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Understanding The Local Market

Key trends in our market include:

- Population Growth: More families and professionals are moving to the area due to job opportunities and a high quality of life.
- New Construction vs. Resale
 Homes: Buyers have options
 between brand-new developments
 and established neighborhoods,
 which can affect how you position
 your home.
- Competitive Pricing: The demand for homes has remained strong, but pricing competitively based on market data is crucial to a fast and successful sale.

What Buyers Are Looking For

01

Modern, Move in Ready Homes

Many buyers prefer homes that require little to no renovations.

However, a home with a good foundation and structure is the light to someone with vision

02

Floor Plan

Spacious layouts and upgraded kitchens are among the most requested features.

03

Neighborhood

These areas are family focused and neighborhood safety amongst enforcement to keep the area clean and safe is important 04

Proximity

Being close to major highways, hospitals, shopping, schools, and workplace.

05

Schools

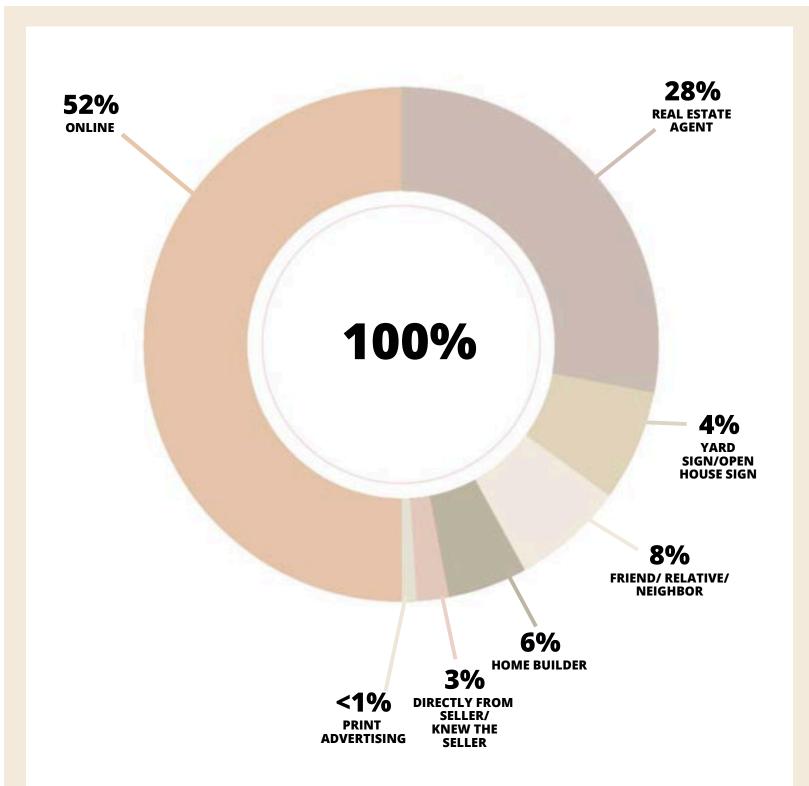
These areas are home to some of Florida's top-rated schools and athletic programs.

06

Home Value

As these areas continue to grow the property value will continue to rise.

WHERE DO BUYERS



*2024 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS





Preparing Your Home to Sell

Selling a home isn't just about putting a sign in the yard—it's about presenting your home in the best possible light to attract buyers and secure the best offer. A well-prepared home sells faster and for a higher price. Here's how to make sure your home is market-ready.

- Power washing the outside of the home
- Refreshing landscaping
- Deep cleaning
- Declutter
- Depersonalize

I tell my sellers, I want you to get into the mindset that you are moving, so take this time to get rid of what you no longer need, store and pack what you want to take, and take inventory of your home. My goal is to not have you spend money on upgrades or updates as we are trying to make money, not spend it, so we can work with what you've got! However, if you do know of important repairs that need to be done, now would be good time. Ask about getting a pre-inspection and appraisal to add value to your listing.

Preparing Your Home

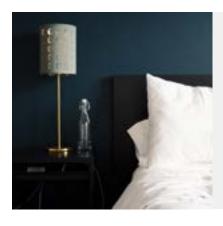
Maximize Your Home's Potential

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- · Weed and freshly mulch garden beds
- · Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences





INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN THE PAINT & FIXTURES

- Fresh exterior paint seriously helps a home's curb appeal.
- If you can't paint the entire home, paint the trim.
- Update exterior light fixtures for a quick update.
- Put a fresh coat of paint on the front door or a pop of color





Pricing Your Home Right

Get Clear On Your End Goal

How much do you want to walk away with will be the most important question I will ask you! In coming up with a listing price for your home I work backwards. I want to know what your obligations for example mortgages, HELOC, or any loans against that house you would need paid off. I will then take into account closing costs, and come up with the number we would need to price your house at to get you what desire!

