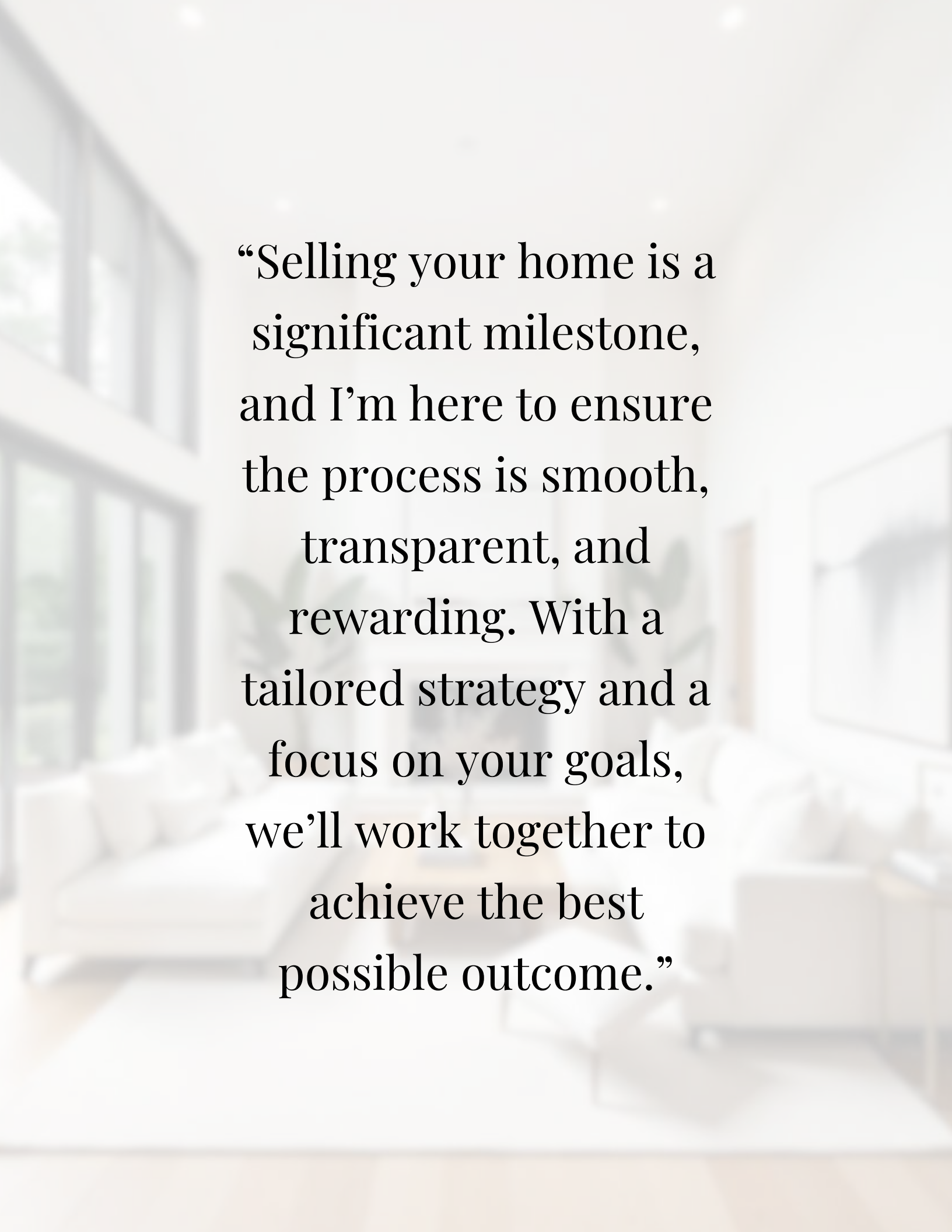


TATIANASELLSTAMPA.NET

FROM LISTED TO *SOLD*

YOUR PATH TO SUCCESSFULLY LIST & SELL YOUR HOME

TATIANA TAVLAN
REALTOR®



“Selling your home is a significant milestone, and I’m here to ensure the process is smooth, transparent, and rewarding. With a tailored strategy and a focus on your goals, we’ll work together to achieve the best possible outcome.”

