



Seller's Guide



**COASTAL
ESTATE TEAM**

COMPASS





**COASTAL
ESTATE TEAM**

COMPASS

WHO YOU WORK WITH MAKES ALL THE DIFFERENCE

Thank you for your interest in working with the Coastal Estate Team to assist you with the sale of your property. We appreciate the opportunity to present our qualifications and marketing plan that will lead to the successful sale of your property.

While selling a home may seem daunting, our Team proactively anticipates and addresses potential issues before they become problems. What's the difference between getting your home sold or not? The details. Whether it's our proven system, exceptional negotiation strategies, or utilizing our local, national, and global networks, no detail is overlooked.

You bought your home. You have loved your home. Our goal is to create and keep that feeling alive with the Buyers, throughout the transaction.

With our award-winning sales record, years of experience, and a winning skillset, the Coastal Estate Team has all the tools to sell your home quickly for top dollar. If you're serious about selling your home, we're serious about getting the job done.

Again, thank you for choosing us. We look forward to putting our proven expertise, experience, and the power of our Team to work for you!



Why Space Coast Homeowners Choose the Coastal Estate Team to Sell Their Properties

We Get Results

We're not bragging, it's just a fact. While Realtors don't create demand, it is our job to capture it. And because we invest more heavily in marketing to prospective Buyers as well as our extensive network, the Coastal Estate Team captures more than our fair share of the demand that may exist for any given property at any point in time.

We Communicate

You will receive timely and accurate feedback after each showing thanks to our dedicated follow-up procedure and system of reporting. We discuss these results with you in order to ensure that you will always receive the level of communication you expect and deserve.

We Price Your Home For Optimal Results

Our recommended pricing strategy is based on what the market data suggests will potentially have your property under contract within 90 days. Ultimately, you may elect to set a different listing price. In that event, we will provide the market data to help you make a fully-informed decision aimed at achieving your monetary and timeline goals.

We Personally Invest In Your Success

Any competent agent will list your property in the Multiple Listing Service (MLS). We take it a step further and invest heavily in paid distribution to expose your home to more of the most qualified Buyers from all of the most highly-trafficked real estate websites. Our aggressive marketing investment, both in the U.S. and Internationally, is far beyond the normal internet exposure you would expect a typical Realtor to provide. And it gets results.

We Market Your Home Strategically

Marketing of your property is customized to appeal to the target audience of prospective Buyers who are most likely to appreciate the lifestyle your home offers. Remember, we're not selling your house, we're selling someone else their next home. While no home is ideal for everyone, every home is perfect for someone. That's why our marketing begins by understanding the reasons you initially bought and telling that story to others most likely to buy for similar reasons.

We Present Your Home To Attract The Perfect Buyer

Professional photography and thoughtfully-written descriptions are key to our storytelling process, both for human eyes and the search engine algorithms. Naturally, the goal is to expose your property in the best possible light to the broadest possible audience of potential Buyers (it's a numbers game). By telling your story for your specific target audience (it's a very personal business), we'll more quickly attract your perfect Buyer.

We Commit Ourselves To Selling Your Home - 100%, 24/7

Real estate is our business, and we approach it as a business. Too many agents dabble part-time. In contrast, we are full-time Real Estate professionals and we've invested in a team of experts to support you. From listing through closing and post-closing follow up, we're available to help you.

Absolutely No Commitment Or Obligation On Your Part

Our listing agreement term is open-ended. We're confident in our abilities, and if we're doing our job, you'll want to stay with us until we achieve your goals. If not, we don't believe you should be held hostage to a date on a document. That means you're free to terminate our listing agreement at any time, for any reason, at your sole discretion.



4 Major Factors to Selling Your Home

First Impressions are the Most Important

How long does it take to sell a home?

