



Sellers Guide

ENGEL & VÖLKERS®

JENNIFER SERRANO



Home Selling Guide

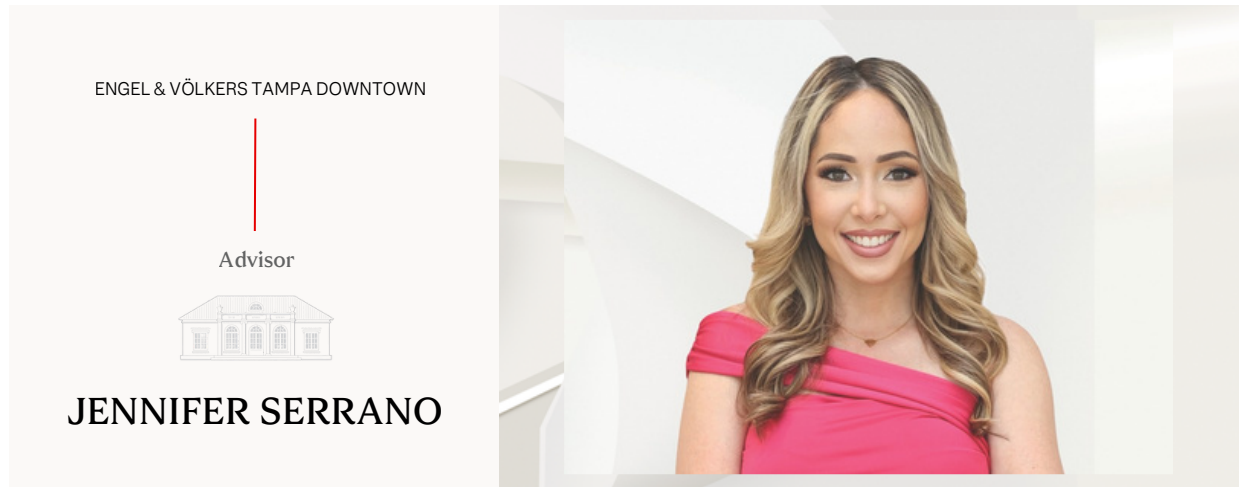


Our foremost commitment is to our clients, prioritizing their needs above all else. Specializing in real estate sales, we are dedicated to delivering exceptional service to assist our clients in seamlessly navigating the selling process of their homes. Our comprehensive home selling guide aims to offer guidance and valuable insights, ensuring a smooth and efficient selling experience.

Engel & Völkers Tampa Downtown
523 W. Cass St
Tampa, FL 33602 USA

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My name is Jenny, I am a proud wife and mother of 2! I moved to Tampa in 2003 from Long Island, New York and have never looked back! I have such a strong love for Tampa and use any chance I get to talk about how beautiful it is and why it is the best city to be! I absolutely love helping people find 'home' because there's no place like it!

Newly licensed broker associate, I own a content company with my husband, I'm a baseball mom and am working on getting on different game shows on television. I come from a very creative and large family!

Global Real Estate Advisor: JENNIFER SERRANO
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Red Bow Commitment



Engel & Völkers Tampa Downtown

Our goal is to provide you with an elevated real estate experience. If ever during your real estate transaction with our us, you feel you need to be heard on a challenge or concern, we invite you to give us the opportunity to resolve it.

Please email or call to our Managing Broker Aaron Bond
aaron.bond@evrealstate.com or 727-278-9558

We want the opportunity to address your concerns and make it right.
We value our relationship with you.

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Paperwork

Thank you for entrusting us with the sale of your property!

Below is a breakdown of your listing paperwork.