HELLO

I AM TATIANA TAVLAN, YOUR LOCAL REAL ESTATE EXPERT



THE *RIGHT* AGENT MAKES ALL THE DIFFERENCE

Hi, I'm Tatiana Tavlan, a Tampa native, real estate advisor, Airbnb investor, and interior designer with a passion for helping homeowners achieve exceptional results. With 7+ years of experience in the Tampa Bay market, I bring a unique combination of local knowledge, strategic marketing, and strong negotiation skills to every transaction. I understand that every seller's situation is different, which is why I take a personalized approach tailored to your goals. . Whether you're selling your first home or your fifth, I'm here to make the process as smooth and successful as possible.

EXPERIENCE YOU CAN *TRUST*, RESULTS YOU CAN *COUNT ON*

Real Estate Experience	Local Market Knowledge	Global Brand Exposure	Strategic Marketing
7+ YEARS	Tampa Native	Engel & Völkers Network	Digital, Print, & Luxury Media



TEAMWORK

Selling your property requires a thorough approach, and I am dedicated to offering you exceptional service. You'll benefit from the resources of my premier brokerage and the collaborative efforts of my specialized team. I have access to the tools and expertise necessary to assist you at every stage of the process. This encompasses advanced marketing strategies, efficient transaction management, and personalized client care. I harness these resources to develop a customized plan that addresses your specific needs, ensuring a seamless and worry-free experience. By utilizing the available support, I can deliver the attention, expertise, and results you truly deserve.



Sarah Dulac
TRANSACTION COORDINATOR



Lauraine Samson
LISTING COORDINATOR

ENGEL & VOLKERS TAMPA DOWNTOWN

1. LARGER POOL OF BUYERS:

- Large Network of Agents & Buyers
- Strong Online Presence
- Reaching Buyers Globally

2. ROBUST MARKETING:

- Professional Photos and Videos
- Cutting-Edge Online Ads
- Expert Marketing Help

3. STRONGER TECHNOLOGY:

- Easy Online Paperwork
- Modern Tools for Marketing
- Up-To-Date Market Data

4. FULL SUPPORT:

- Agent Support and Training
- Legal and Compliance
- Relocation Services

LISTING CONSULTATION

IT'S ALL ABOUT YOU

Our first meeting is about you. I'll ask about your selling goals and any concerns you have. To make the most of our time, please think about these beforehand. I'll also bring detailed information, including a marketing plan, social media strategy, and a market analysis showing what's currently selling in your neighborhood.



During our consultation, I will:

- Work to understand your selling goals, timeline, and concerns for alignment.
- Share market knowledge, explain the selling process, and answer your questions.
- Offer a detailed marketing campaign overview, social media strategy, and a Comparative Market Analysis (CMA) for real-time market data.

Preparation is Key: Reflect on:

- Your moving timeline: Are you looking for a quick sale or flexible timing?
- Financial expectations: What do you hope to net from your sale?
- Concerns about listing or buying: Write down any questions or worries.