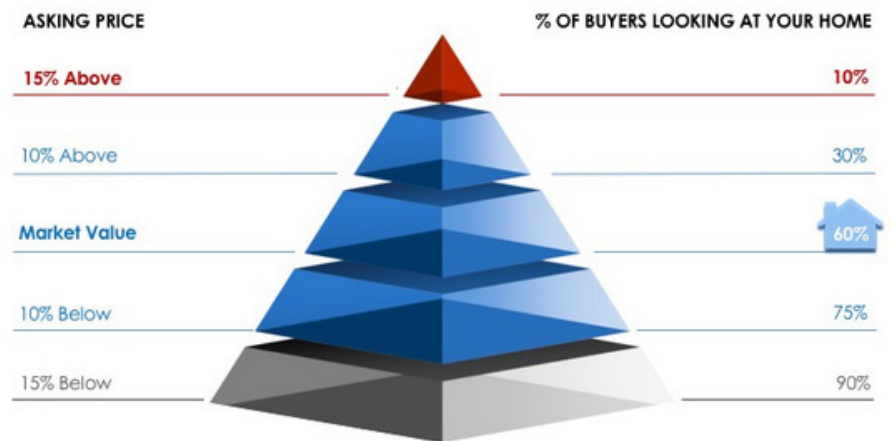
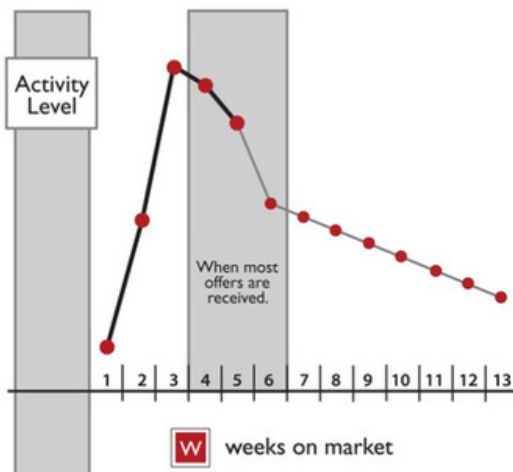
There is no easy answer, but we know that there are significant factors that will affect your final price and time on market.

We Can Control:

- Price
- Condition of your home
- Terms offered

We Can't Control:

- Location
- Competition
- Market conditions



There are 4 major factors in selling your home:

Price | Marketing | Terms | Effective Transaction Management

Because pricing is one of the most important factors affecting your sale, it is critical to be priced correctly when you first place your home active on the market.

Marketing...

To sell your home quickly and for top dollar, the Coastal Estate Team has an effective marketing plan in place.

The Right Price

As you know, a well priced home often generates competing offers and drives up the final sales price. An appropriate listing price is often the difference between getting your property sold, and having it linger on the market.

The Right Photography

The photos of your home are critical in making a good online impression. Special care is taken when shooting and editing the images. The professional photographer will take many photos to get the best images of your home. These photos will help to quickly attract your perfect Buyer.

The Right Exposure

In marketing your home, we will emphasize your home's best features and benefits. We will list your home in the Multiple Listing Service (MLS), which provides your home's information and photos to a nationwide network of Realtors who are working with Buyers.

Effective Internet Marketing

Over 90% of Buyers begin their search online so it is important to be on sites where Buyers are looking like Compass.com, Zillow, Trulia and Realtor.com just to name a few. We embed your property listing and photos to all of these websites, blogs, social media outlets, and more. The culmination of these efforts leads to search engine optimization which allows your home to be found organically on Google. In just a few hours, you can Google your address and your property information and photos will fill the first several pages.

...The Right Way!

These strategies will expose your property in the best possible light to the broadest possible audience of potential Buyers.

Offline Advertising Strategy

Advertising is important. Exposure is key. Having the right products not only helps define your home, but also helps highlight its great qualities. However, great qualities cannot be highlighted by poor products. They go hand-in-hand. Our premium marketing products will meet and exceed your expectations.

Sales Brochures and Fact Sheets

We are committed to marketing your home with high quality, custom designed materials that represent the time and effort you have taken in improving and maintaining your home.

Yard Signs

The yard signs we use are instantly recognizable and extremely effective for lead capture. We incorporate our online presence along with contact information for Buyers to contact us at any time for information on your property, and follow up occurs immediately.

The Best Deal

When you start to get offers, we will represent you during the emotionally charged negotiating process and ensure that you get the best price and the most favorable terms. We oversee all of the details for the most seamless, stress-free transaction possible.

Price Right to Profit More

Pricing your home right the first time results in:

- ✓ More exposure
- ✓ More showings
- ✓ More offers
- ✓ BEST price

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare away Buyers to other properties. To complicate all this, your home is an emotional asset - it's hard to see it objectively.

Pricing is something Coastal Estate Team Agents spend their careers refining and mastering. They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price. Then they combine that with your unique needs to pick a price that fits you.

It's no easy task, but it's a critical one. Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest price for your home. If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.