The Market Matters

As much as I wish we were still selling \$300k houses for \$700k we aren't in that time anymore. I will pull a Competitive Market Analysis to show you what has sold in your area and how long it took to sell, but most importantly

I will use behind the scenes systems to advise you what price your home will most liekly sell at. At that point we are can see if it aligns with your end goal and we can talk about what starting point you feel most comfortable with and what that process looks like.



PRICING YOUR HOME TO SELL

Do you know what happens to homes that are overpriced?

Nothing. Absolutely nothing happens. No showings, no offers, no action.

Pricing is a science and the most crucial element when going to market.

You can have the most beautiful home, on the perfect homesite, with impeccable staging—but if the pricing is wrong, you're going nowhere.

As pricing experts, we are trained at the same level as property appraisers to evaluate the most accurate pricing for all types of properties.

We'll help you find the sweet spot—the absolute top of market pricing for your home—without going over.

THINGS THAT WILL DETERMINE THE PRICE

- Comparable Sales in Nearby Areas
- Property Condition
- Upgrades & Special Features
- Showings Preparedness
- Market Conditions
- Interest Rates & Affordability
- Marketing Reach
- Flexible Terms

THINGS THAT DO NOT DETERMINE THE PRICE

- Your Original Purchase Price
- Comparable Sales in Unique Markets
- Investment in Home Maintenance
- Cost of Specialized Features
- The 'Value' of Your Solar Panel
- Your Personal Financial Goals for the Sale
- How Much You 'Need' To Get Out Of The Sale

Bricing your HOMETO SELL

WHAT DOES IT MEAN WHEN...

Slow or No Showings? Here's Why and How to Fix It

If showings are slower than expected, buyers may not be responding well to the home's online presentation. Common factors include:

- Condition: Clutter, poor décor, or visible wear can turn buyers away.
- Pricing: When the price is 10% too high for what the online listing presents, buyers may bypass it.

Solutions:

- Reevaluate Presentation: Review each room for anything too personalized or showing signs of wear.
- Audit Listing Photos: Ensure images highlight the home's strengths and avoid emphasizing flaws.
- Consider a Price Adjustment: A reduction of at least 4–5% can re-engage the buyer pool and boost visibility. If no showings, a reduction of 10% is suggested.

Steady Showings but No Offers? Here's Why and How to Fix It

If your home is getting showings but no offers, buyers may feel the property doesn't meet expectations. Common reasons include:

- **Mismatch Between Online & In-Person**: If virtual staging was used, the home might not appear as appealing in real life.
- **Poor Showing Experience**: Dim lighting, clutter, personal belongings, or unpleasant odors can deter buyers.
- Overpricing: If buyers are interested enough to visit but leave unimpressed, the home's perceived value may not align with its asking price.

Solutions:

- Use In-Person Staging: Consider professional staging to better showcase the home's potential.
- Enhance the Showing Experience: Ensure all lights are on, clutter is minimized, and the home is clean and inviting.
- Address Property Condition: Make necessary repairs or cosmetic improvements.
- Adjust the Price: A reduction of 5% or more can help align the home's value with buyer expectations.





Marketing Your Home Effectively

Successfully marketing your home goes beyond simply listing it on MLS. It requires a strategic approach to attract the right buyers and generate interest. Here's how to maximize exposure for your home.

CONTENT

The type of content that is taken to market your listing is important. I bring in my entire team to market your property so the buyer is left feeling like they have to schedule a showing

Social Media Exposure

Social Media is the tool and you dont have to be into social media but chances are your buyer is. I work intricately on promoting your listing through various channels, using SEO, ads, and other campaigns to get tens of thousands of eyes on your property!

Network

As as your listing goes LIVE my brokerage blasts your listing to over 1800 agents. I also send a mass email to my network of realtors, investors, and buyers looking for properties just like yours.

Open Houses

The Wednesday after your listing goes live I will host a Brokers Open. This gets put on a special list to the local agents to come out and preview the property for their buyer/ audience. Then I will host Open Houses every weekend until the house sells or at your discretion.





