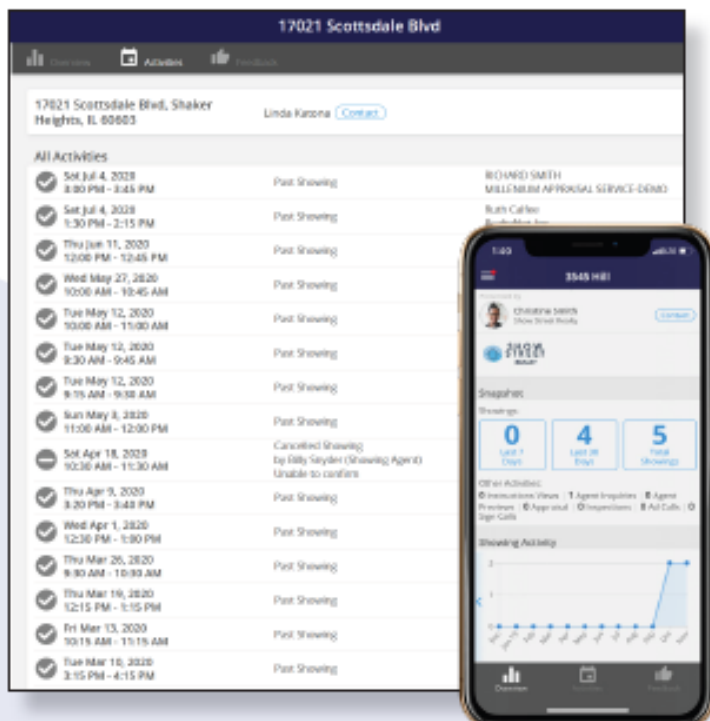
Home by ShowingTime is a simple way for you to stay involved in the home buying and selling experience with your agent. As a seller, you can automatically receive showing requests, confirm them, see feedback from potential buyers and view all activity on your home(s) throughout the sales process. As a buyer, you can view upcoming tour information and driving directions for showings your agent schedules for you.

Home by ShowingTime Mobile App

The Home by ShowingTime mobile app makes the buying and selling experience simple and convenient.

Use the Home by ShowingTime mobile app to quickly respond to showing requests, review feedback, view upcoming tours (if you are also buying a home), communicate with your agent and much more.

All right at your fingertips.



Listing Activity Report

The Listing Activity Report allows you to keep track of all showings on your home(s). Each email notification includes a **Quick Link** button that leads directly to your personalized Listing Activity Report.

The report includes all activity on your home, including a list of all scheduled and completed showings. Feedback is listed with each showing (if provided) and can be broken down to show trends to help you identify items that should be addressed to sell your home faster.

Tips To Prepare Your Home For Showings

- Make house look organized.
- Remove excess furniture throughout.
- Hang mirrors to widen a narrow room.
- Remove half the contents of your closets to show buyers there's plenty of room.
- Add light inside closets to make them look bigger.
- Take everything off of the closet floor.
- Color coordinate and organize clothing in closets.
- Make your master bedroom look and feel like a private retreat.
- Buy new bedding in neutral tones to dress up bedrooms.
- Showcase bedrooms as bedrooms.
- Make your master bathroom look and feel spa-like.
- Minimize what is on your countertops.
- Remove all household appliances that are not used on a daily basis.
- Make sure beds are made every day.
- Hide dirty laundry.
- Ensure sink is clear of any dishes.
- Place all hygiene items under the sinks in the bathrooms.
- Remove trash cans from view

Common Repairs You Should Check For

- Worn carpets
- Broken light switches
- Loose door knobs
- Leaky faucets
- Running toilets
- Sticky locks
- Slow drains
- Broken garbage disposal
- Cracks, holes in walls
- Broken screen doors
- Clogged shower heads
- Ripped window screens
- Sticky windows
- Damaged cabinet door knobs