These items will be sent to you via our e-sign system Brokermint, [check your spam](#):

- Listing Agreement - Review completely and initial each page and sign/date the final page.
- Seller's Property Disclosure - Please complete this form and answer every question, please initial all page and sign/date the final page. We cannot complete this form on your behalf.
- Homeowners Association Disclosure - This form discloses a Homeowner's Association, fees, and contact information. Please provide us with a copy of your bill, the contact information for the HOA, your yearly budget for the community, deed restrictions and any design review guidelines. If you don't have these, please call or email your HOA, as they typically do not release budgets and copies of community docs to anyone other than the homeowner. Initial page 1.
- Waiver of MLS Entry- The property cannot be placed in MLS without photography. As part of our services we hire a professional to photograph your property. There may be a delay from the time the property is ready to be photographed to the listing date. From the day of the shoot to the day we receive the photographs can be 3-4 days. This documents that you are giving us permission to place the listing in MLS after the listing date otherwise the rules dictate that it must be in within 24 hours. sign/date
- Affiliated Business Arrangement - By signing, you are acknowledging that we have made you aware that our office has a business relationship with International Title Partners.
- Seller Phishing Scam- By initialing, you are acknowledging that we have made you aware of scams regarding emails. sign/date.
- Wire Fraud- sign/date
- E&V Standard Disclosure- This is a standard disclosure that includes information for the buyer to protect you as a seller and us as a Broker. Sign/date

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Get Ready,

Let's List Your Property!

Use this checklist to keep track of important items due and ensure we get your property ready.

- ☐ Extra Copy of Key: Please make a copy of your key for the lockbox. Be sure to keep a copy for you.
- ☐ A/C Units: Confirm the number AC unit(s), age, locations and last service date.
- ☐ Monthly Expenses: Please fill out our Monthly Expense Brochure insert.
- ☐ Survey: Find your survey so we can provide it to the title company.
- ☐ Mortgage Balance: Locate/download the latest mortgage statement for us.
- ☐ Title Policy: Locate your title policy so we can forward it to the title company to review.
- ☐ Floorplan or Blueprint: Locate your builder provided floorplan or a blueprint.
- ☐ HOA Payment Coupon & Budget: We will need the amount to prepare an addendum for the buyer.
- ☐ Showingtime Set Up: Confirm who will be the contact for confirming appointments.
- ☐ List of Updates (Receipts & Warranties): Helps support higher prices and show proper care.
- ☐ Pets: Ensure you have a safe place for them to be during showings.
- ☐ Roof: Confirm the age of the roof and provide any repairs receipts if possible.
- ☐ Septic Tank(s) & Well(s): Confirm the location and date of last service.
- ☐ Vendor List: Provide a list of vendors who provide services for the property.
- ☐ Copy of your Insurance policy including hazard and/or flood: Confirm we have permission to contact your agent to prepare a quote for a potential buyer

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Brochure

Let your home tell its story.

The initial 14 to 30 days of our listing agreement involve meticulous information gathering to craft a captivating and informative marketing brochure. This ensures that potential buyers are presented with a comprehensive package to aid their decision-making process.

The following items are included in our standard property brochure:

- Professional Photography - High-quality photos and videos showcasing the property's features are essential. They provide potential buyers with a clear understanding of the property's layout, design, and condition. A session is scheduled with Francis Ferenando with 3F Real Estate Media.
- MLS Customer Synopsis - The MLS Data Sheet will be thoroughly completed to highlight all property features into MLS. MLS syndicates to all 3rd party websites including Realtor.com, Zillow, Trulia, etc.
- Convenience List - Creating a list for potential buyers is a great way to provide them with essential information about the neighborhood and nearby amenities. A list of airports, hospitals, grocery stores, pharmacies, and attractions for potential buyers will be created for your review. This requires your review.
- Features - Highlighting both interior and exterior features can help potential buyers envision themselves living in the space. A list of interior and exterior features of your property will be created. This requires your review.
- Monthly Expenses - A breakdown of the monthly expenses associated with the property will assist potential buyers with an over all property maintenance cost. This requires your review.
- Insurance Quote - A Homeowners Policy quote from one of our insurance vendors.
- Mortgage Quote - A mortgage quote from one of our lenders/mortgage brokers.
- Community Site Map - By providing a community site map, it can help potential buyers visualize the layout and amenities of the neighborhood, making it easier for them to imagine living in the community. (May not be available for all listings)

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Preparing Your Home For A Professional Photo Shoot

You can help make your real estate photos the best possible by helping out in these key areas.