1

2

3

4

5

6

SHOWING IS REQUESTED

Our 24/7 showing service makes it simple for Buyers and their Agent to request a showing at any time, day or night.

LICENSE VERIFICATION

Showing service staff verifies the license of the requesting agent, ensuring the license is current with the Department of Real Estate.

REQUEST IS SENT TO SELLER

Using the ShowingTime app, the showing request is sent to you via text message and email. You simply respond 'Yes' or 'No'.

SHOWING INSTRUCTIONS SENT

Upon approval, the showing instructions are sent to the agent, along with a personalized, time controlled lockbox access code.

SHOWING TAKES PLACE

During the approved window, agent will accompany the buyer for showing.

BUYER FEEDBACK REQUESTED

Once the showing is complete, feedback will be requested up to four times using a variety of different methods. Phone, text, email and direct message through the app.

SHOWING PREPARATION

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

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

INFORMED

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

DAILY CLEANING

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

ODORS

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

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

NATURAL LIGHT

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

TRASH

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

TEMPERATURE

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

PERSONALS

VACATE

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





Navigating Offers

Negotiation is a key part of the selling process. Your goal is to secure the best possible terms while maintaining a smooth transaction. Here's how:

Stay Objective:

It is common for sellers to become emotional during a transaction, and I will help you to keep a business mindset while celebrating the milestones.

Consider the Whole Offer:

The highest offer isn't always the best. We will look at all terms, including contingencies and closing timelines to assure they meet your end goal.

Respond Strategically:

You can accept, reject, or counter an offer. However, this is a business transaction and should be treated as such

EMD & Inspection:

An earnest money deposit secures the contract, and the Inspection period gives the buyer time to inspect the property and report any repairs requests.

Navigating Contingencies:

I will ensure that all contingencies are aligned in your favor and help you avoid any dead-end deals. The AS IS contract can be quite intricate, filled with various loopholes, so it's crucial that no important steps are missed. That's why my assistant, the compliance team at my brokerage, and I will meticulously review the deal for its accuracy.

The End Goal:

Keep in mind our shared focus; as your listing agent, it's my responsibility to guide you to your desired outcome. With my industry knowledge, expertise, and negotiation skills, we will strategically and effectively negotiate terms that benefit you while maintaining honesty and fairness with all parties involved.



COMMON CONTINGENCIES

01

INSPECTION CONTINGENCY

The inspection contingency allows the Buyer to conduct inspections on the home. Most commonly, the Buyer will have a general inspection, sewer and four-point inspection. Depending on the condition of the home, additional specialty inspections may be conducted

02

FINANCING CONTINGENCY

Unless you receive a cash offer, any offer you receive will likely be contingent upon the Buyer securing approval for financing. There can be two separate financing contingencies, one of which for the terms of the loan & the other applies to the Buyer's ability to secure the loan.

03

APPRAISAL CONTINGENCY

As part of the buyer's financing contingency, you will likely also encounter an appraisal contingency. This involves the lender hiring an independent third party to assess the property and determine its current market value.

04

HOME SALE CONTINGENCY

You may choose to accept an offer with a home sale contingency, meaning the buyer must sell their current home before purchasing yours. While we can include protections in the contract to minimize risk, keep in mind that these typically don't expire until just prior to closing



BUYER AGENT compensation

The Buyer who ultimately makes an offer on your property will likely be represented by a licensed agent. When a Buyer chooses a real estate agent to represent them, they will also determine the amount of compensation that will be due for the Buyer Agent's services. The Buyer Agent compensation may be paid in a number of different ways including:

SELLER PAID TOTAL BUYER AGENT COMP

In most cases, even today, the Buyer Agent compensation is reflected as a cost paid for by the Seller. However, this is negotiable, and you have the option to decide the amount you'd like to pay, if any.

SELLER PAYS A PORTION

Some Sellers also choose to pay a portion of the Buyer Agent compensation, or a flat amount. In this scenario, and difference between what you are offering and the amount the Buyer has agreed to with their Agent will be covered as an out of pocket cost to the Buyer.

BUYER PAYS TOTAL COMPENSATION

You may also opt to have the Buyer pay the entire compensation amount for their Buyer Agent. It is important remember that any amount the Buyer must pay directly has an exponential effect on the amount they are able to offer on your property.

IT'S NEGOTIABLE - CASE BY CASE BASIS

You may also choose to advertise your property with the Buyer Agent compensation being negotiable. Meaning that the amount you are willing to pay would be factored in to the overall offer.



