







Here's to New Beginnings

Whether it's your first time selling a house, or this is another move within your property journey, the key to an optimal experience is partnering with the best.

With Engel & Völkers Upper Tampa Bay, you'll engage trusted real estate advisors with expertise backed by a reputable local brokerage and leading global real estate brand. The Upper Tampa Bay team is truly passionate about helping you navigate the real estate market and finding the right buyer for your property. Maintaining consistent high levels of service throughout the Tampa, FL region ensures the satisfaction of their valued clients.



Imagine what your property
would look like as part of this
global brand.



Why Engel & Völkers Upper Tampa Bay

With approximately 1000 locations across 5 continents, Engel & Völkers has access to a powerful global network of potential buyers. We not only reach millions of consumers through our sophisticated multi-channel marketing efforts, but we have the added benefit of collaborating with fellow Engel & Völkers advisors across the globe to strategically refer buyers to the properties they seek.

When you decide to work with our team, you are working with dedicated real estate professionals that spend their time monitoring & understanding the real estate market, collaborating with local professionals, and making sure all of this serves your needs and goals. The goal of Engel & Völkers Upper Tampa Bay is to deliver your desired outcome, not only meet, but exceed your expectations, and to provide you with peace of mind as your trusted partner guides you through every step of the selling journey.

Preparing to Sell

Preparing to list your property is one of the most important parts of the selling process, considering that your actions during this period can impact the time it may take for your property to sell and its sales price. Make the most of your sale by:

- Scaling Back and Organizing
- Deep Cleaning
- Painting Walls & Details
- Removing Personal Items
- Upgrading Lighting
- Updating Appliances
- Refinishing Wood Flooring & Updating Carpets
- Conducting Maintenance Checks

The Power of Staging

When visiting your property, the goal is to strengthen a potential buyer's ability to envision your house as their own. In fact, 81% of buyers say property staging makes it easier to visualize the property as their future home.* This can be as simple as rearranging furniture and making a few decor adjustments to highlight your property's best features and prompt potential purchasers to make an offer.

*professionalhomestaging.com





Property staging will help present your property at its best, as well as allow you to capture the emotion of the buyer, who will be making one of the biggest purchases of their lifetime.

Establish a Listing Strategy

Your property is our focus. Working with one of our advisors means having access to their knowledge as well as that of the entire team - plus up-to-date market statistics balanced with your goals and timeline to determine the optimal asking price for your property. By conducting a market analysis with a local expert as well as understanding potential buyer objections and the key advantages of your property, your advisor will recommend the ideal pricing strategy to sell your property.

Establish a Marketing Strategy

Working with our team provides you with access to an extensive suite of marketing capabilities, inclusive of local expertise and global reach.



YOUR PROPERTY BY DESIGN

Capturing the most desirable and distinctive aspects of your property is an important foundation of any marketing strategy. With professional photography, virtual tours, and videography, paired with the iconic Engel & Völkers branding, your property, from its broader attributes to its finest details, will captivate potential buyers.



DATA DRIVEN INSIGHTS

Monitoring Key Performance Indicators (KPIs) will allow us to best serve you as we can adjust marketing efforts to follow where consumers are viewing your property the most. Insights and data are the tools we use to make decisions, and we plan to engage with the buyers that are most likely to purchase your property.



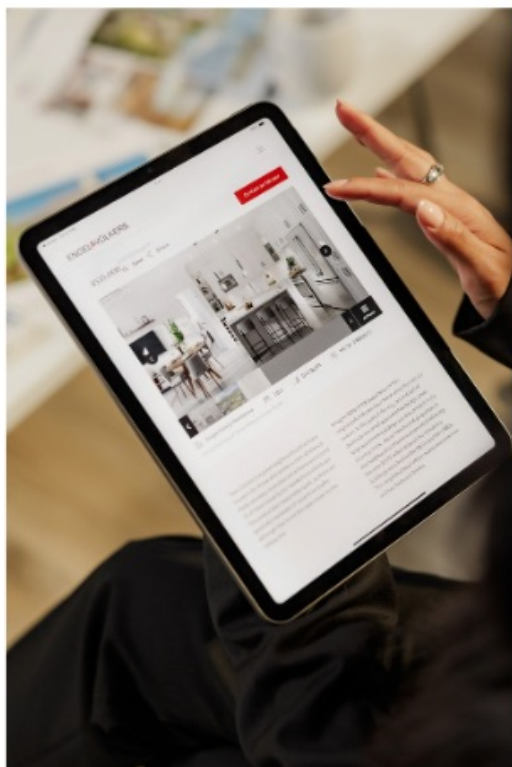
GIVING YOU THE EDGE

Online exposure provides your property the greatest reach. Your listing's journey begins on [evrealstate.com](https://www.evrealstate.com) and continues through our exclusive Extensive Domestic & Global Exposure (EDGE) platform. EDGE provides unprecedented reach, placing your property in front of qualified consumers whether they're next door, in the Americas, or abroad.