Inexpensive Updates To Get Your Home Ready For Sale

- Update lighting fixtures. Installing new lighting is one of the most economical facelifts you can give your property. Outdated fixtures make your property feel outdated to buyers.
- Install new light bulbs. Make sure to use the correct wattage for the light fixture.
- Clean windows both inside and outside.
- Update blinds if current ones are old & damaged.
- Kitchens and bathrooms must be immaculate.
- Update appliances if possible.
- Re-caulk and re-grout showers, tubs and sinks.
- Touch-up cabinet paint in bathroom and kitchen.
- Replace missing or broken tiles.
- Neutral wall colors are best for selling homes. Color can be used in the accessories you use for staging.
- Maintain regular watering, mowing, edging and weeding schedule.
- Add fresh mulch to all beds.
- Repaint front door, if needed.
- Power wash the outside of the house.
- Make sure front porch/entry way is clean and inviting.
- Make sure the porch lighting is working and free of cob webs and spiders.
- Remove any dead plants and replace with seasonal colorful plants when appropriate.
- After making repairs, upgrades, painting, etc. hire a professional cleaner

Pre-Listing Activities:

- Contact property owner and schedule a time for listing presentation.
- Download and review property tax roll and property appraiser's records.
- Review permit records for subject property and make sure no outstanding permits are open.
- Verify lot size and building information including age, beds, baths, square footage, etc.
- Complete in-depth Comparable Market Analysis of subject property that includes researching appropriate Active, Pending, Expired and Sold properties within community or similar communities close to subject property.
- Research trends and sales activity within the past 3-6 months.
- Research average days on the market for property type, price range & location.
- Prepare listing presentation package for listing appointment with material mentioned above

Listing Appointment Presentation:

- • Assess curb appeal upon arrival.
- Take a home tour to confirm the interior condition of the home.
- Talk through any questions or concerns the owner may address initially.
- Go over listing presentation items, including items mentioned above.
- Explain RE/MAX accolades and advantage over other brokers.
- Discuss agent experience, qualities and availability (full-time agents).
- Present Market Analysis results, including comparable property statistics.
- Discuss recommending pricing strategy based on Market analysis results.
- Discuss owner goals moving forward and marketing strategy.
- Discuss broker activities during the listing agreement time period.
- Explain the standard marketing tools we utilize during the listing process.
- Explain how/why the agent screens prospective buyer's.
- Review curb-appeal assessment and provide suggestions to improve sale-ability.
- Review house interior assessment and provide suggestions to improve sale-ability.
- Go over items that could be detrimental to the value and sale-ability of the home.
- Explain the benefits of offering a home warranty with the sale of the home.
- Review Listing Agreement details and discuss time frame.
- Supply owner with Net Sheet with recommended initial listing price and transaction charges.
- Discuss showing schedule and how agent tracks all showings using electronic lockbox.
- Discuss open house scheduling.
- Review available house plans, service agreements, insurance policies, ownership records

Listing Activities:

- Compile and assemble formal file with property and seller information.
- Request house plans, HOA contact & documents, title insurance policy, survey, service agreements, maintenance records, property legal documents.
- Verify ownership and confirm ownership details.
- Prepare Listing Agreement & Send For Seller's Signature.
- Prepare Property Disclosures and Addendums For Seller's Signature.
- Prepare showing instructions for prospective Realtor showings.
- Have seller fill out FAQ Sheet.

Listing Activities Continued:

- Complete listing checklist.
- Make a copy of Listing Agreement and associated paperwork and deliver to seller.
- Create electronic file of all paperwork and upload into broker's file software system for quality control review
- Verify HOA contact information and assessment amount (if applicable).
- Verify home utilities and service providers currently contracted at the property.
- Verify home security system details (if applicable).
- Verify mortgage details and confirm owners are up to date on payments and taxes.
- Schedule & attend HDR photos and virtual tour appointment.
- Take room measurements. • Fill out MLS Data Entry Form.
- Prepare list of personal items that will convey with sale of house.
- Install electronic Bluetooth lockbox on or near front door.
- Arrange for post and sign to be installed.
- Make extra key for lockbox and put in lockbox.
- Create & order 'Just Listed' postcard and send to neighborhood.
- Create & print property flyer's for interior and exterior boxes.
- Create home info booklet containing MLS sheet, HOA documents, tax documents, disclosure's, aerial photos, legal information, etc. with comb binder.
- Create e-Postcard and e-mail campaign to agent's contacts, broker's in-house agents; reverse prospect and send to local agents whose customer's match this property listing.
- Create a new listing within My Florida Regional Multiple Listing Service.
- Enter home information, tax information, legal information, HOA information, owner information, private showing instructions, driving directions, private comments, private transaction information and compensation.
- Upload HDR property photos & virtual tour to new MLS listing.
- Upload seller disclosure's, HOA document's, utility information, FAQ sheet, home warranty information (if applicable) to MLS listing.
- Set up ShowTime call center. Coordinate showings with call center, owner and agents.
- Create Google Adwords & Social Media advertisements and monitor.
- Add listing and confirm information to 3rd party websites including Craigslist, Zillow, Trulia, Realtor, etc.
- Schedule, advertise and host opening weekend Open House with RE/MAX balloon.
- Add VoicePad sign rider to real estate sign.
- Follow up with all showing agents for feedback from their customers.
- Continue to monitor the real estate market and make suggested adjustments a necessary.
- Provide information to prospective buyer's or buyers agent's.
- Provide seller with feedback and statistics from advertisements and MLS.

Contract Activities:

- After receiving offer contract from buyer's agent we make sure all necessary forms are present and properly signed by prospective buyer and their agent.

Contract Activities Continued:

- If multiple offers are received we inform owner and recommend requesting highest and best from all buyer's. With owners permission we inform all agents to re-submit with highest and best within 24 hours and seller chooses who to negotiate with further.
- Confirm buyer is qualified to purchase the property by way of lender pre-approval letter of proof of funds statement from buyer's lending institution.
- Discuss offer terms with owner and discuss negotiation strategy.
- Negotiate directly on owner's behalf with buyer's agent until an agreement is in place.
- Deliver executed copies of the contract and necessary paperwork to seller.
- If seller selects closing agent we coordinate and send all contract paperwork to seller's designated agent.

Post-Contract Activities:

- Follow up and confirm buyer's deposit was received and properly deposited into proper escrow account.
- Confirm buyer's lender has received executed contract and monitor lender progress (if applicable).
- Coordinate and attend all inspections performed by buyer within inspection period.
- Confirm any repair requests that are covered by contract after inspections (if applicable).
- Recommend and coordinate with contractors to complete repairs prior to closing (if applicable).
- Receive and send repair completion bills to buyer's agent (if applicable).
- Schedule and make arrangements for appraiser to gain access to property (if applicable).
- Discuss options if appraisal falls short of contract price.
- Confirm buyer's have home insurance in place.
- Confirm no title issues and title insurance has been issued.
- Confirm buyer has received clear to close.
- Coordinate and attend final walk through with buyer's agent

Closing Preparation Activities:

- Coordinate closing process and procedure and confirm closing date and time with all parties.
- Confirm seller has canceled or transferred all utilities and service agreements at property.
- Work with closing agent to confirm all conditions and documents to close have been received and completed.
- Review closing documents and closing disclosure's with seller to confirm all information is correct.
- Confirm all funds have been accounted for.
- Confirm how seller will be receiving funds after closing.
- Remove lockbox from property and bring keys to closing.
- Attend closing with seller and sign any legal documents needing to be witnessed.
- Request sign and post removal.
- Change MLS listing to SOLD.
- Close out listing file in personal and broker.

No two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparable market analysis, or CMA, can be useful.

What is a CMA?

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data fields such as single-family or condo, number of bedrooms, number of baths, postal codes, and many other factors. Its purpose is to show fair market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

How is the CMA created?