COMPETITIVE ADVANTAGE

In a competitive market, offering a Seller paid Buyer Agent commission may allow your home to stand out among your competition.

ATTRACT SERIOUS BUYERS

Statistically, the most serious Buyers choose to work with a Buyer's Agent, so by offering compensation you are eliminating the nosy neighbors and tire kickers

POTENTIALLY HIGHER OFFER PRICE

When Buyer's are required to pay the Buyer Agent Compensation out of pocket, this exponentially reduces their Buying power. This is NOT a dollar for dollar adjustment.

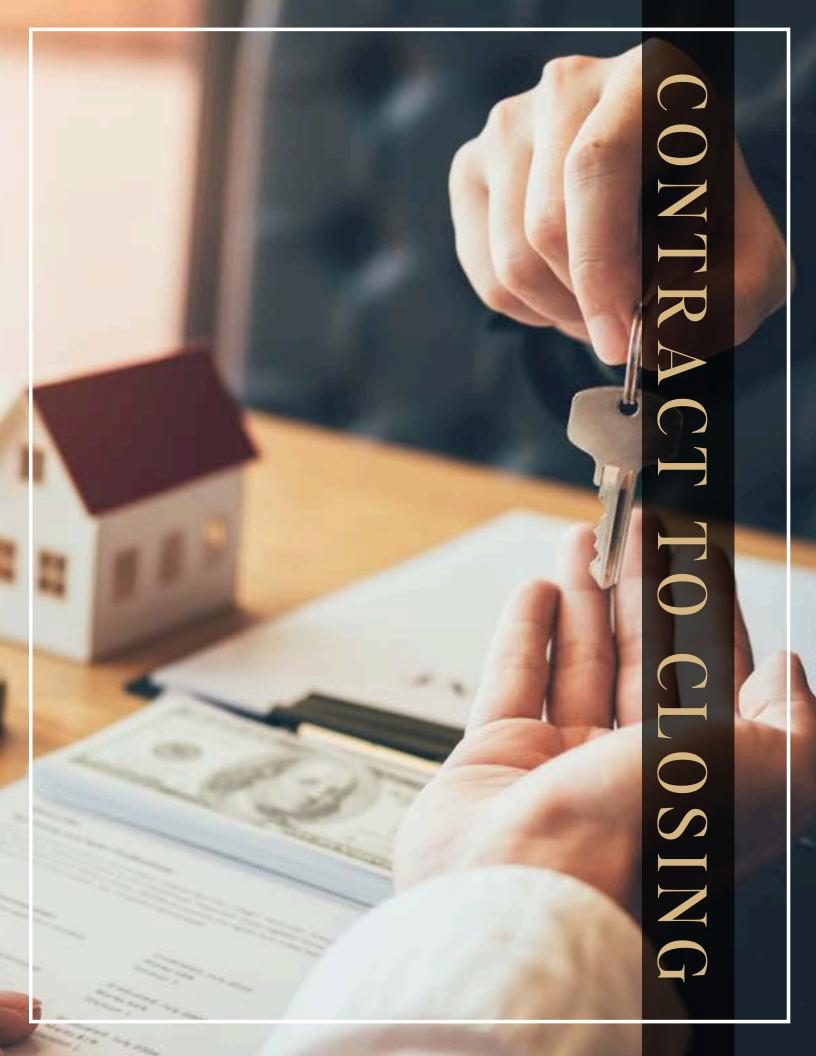
For example, on a \$500,000 single family home, requiring the Buyer to pay a \$15,000 commission could reduce their buying power by upwards of \$75,000!

SMOOTHER & MORE PREDICTABLE TRANSACTIONS

Technically anyone can represent themselves as a Buyer, but that doesn't mean they should. Inexperienced Buyers can misunderstand contracts, deadlines and contingencies which can lead to disastrous results.