Photographer works best with an empty house.

THROUGHOUT

- ☐ De-clutter excessively furnished or decorated rooms (souvenirs, artificial flowers, etc.).
- ☐ Remove throw rugs and runners in entryways, kitchens, and bathrooms. (store away)
- ☐ Replace any burned out light bulbs in fixtures and lamps.

OUTSIDE

- ☐ Remove vehicles from driveways and do not park directly in front of the house during photography & showings.
- ☐ Move garbage cans out of sight.
- ☐ Remove or tidy all garden tools including hoses and sprinklers.
- ☐ Remove all children's toys, bikes, etc.
- ☐ If you have a pool, remove the pool sweep, pool cleaning equipment and any pool toys.
- ☐ Mow and rake yard. Mulch as needed.
- ☐ Sweep driveways, sidewalks and patios.

COMMON AREAS

- ☐ Remove piles of newspaper and magazines.
- ☐ Hide all TV/Stereo remotes.
- ☐ Conceal all exposed cables as best possible.
- ☐ Remove clutter, personal photos, etc. from bookshelves tables and cabinets.
- ☐ Tuck trash cans out of view in a closet or cupboard

BEDROOMS

- ☐ Make all beds and tidy bedrooms.
- ☐ Clothes hung, or folded and put away.
- ☐ Remove items from bedside tables – books, magazines, pictures, clock radios, etc.

KITCHEN

- ☐ Clear off counter tops and de-clutter appliances
- ☐ Remove photos, notes and magnets from the refrigerator.
- ☐ Clean the major appliances – refrigerator, oven, range hood, and wipe down all countertops & cabinets.

DINING ROOM

- ☐ Set the table with your best China and dinnerware. (Optional)
- ☐ Add a colorful centerpiece such as candles or flowers.

BATHROOMS

- ☐ Clear off the countertops – toothbrushes, shavers, soap dishes, tissue & clear off the lotion dispensers, makeup mirrors, etc.
- ☐ Remove shampoo and other products from the shower/tub area.
- ☐ All toilet seats should be down and lid closed.
- ☐ Mirrors should be clean.

EXTRAS

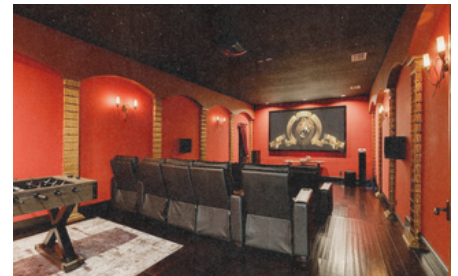
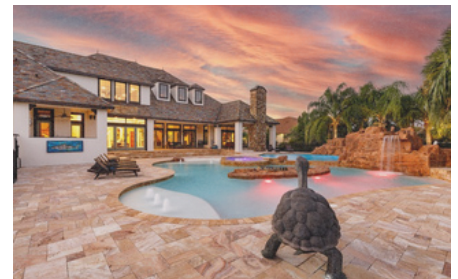
- ☐ Keep pets out of sight.
- ☐ Turn OFF all ceiling fans and televisions.

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Professional Photography / Videography

Whether it's the digital realm or the tangible pages of printed materials, your home possesses a solitary opportunity to cast a spellbinding first impression upon prospective buyers. The presentation of your property assumes paramount importance, demanding nothing less than a professional and artistic touch. Our dedicated collaboration is exclusively with seasoned photographers and videographers who have earned our unwavering trust through the sheer excellence of their craft. They consistently produce works of art that effortlessly encapsulate a property's intricacies, its defining characteristics, and its most alluring attributes.