Selling Shape

From the day your home goes on the market to the day it closes, your property needs to be in "Selling Shape". It may take a little getting used to, but you and your family will have to make the transition to thinking about your house as a property and not a home. This is certainly an inconvenience if you're still living in your house, but the effort is well worth it.

So how can we work together to get your property into selling shape? Let's just follow some simple guidelines.

First. Fix It.

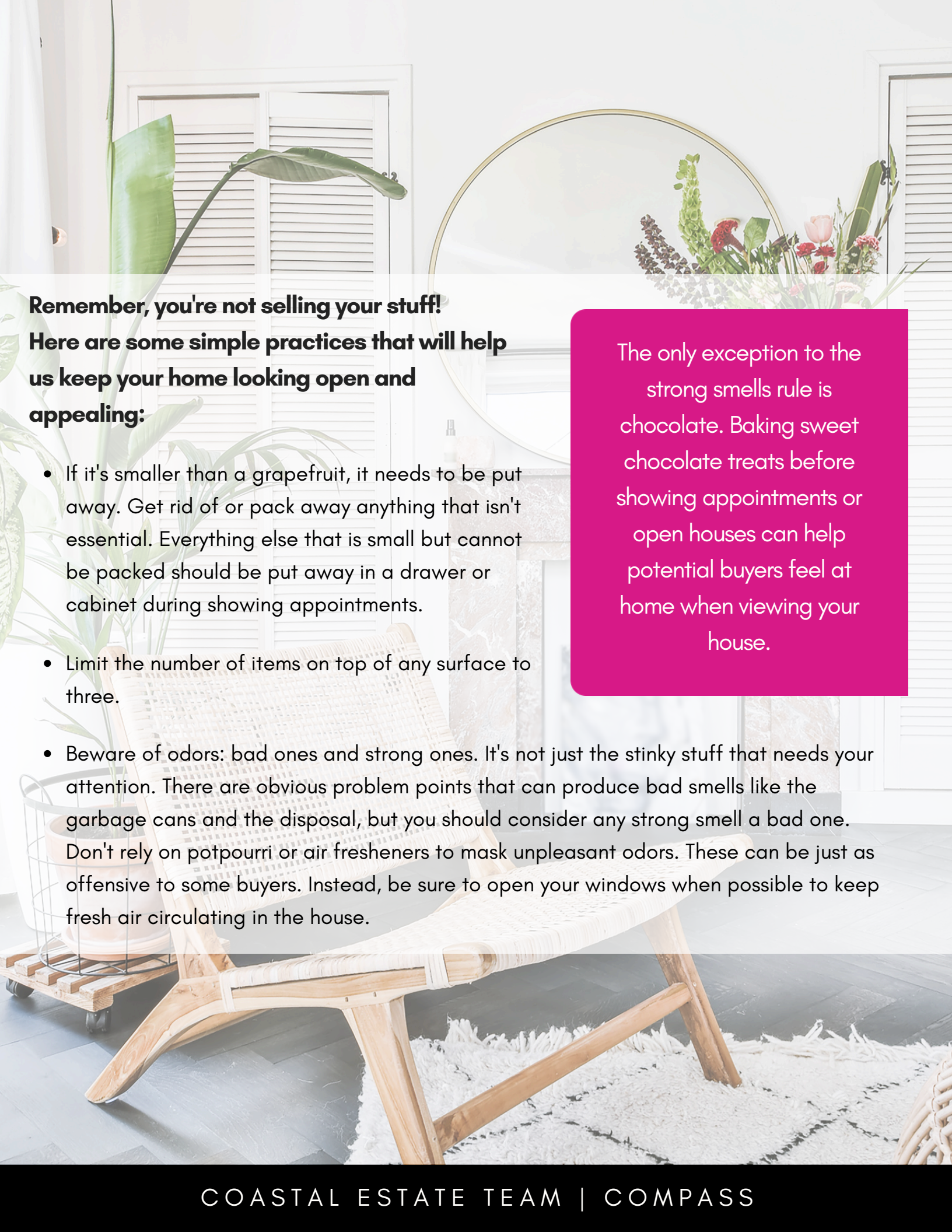
Anything that is in your house that is in disrepair and can be easily fixed should be addressed before the home goes up for sale. We'll want to pay particular attention to the front exterior and the most important rooms in the house: the master bedroom, the kitchen, and the living room.

Next. Clean It.