MARKETING MEASURES

From niche mailings and digital campaigns, to print advertising and inclusion in exclusive Engel & Völkers publications and platforms, there is nothing ordinary about the way your property is positioned and presented to the market, locally, regionally, and globally.



SHOW TIME

Scheduling time for potential buyers to visit your house can be overwhelming. We will help you determine the right approach based on your goals, situation and schedule, whether that be through open houses, private showings, or a combination of both. Through it all, we ensure that you are prepared throughout the process.



OFFERS & NEGOTIATIONS

Engel & Völkers Upper Tampa Bay is dedicated to acting in the best interest of each client. When it comes to negotiating the ideal terms and prices, we represent our clients with skill, poise, and transparency.



CONTRACT TO CLOSE

Once an offer is accepted, we will guide you through the final stages of the selling journey, including managing your transaction with utmost care, closing preparations and after-sale services to support you. This is more than a transaction. This is a relationship that our team will continue to foster long after the deal closes.

Moving Checklist

Packing Tips

1. Separate your valuables and important documents, and keep them with you during the move.
2. Prepare a 'Start-Up Kit' of items that travel with you. This way, if your belongings arrive late, or you are delayed in unpacking, you will have what you need immediately on hand.
3. Label boxes by items and rooms to make unpacking an easier process.



DECLUTTER AND DONATE

Before you begin packing up boxes, take inventory of your furniture and other belongings to decide what to keep and what to purge. If items are not worth the effort of packing, moving, and unpacking, considering donating, selling, or discarding.



STRATEGIZE

A smooth and successful move is only possible with a plan. Select a moving day to work toward. Identify and engage a moving company as soon as possible - we are happy to make a recommendation.



PACK

Purchase your moving supplies including boxes, moving labels, bubble wrap, etc. and begin packing items that won't be needed between now and your move date. These may include decorations, photos, and off season clothing. From there you can pack in level of priority.



CHANGE YOUR ADDRESS

Make sure to not only update your address with friends, family, and service providers, but also any mailing clubs, subscriptions and utility companies for both ending services and activating them at your new address.



MOVING DAY

The time has finally come and your hard work has paid off! Now you can focus on saying your goodbyes and entering this new chapter. If possible, leave appliance manuals and warranty info for the new owners and leave keys, garage door openers, etc with your advisor.



FINAL PREPERATIONS

If you've followed the steps above, you should have just a few remaining tasks like minor patches and paint jobs, emptying the pantry and cleaning, alongside packing up final items.

A photograph of a modern living room. The focal point is a large fireplace wall made of stacked, light-colored stone blocks. A long, low wooden mantel runs across the base of the fireplace. On the left, a small rectangular fireplace insert shows a fire. Above the mantel, a wooden shelf holds two bronze elephant figurines and a small framed picture. A large flat-screen TV is mounted on the wall to the right of the fireplace. In the foreground, there is a large, light-colored wooden coffee table with a dark metal base. On the table sits a large, white, shell-like decorative object. To the left of the coffee table are two dark leather armchairs with a modern design. To the right is a white leather sofa. A large, patterned rug with blue and white floral motifs is on the floor. In the background, a balcony with a glass railing is visible on an upper level.

Live Your Luxury

We look forward to the opportunity to demonstrate the Engel & Völkers process, precision, and passion for service, so that you can focus on living your luxury.



Guiding You Toward Your Dream

Centrally located in Tampa Bay, Engel & Völkers Upper Tampa Bay specializes in luxury residential real estate. We understand that luxury transcends mere price points; it's a lifestyle. Our commitment to professionalism and client satisfaction drives us to connect buyers and sellers with the finest homes and investments, no matter where their journey takes them.

To our team, it is more than just real estate. We are driven by a collective passion for helping our clients achieve their best lives. Whether they're drawn to the sun-kissed shores of the Gulf Coast beaches, the glimmering lights of Downtown Tampa or St. Petersburg, the cozy warmth of a smalltown Tampa Bay community or a chateau in the South of France, pursuing your passions is the key to creating a life you love. More now than ever, it's time to make it happen. With deep roots in our communities, our advisors at Engel & Völkers Upper Tampa Bay combine their strong local market knowledge, personalized service and the expansive global reach of our Engel & Völkers network -- 33 countries 6 continents, 16,000+ professional advisors -- to offer our clients a truly comprehensive approach to buying or selling.

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ENGEL & VÖLKERS®