CMAs are generated by a computer program supplied by your real estate agent's multiple listing service (MLS). The MLS is available to licensed members only, including brokers, salespeople, and appraisers, who pay dues to gain access to the service's public and proprietary data, including tax roll information, sold transactions, and listings input by all cooperating MLS members. Listing agents generate CMAs for their sellers, and buyer's agents create them for their buyers so both sides know what current market conditions are for the homes they're interested in comparing.

How accurate are CMAs?

The CMA is a here-and-now snapshot of the market, based on the most recent data available, but it can instantly be rendered obsolete by a new listing, or a change of status in a home with the same criteria. Why? The market is constantly changing – new listings, pending sales, closed sales, price reductions, and expired listings. CMAs can vary widely, depending on the knowledge and skill of the person inputting the search parameters to the software as well as the number and type of data fields that are chosen. That means some features may not be included. As informative as the CMA is, it should only be used as a tool and should not substitute for your real estate professional's knowledge and advice.

The Value of Your Home

In a neighborhood of similar homes, why is one worth more than another? That's the question that's teased buyers and sellers for ages, but the answer is simple. Every home is different. When a home is sold, a willing seller and a willing buyer have just announced to the world the value of that home. From there, other similar homes are benchmarked, but other factors come into play. The most important are: Location, Size, Number of bedrooms and baths, Features and finishes, Condition, & Curb appeal.

When two homes are identical in the same neighborhood, a higher price may come down to something as simple as views, or paint colors, or the overall taste of the homeowner.

Valuing a home will never be an exact science, but if you buy wisely, keep your home updated and in good repair, you should recoup most if not all of your investment.

Where Does Your Listing Go?

My Florida Regional MLS (MFRMLS) Listings

First Stop: The MLS System

When a listing is entered into the MLS system, it becomes accessible to the many thousands of MFRMLS agents, brokers and appraisers.



Next Stop: Many Options



Below are other websites where your listing may go, depending upon your preference and/or your broker's preference.

Questions? To learn more about opting in to or out of the below options, visit www.syndication.mfrmls.com/options/

ListHub is a syndication platform that gives MFRMLS brokers and their agents many syndication options, including [some of the top home searching websites](#) across the country.

Visit www.listhub.com/publisher-list.html to see all ListHub publishers that are available.



**ListHub
Syndication**

State27Homes.com



State27Homes.com is powered by the MLS system. It gives consumers updated information every 5 minutes. There are many features, including advanced property searches, school and neighborhood information — and even information on down payment programs (Down Payment Resource™).

MFRMLS sends data daily and directly to Realtor.com. Also, Realtor.com has developed "distribution partners" with many other websites, such as Move.com, allowing consumers from other websites to automatically link to the Realtor.com search engine.



Realtor.com

**MLS
Advantage**



Through Florida Realtors®, listings from over 40 MLSs/associations across Florida appear in their entirety for other agents to search.

Many of MFRMLS's associations have an agreement with Listingbook, giving consumers and agents who use Listingbook comprehensive, updated and analytical listing information.



Listingbook.com

Where Does Your Listing Go?

(Cont'd)

Did you know?

Some websites, such as Zillow and Trulia, have additional partners, such as Yahoo! Homes, Hotpads, and other websites. Your listing may also appear on these partner sites.

Proxio (International)



This site provides a number of home searching options for consumers, as well as news and other information.



Florida Living Network

Broker/Agent Websites (IDX)



Many brokers have agreements with each other (called **Information Data Exchange (IDX)**) to display each other's listings on their own brokerage and agent websites. So there's a good chance your listing may appear on many brokerage and agent websites in your area.

Listing brokers can opt in to the Zillow Group through the Login Portal. Through the Zillow Group, listings are sent to Zillow, Trulia, Yahoo! Homes, HotPads, and other websites. Listings are updated on the Zillow Group websites within every hour.

Visit www.zillowgroup.com/distribution/ for all Zillow Group websites.



Zillow Group

Questions?

To learn more about opting in to or out of your syndication options, visit www.syndication.mfrmls.com/options/