Clean, clean, and more clean. From the inside out, a clean listing is a happy listing. And remember, it's not good enough to just put things away. Potential buyers will and do open closets and drawers throughout the house when they're looking at your listing. Be sure to keep personal items that you do not want on display in drawers that are clearly your personal furniture. The more organized you can be, the better.

Last. Open It.

Making your house appear as attractive as possible is largely about allowing potential Buyers the opportunity to imagine their lives in your property. Stage your home in a way that emphasizes space. Creating the appearance of openness and space is key to getting your property sold.



Remember, you're not selling your stuff!

Here are some simple practices that will help us keep your home looking open and appealing:

- If it's smaller than a grapefruit, it needs to be put away. Get rid of or pack away anything that isn't essential. Everything else that is small but cannot be packed should be put away in a drawer or cabinet during showing appointments.
- Limit the number of items on top of any surface to three.
- Beware of odors: bad ones and strong ones. It's not just the stinky stuff that needs your attention. There are obvious problem points that can produce bad smells like the garbage cans and the disposal, but you should consider any strong smell a bad one. Don't rely on potpourri or air fresheners to mask unpleasant odors. These can be just as offensive to some buyers. Instead, be sure to open your windows when possible to keep fresh air circulating in the house.

The only exception to the strong smells rule is chocolate. Baking sweet chocolate treats before showing appointments or open houses can help potential buyers feel at home when viewing your house.



Show It Off!

As interest in your home rises, so will interest in seeing the real thing, in person. It's time to show off your masterpiece to prospective Buyers. The Coastal Estate Team will take care of almost all of the details, but here are a few tips to maximize the showing experience.

You Should Leave.

Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there. Try to resist the temptation to listen in or watch through on-site cameras. It can cause you to be reluctant to want to sell to that Buyer.

Is it Inviting?

In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.

Any Information is Good Information.

Set out additional information that's helpful – property brochures, additional information about your property, HOA Information (if applicable), survey, etc.

Flexibility is Key.

Be as flexible as you can – try to accommodate the Buyer's schedule.

Negotiate Like a Master

Now this is where things get exciting. You've got an offer or maybe two at once! In most cases, your home's list price won't be the selling price. When it comes to settling on that final magic number, you're going to be negotiating. That's something your Coastal Estate Team Realtor is an expert at, but here are some key strategies for Home Owners.

It's a conversation. Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.

Price isn't the only thing. You can negotiate on price and offer conditions. Don't get stuck on one thing. Remember, even 1% more for your home can mean thousands to your bottom line.

Once you agree, the Buyer provides a deposit check to be held in escrow until closing. The conditions usually have a set time for removal and usually include things like an inspection and financing.

Momentum matters. Just the act of moving a deal forward helps make the deal happen.





The Offer is Accepted

Once we've received an acceptable offer and have entered into a purchase contract, there are several steps that will need to be completed before the transfer of your property is complete.

On a typical home sale, here's how things will run:

1. The Buyer submits Earnest Money (EMD) that is deposited into an escrow account.
2. A title policy will be ordered on your property.
3. The Buyer may order a home inspection, an appraisal, and/or a survey.
4. The home inspection will be conducted; if there were items found that were not satisfactory to the Buyer, you may be asked to make repairs or provide a credit in lieu of repairs. You must provide paid invoices if work was completed.
5. The Buyer will perform a walk through immediately prior to closing to verify the condition of the property and see any repairs that were made.
6. Closing is scheduled and completed. Your house is sold!

Now Let's Get to Sold

What will happen at the closing?

Closing is a formal process where all parties sign the necessary paperwork needed to complete the sale. Title to the property is transferred from you to the Buyer. The Buyer receives the house keys and you receive payment for the house! From the amount credited to you, the title representative subtracts the funds to pay off the existing mortgage and other transaction costs. Deeds, loan papers and other documents are prepared, signed and ultimately filed with the local property record office.

**Lastly, you will refer your Friends and Family
to the Coastal Estate Team!**



**COASTAL
ESTATE TEAM**

COMPASS

20 Steps to Help You Sell Your Home

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help the Coastal Estate Team sell your home faster, at the best possible price.

1 Make the Most of that First Impression

A well-manicured lawn, neatly trimmed shrubs and a clutter-free entry welcome prospects. So does a freshly painted – or at least freshly scrubbed – front door.