Property Postcards & Exposés

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Belle Chase Beauty
1122 NASHVILLE DRIVE, WESLEY CHAPEL, FL 33544

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12116 SAN CHALIFORD COURT • TAMPA • FL • 33626

Waterchase Pool Home

BEDROOMS CHAMBRES DORMITORIOS	BATHROOMS SALLES DE BAIN BAÑOS	LIVING AREA SURFACE HABITABLE ÁREA TOTAL
4	3.1	4169

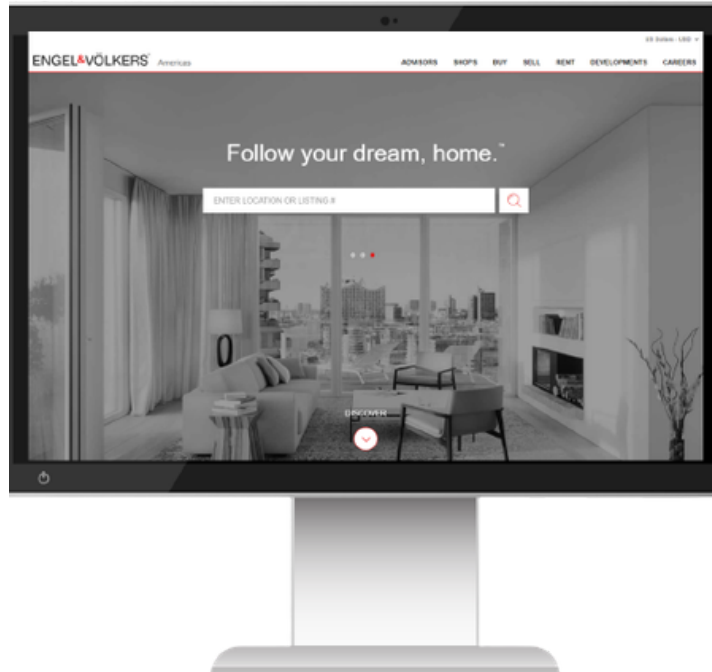
BOND COLLECTION GROUP.EVREALESTATE.COM •

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Comprehensive Web Presence

Engel & Völkers orchestrates a vast web of interconnected websites, meticulously designed to amplify the visibility of our clients' distinctive properties. These Engel & Völkers websites, available in multiple languages, draw a staggering four million visitors every month. A seamless exchange of content flows effortlessly among our myriad shops and dedicated advisors, spanning both the Americas and the global landscape. This intricate network ensures that your listing enjoys unparalleled exposure, presenting a world of opportunities. All these endeavors are intricately crafted to magnify the visibility of your property listings while furnishing prospective buyers with comprehensive insights into the communities we passionately serve.