Ultimately, the decision to pay a Buyer Agent compensation and/or the amount of Buyer Agent compensation is totally up to you and 100% negotiable.





home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Foundation

Crawlspace

Sewer / Septic

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors, Windows & Lighting

Appliances (limited)

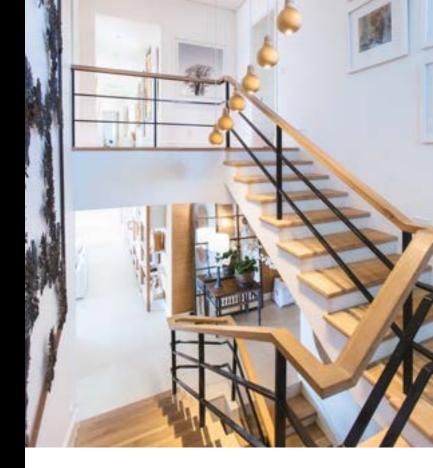
Attached Garages

Garage Doors

Grading, Drainage & All Stairs

Termites & Mold - Separate but

generally done



FAQ

INSPECTION TIME FRAME

TYPICALLY 7-10 DAYS AFTER SIGNING CONTRACT.

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTIONS PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

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 TERMITES

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENOGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer



Closing The Sale



This is it—the big day you've been waiting for!

Your belongings are packed into the moving truck, the house is spotless, and you've said your goodbyes to the home filled with so many recent memories.

Now, as for closing day itself... well, let's be honest—it's a bit anticlimactic.

The buyer will do a final walk-through, usually the evening before or the morning of closing, to ensure the home is in the same condition as when they made the offer and to check any repairs made after the inspection.

The closing typically takes place at the title company's office, or you can use a mobile notary.

As the seller, you'll sign around 10-12 documents to officially transfer ownership to the buyer.

Once the buyer signs their documents and the full purchase amount is received, the closing is complete.

You can usually expect your sale proceeds within one business day of closing, if not the same day!







Moving Forward After the Sale

Cue the confetti!

Selling your home is a major milestone, but what comes next is just as important. Whether you're purchasing a new home, relocating, or adjusting to a new chapter in life, there are essential steps to take after closing the sale of your home.

Financial Considerations Post-Sale

- Understanding Your Proceeds: Once the sale is finalized, you'll
 receive the net proceeds. Consider speaking with a financial
 advisor to make the most of your earnings, whether it's for
 reinvestment, purchasing another home, or savings.
- Tax Implications: Consult with a tax professional regarding capital gains tax and any potential deductions related to the sale of your home.

Settling Into Your Next Chapter

- Buying Your Next Home: Moving in and settling in to your new home. Take your time to study your space and make it yours.
- Adjusting to a New Community: If you're moving to a new area, take time to explore local amenities, meet your neighbors, and get involved in the community.
- Embracing the Change: Selling a home can be emotional, but it
 also presents new opportunities. Focus on the positives of your
 next adventure and enjoy the fresh start ahead.





Choosing The RIGHT Agent



Choosing the right real estate agent to guide you through the home selling process is one of the most important decisions you'll make.

It's not just about finding someone with the right credentials—it's about working with someone who truly understands your goals, knows the local market, and is willing to go the extra mile to make your goals become a reality.

My goal is to make this process as seamless and stress-free as possible while ensuring you feel confident every step of the way.

I look forward to the opportunity to advocate for you, guide you through this journey, and celebrate with you as you take this exciting next step.

Kristin Gilardi

What Clients Are Saying ****

"We absolutely could not have done this without Kristin Gilardi! She is a rockstar and worked so hard to find us a house in budget, in one of our desired neighborhoods, and to top it all off she found us a gem that wasn't even officially on the market to give us a competitive advantage! Buying a house in Colorado right now is cut throat, get a realtor like Kristin who will go above and beyond for their clients.

Kristin Gilardi, we seriously could not have

Kate Morgenstern

done this without you!"

"Kristin is THE BEST!! We bought a home with her last year and just sold with her a few days ago. She?s makes everything as smooth and stress free as possible. She welcomed us into Colorado and ended up being a great friend. We will miss her, but recommend her to anyone looking for an amazing buying/selling experience."

Melanie Merryman

"Kristin made this transaction go smoothly, open communication and knowledge."

"Kristin is an amazing realtor! She fought so hard for our client to get into a house. He was ghosted by multiple people and Kristin stepped it up and was there for him every step of the way. I am so grateful that I had the opportunity to work side by side with her throughout this transaction!"

Kim Doberman

"Kristin was our buying agent on our recent purchase for our new home in Gulfport. She truly understood our needs and found us the perfect house, in a lovely area. She is patient and kind and went above and beyond, houses were selling very fast and she was able to pivot quickly. She also left us sweet little baskets in each bathroom. We will definitely use her again and highly recommend her."

Amy Novack

"Excellent agent, great follow-through. Kristin for the win!"

Dan D.