2 Invest a Few Hours for Future Dividends

Here's your chance to clean up in real estate. Clean up in the living room, bathroom(s) and kitchen. If your woodwork (baseboards, door & window trim) are scuffed or the paint is fading, consider some touch up. Walls looking a little rough? A nice coat of paint will do the trick. Prospects would rather see how great your home really looks, than hear how great it could look, "with a little work."

3 Check Faucets and Bulbs

Dripping water rattles the nerves, discolors sinks, and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.

4 Don't Shut Out a Sale

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily fix them. A little effort on your part can smooth the way toward a closing.

5 Think Safety

Homeowners learn to live with all kinds of self-set booby traps: skateboard in the hallway, rat's nest of power cords, slippery throw rugs, and more. Make your home as non-perilous as possible for uninitiated visitors.

6 Make Room For Space

Remember, potential Buyers are looking for more than just comfortable living space. They're looking for storage space too. Make sure your garage and attic are clean and free of unnecessary items.

7 Consider Your Closets

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

8 Make Your Bathrooms Sparkle

Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in tubs/showers. Display your best towels, mats, and shower curtains.

9 Create Dream Bedrooms

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Bedding and window treatments should be clean and fresh.

10 Open Up in the Daytime

Pull back curtains and drapes to show off how bright and cheery your home is!

11 Lighten Up

Turn on the excitement by turning on all your lights when showing your home. Lights add color and warmth, and make prospects feel welcome.

12 Avoid Crowd Scenes

Buyers often feel like intruders when they enter a home filled with people. It's best to make sure all family members are out of the house during a showing.

13 Watch Your Pets

Dogs and cats are great companions, but not when showing your home. Always take pets out of the home during a showing.

14 Think Volume

When it's time to show your home, be sure the TV is off and all noise-producing electronics are set to silent.

15 Don't Apologize

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced Coastal Estate Team Agent handle the situation.

16 Relax

If you happen to be at home when prospects arrive, be friendly, but keep it short. They want to view your home with a minimum of distraction.

17 Keep a Low Profile

Nobody knows your home as well as you do. But the Coastal Estate Team has plenty of experience working with Buyers – what they need and what they want. It's your turn to take a rest and let us do the hard work for you.

18 Don't Turn Your Home into a Second Hand Store

When prospects come to view your home, don't ambush them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.

19 Defer to Experience

When prospects want to talk price, terms, or other real estate matters, let them speak to the expert – your Coastal Estate Team Agent.

20 Let Us Do the Work

Your Coastal Estate Team Agent will have an easier time selling your home if showings are scheduled through our office. Let us take care of your showing appointments – we will work with your schedule to keep your life as disruption-free as possible. You'll appreciate the results!



Checklist: Preparing to List Your Home

In preparation for listing your home, you will need to gather up a few things:

- Copy of your survey
- Average cost of utilities (electricity, water, etc.)
- Details of recent improvements or renovations
- Receipts and warranties for recent home improvements
- List of any easements or right-of-ways
- List of items you would like to exclude from the sale
- Other relevant information (any upgrades, copy of floor plans, builder plans and/or model name)
- If applicable, Homeowners Association (HOA) documents, contact information, and amount and frequency of dues

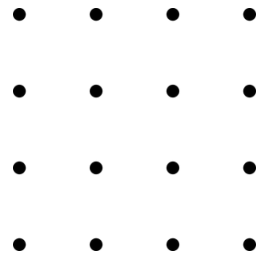
For Condominium Owners:

- Association fees and a list of inclusions
- Parking and storage information/numbers
- Pass key/Access to the building and amenities
- Condo Association documents, contact information, and amount and frequency of dues

In order to provide an accurate description of your property to Buyers, please return the following information sheets:

- Property Information
- Property Inventory
- Property Disclosure

Moving Checklist



Two Months Prior to Moving Day:

- If you are using a mover, get a few estimates from moving companies.
- If you are moving yourself, get costs from at least two truck rental companies.
- Create a floor plan of your new home for furniture and appliance placement.
- Make an inventory of your household goods and begin to remove clutter (start with attic, garage, and other storage areas).
- Start a file for all of your moving paperwork (estimates, receipts, etc.).
- Arrange to transfer school records.
- Get your new home ready: contact painters, carpenters, plumbers, roofers, etc., so your home is ready when you arrive. Remember to change the locks on all the doors in your new home.