**E&V site 4,500,000+
Visitor Per Month**

Tampa Downtown Site
tampadowntown.evrealstate.com

Jennifer Serrano
jennifer.serrano.evrealstate.com

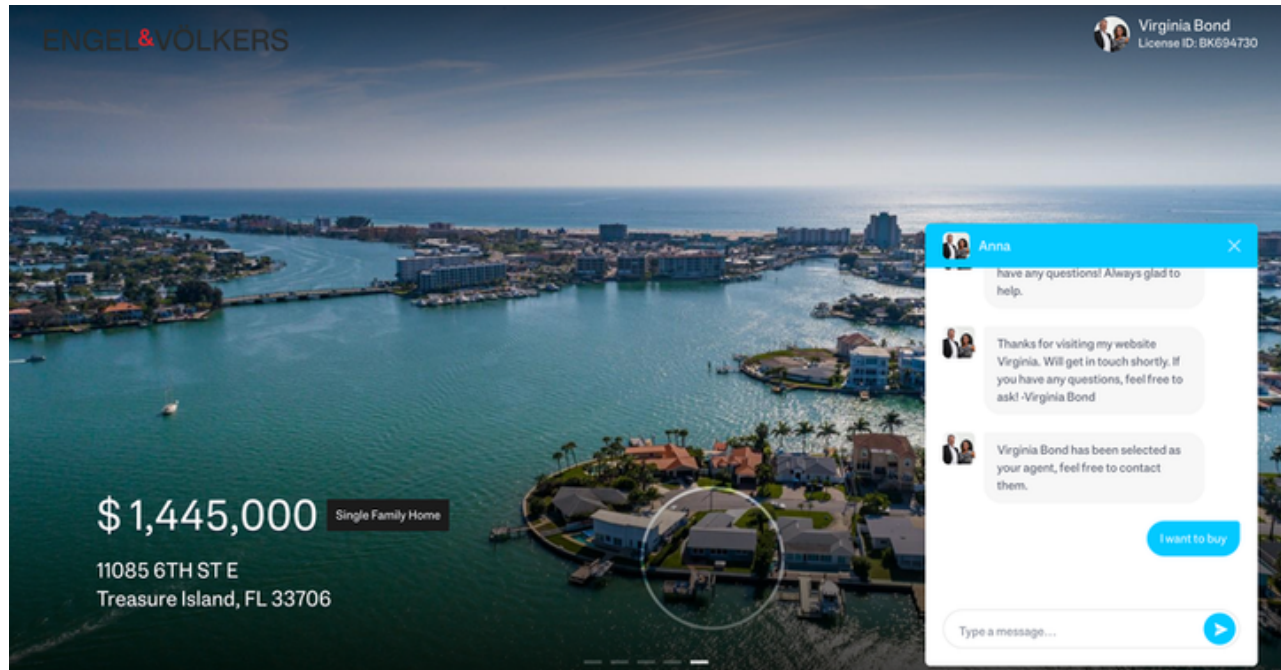
Americas Site
evrealstate.com

Global Site
engelvolkers.com

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Single Property Website



Leading Edge Technology

When you list your property with Engel & Völkers, we provide cutting-edge technology. Your property gets its own website with beautiful images, property overview, school information, and a map view. Additionally, your approved brochure can be added to the website, and open houses will be automatically syndicated online. When you list your property with Engel & Völkers, we provide cutting-edge technology. Your property gets its own website with beautiful images, property overview, school information, and a map view. Additionally, your approved brochure can be added to the website, and open houses will be automatically syndicated online. Our Listing Marketing software integrates cutting-edge AI technology directly into the single property website, enabling potential buyers to effortlessly request showings with just a click on the page.

KEY DETAILS	
Property Type	Single Family Home
Sub Type	Single Family Residence
Listing Status	Active
Square Footage	1,470 sqft
Price per Sqft	\$982
Subdivision	Isle Of Palms 2Nd Add
Lot Size	7,840 Sqft
MLS Listing ID	T3510620
Bedrooms	3
Full Baths	2
HOA Y/N	No
Originating Board	Stellar MLS
Year Built	1963
Annual Tax Amount	\$12,892

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Our Extensive Domestic & Global Exposure (EDGE) platform is in front of qualified consumers whether they're next door, in the Americas, or abroad -- because they deserved to see it and you deserve to sell it.

Working with an Engel & Völkers advisor gives you the EDGE that gives each listing extensive online exposure in major markets via suite of highly trusted and strategic digital and mobile marketing partners -- an expectation of today's savvy consumers and international clientele.

We don't stop there, with a global network of more than 16,000 real estate professional in over 30 countries, we not only reach millions of consumer but we are also able to collaborate with our fellow Engel & Völkers advisors to strategically and refer buyer for the specific properties they see... Like yours.

Let us provide the EDGE you need to sell your home and begin your next adventure.



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**Thank you for the
opportunity to be of
service to you.**

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