Wendy

Video Testimonial





The Value of a Listing Agent



Exclusive Representation for Your Interests

You will receive one on one guidance and market analysis from a professional who is actively working in the current market and industry, working on your behalf to get you the best return on your investment. I will take all of the work out of marketing and selling your home.

Exposure to Your Property

I will bring in my marketing team that includes professional photographer, videographer, and drone team to capture attractive content of your property. Your property will then be exposed to not just other agents on the MLS, but tens of thousands of buyers on online platforms. Along with hosting regular open houses.

In-Depth Market Insight

A common mistake we see today is pricing homes too high, which can cause them to stay unsold for a long time. With my knowledge of the market and my skills, we will find a price that works well for you.

Skilled Negotiation on Your Behalf

Your end goal is my end goal, therefore we will work together when we receive offers to accept the one that best aligns with your needs. I will negotiate on your behalf and be your voice when dealing with these situations.

Coordination of the Selling Process

I will ensure that every aspect of the process, from the listing appointment to the closing, is handled promptly and with great attention to detail.

Guidance Beyond the Sale

Your goals for selling your home will guide my approach. If you're aiming to transition into another home immediately after the sale, I'll ensure a seamless process for you. Alternatively, if you're exploring other opportunities, I'll connect you with the right individuals to support your endeavors.





BEFORE THE STAGING / PHOTO APPOINTMENT

EXTERIOR		MAKE MINOR REPAIRS		
	House numbers are clearly visible		Repair cracked or stained bathroom caulk	
	Powerwash porches and patios		Repair holes or crack in the wall	
	Clear planting beds of weeds		Touch up paint where needed	
	Trim lawn, bushes and trees		Clean or paint baseboards	
	Add fresh mulch to planting beds		Windows cleaned inside & out	
	Update or clean exterior lights		Tighten loose & repair leaky faucets	
	Paint your front door		Repair squeaky door hinges	
	Ensure front door is functioning smoothly		Replace light bulbs with soft white bulbs	
	Clean & repair gutters		Have carpeting professionally cleaned	
DEPE	RSONALIZE & DECLUTTER		Repair loose or leaky toilets	
	Paint bright colored walls a neutral color	ORG	ANIZE CLOSETS & STORAGE	
	Remove decor from tops of kitchen cabs		Pack up all "out of season" clothing	
	Organize all bookshelves		Donate or discard unused items	
	Clear tops of bathroom countertops		Pair down shoes to only a few pairs	
	Clear tops of all furniture pieces		Neatly stack hats & purses on shelves	
	Remove tablecloths, placemats, etc		Floor should be clear of clutter	
	Remove small appliances from kitchen		Swap mismatched hangers for matching	
	Remove all toys unless they "have a place"		Use matching baskets for small items	
	Remove silk plants & flower arrangements		Tidy the pantry	
REMOVE EXTRA FURNITURE			Ensure lighting is present in all closets Buyers think stuffed closets equal lack of closet space! Be sure	
	Keep only essential furniture pieces		your closets allow "room to breathe"	
	Remove occasional tables/benches/etc			

Arrange outdoor seating areas w/ cushions

4-6 WEEKS BEFORE MOVING				
 Declutter, discard & donate Collect quotes from moving companies Locate schools, healthcare providers in your new location Secure off-site storage if needed 	 Choose a mover and sign contract Create a file of moving-related papers and receipts Contact homeowner's insurance agent about coverage for moving Contact insurance companies to arrange for coverage in new home 			
3-4 WEEKS BEFORE MOVING				
Notify the following about your change of address: Banks + Post Office Credit Card Companies Insurance Companies	Notify utility companies of date to discontinue or transfer service Electric			
2-3 WEEKS BEFORE MOVING				
 Notify DMV of new address Discontinue additional home services (housekeeper, gardener/lawn service) Start using up things you can't move, such as perishables 	 Close/open bank accounts Arrange for child and pet care on moving day Notify HOA about upcoming move, reserve elevator usage 			
1 WEEK BEFORE MOVING				
 Confirm final arrangements Arrange transportation for your pets and plants Review your moving-day plan with moving company 	 Take a picture in your home Pack an essentials box for quick access at new home Label moving boxes with the contents inside 			



THANK YOU

Thank you for trusting me with the process of selling your house. I'm here for any questions or concerns you have about the process. If you are ready to move forward with an in home consultation to review the value of your home and go over your goals, please contact me to schedule.

Kristin (Jilardi

If you know anyone who can benefit from this information please send to them and help my business grow!