Six Weeks Prior to Moving Day:

- Complete the post office change-of-address online (moversguide.usps.com).
- Make arrangements for storage if necessary.
- Ask your doctor or health plan provider for referrals and obtain all medical records.
- Clean all closets and drawers.
- Start using foods and cleaning supplies that won't be moved.

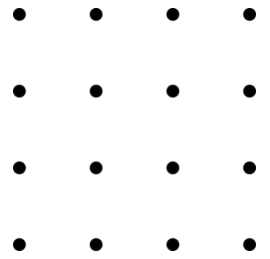
Four Weeks Prior to Moving Day:

- Schedule disconnection of all utility services at your old home, and connection of services at your new home. Be sure to disconnect the day after you leave and connect the day before you arrive. If you have "last month" deposits with services, such as the telephone company, request your refund.
- If you are moving yourself, reserve a rental truck.
- If you are packing yourself, obtain packing materials and start packing items you won't need after you arrive at your new house.
- Check with your insurance company to see how your possessions are covered during transit.
- Collect your important records: gather personal and family records (including medical and dental), veterinary and school records, legal and financial documents, birth certificates, passports, and insurance documents.

Three Weeks Prior to Moving Day:

- Properly dispose of items that cannot be moved, such as flammable liquids.
- Prepare auto registration for transfer (if moving to another state).
- Make child-care arrangements for moving day.
- Hold your moving sale.

Moving Checklist



Two Weeks Prior to Moving Day:

- Arrange for disposal of anything not sold at your moving sale.
- Arrange for a professional cleaning of your home to occur before the final walkthrough.
- Return any borrowed items (including library books) and retrieve any loaned items.
- Cancel newspaper delivery.
- Notify any creditors of your move.
- Transfer prescriptions and be sure you have an adequate supply of medications on hand.
- Assemble a file folder of information to leave for the new owner of your home.
- Change your address – One week before your move, send change-of-address cards to everyone who will need to contact you.
- Pick up laundry/dry cleaning.
- Pack a travel kit: Put aside critical items like a checkbook, credit cards, ID, flashlight, spare car keys, toiletries, tools, paper plates, cups, towels, medications, bandages, and games for the kids. Also, pack a suitcase with clothing and other personal items.

One Day Prior to Moving Day:

- Set aside anything that will travel in your car so it will not be loaded on the truck.
- Pack a box of items that will be needed first at the new house. Clearly mark this box "Load Last".
- Confirm arrival time of your moving van/truck.
- If moving yourself, dismantle beds and other large furniture.

Moving Day:

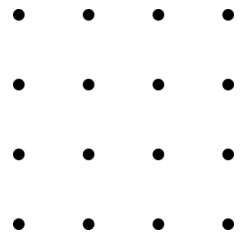
- If using a mover, be sure someone is at the old house to answer questions.
- Read your bill of lading and inventory carefully before signing. Keep this paperwork in a safe place.

Delivery Day:

- Check your belongings carefully and note on the inventory paperwork any damaged items.
- Supervise unloading and unpacking.



WE LOOK FORWARD TO WORKING WITH YOU



As your Realtor, we know our role doesn't end just because we've sold your home.

You can call us anytime. Whether it's:

- Recommendations on contractors or other professional services to hire
- Any issues with your home after moving in
- Questions for the listing Agent or previous owner
- Evaluation of your home value over time
- Questions about the local Real Estate market
- Advice on purchasing an investment property
- Referrals to friends and family
- When you're thinking about selling
- Or any other Real Estate related matter you need

We're here for you, through your moving date and beyond.



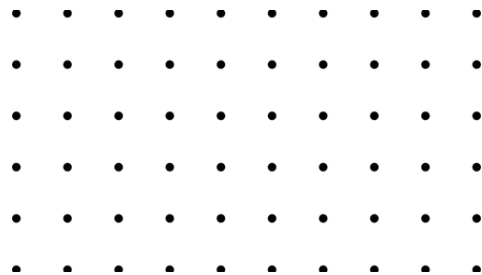
**COASTAL
ESTATE TEAM**

Coastal Estate Team
122 Fourth Ave
Suite 104
Indialantic, FL 32903

321.422.2160

Hello@CoastalEstateTeam.com

LifebyTheBeach.com



COMPASS



Compass is a licensed real estate broker. All material is intended for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description or measurements (including square footage). This is not intended to solicit property already listed. No financial or legal advice provided. Equal Housing Opportunity.



**COASTAL
ESTATE TEAM**

COMPASS