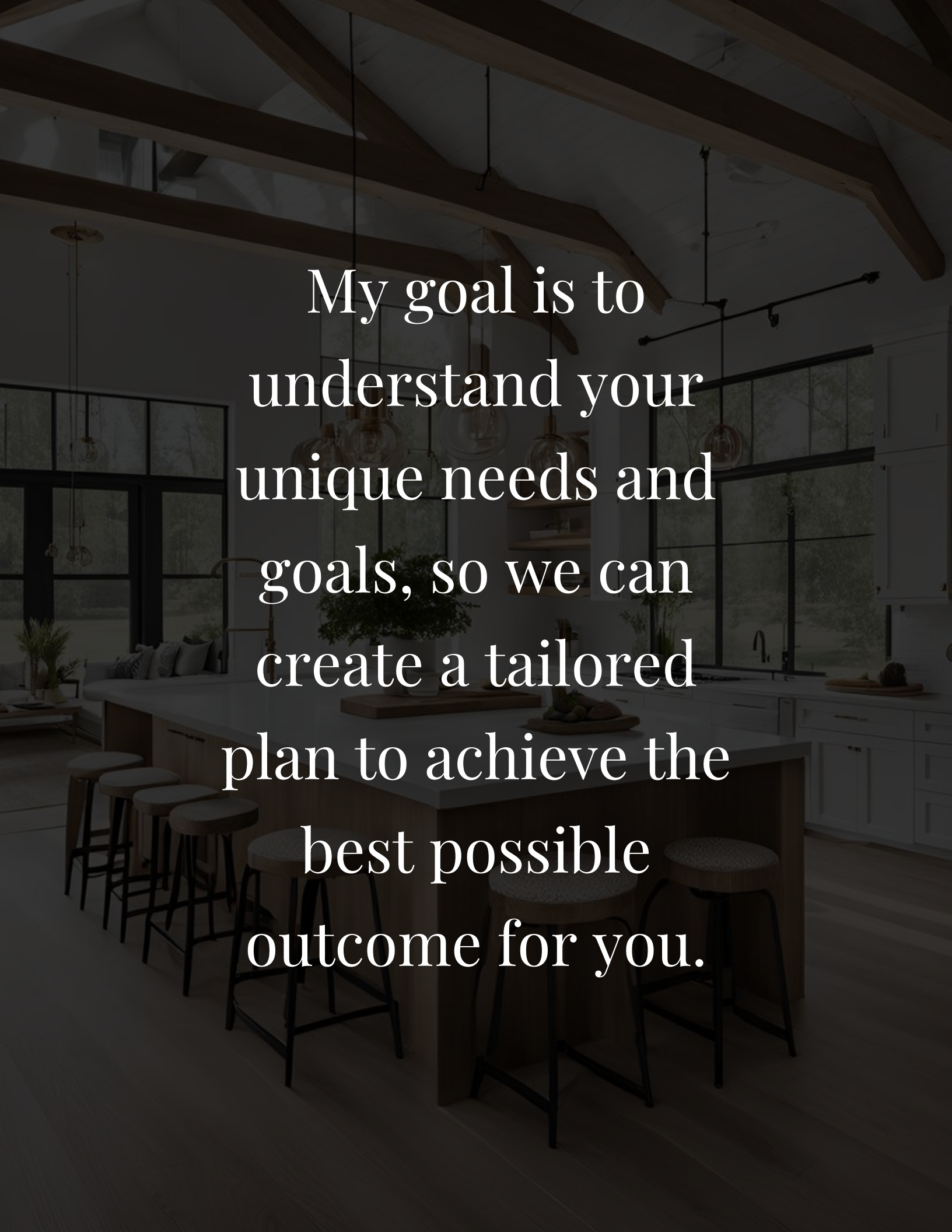
Outcome: By the end of our consultation:

- A clear understanding of the selling process.
- A tailored marketing plan.
- Confidence in my guidance.
- Insight into your property's market value.

From there, we have a few paths we can take:

- **We're a Great Fit:** We decide to partner up, sign the agreement, and then I'll create a plan to sell your home fast and for the best price.
- **I'm Not the Right Fit:** If my approach isn't what you need, that's fine. I'm happy to answer any questions and provide referrals if necessary.
- **I may choose not to list:** I may recommend a different option that better suits your needs. Your success is my priority, even if it means suggesting another path.

I'm here to be a resource for you, whether you choose to work with me or not.

A modern kitchen with a large island, white cabinets, and large windows. The island has a white countertop and is surrounded by wooden stools. The kitchen features a large window with a black frame, and the ceiling has exposed wooden beams. The overall aesthetic is clean and contemporary.

My goal is to
understand your
unique needs and
goals, so we can
create a tailored
plan to achieve the
best possible
outcome for you.

YOUR HOME, *OUR* PRIORITY:

UNDERSTANDING YOUR GOALS

Selling your home is a big decision, and I want to make it seamless. Let's talk about what matters to you, your goals, and any updates to your home. This will help me guide you through the process.

Your Priorities:

- ☐ A QUICK SALE
- ☐ MAXIMIZE PROFIT
- ☐ MINIMIZE STRESS AND DISRUPTION

Your Timeline:

WHAT IS YOUR IDEAL LISTING DATE?

WHAT IS YOUR IDEAL CLOSING DATE?

Your Target Price:

WHAT IS YOUR MINIMUM LIST PRICE?

WHAT IS YOUR IDEAL SALE PRICE?

Needs and Concerns:

- ☐ PETS
- ☐ YOUNG CHILDREN
- ☐ SPECIFIC SHOWING PREFERENCES

Basic Information:

OF BEDS:

OF BATHS:

SQFT:

LOT SIZE:

Features & Upgrades:

☐ KITCHEN RENOVATIONS:

☐ BATHROOM UPDATES:

☐ FLOORING CHANGES:

☐ OUTDOOR LIVING SPACES:

☐ ENERGY EFFICIENCY:

☐ SMART HOME TECH:

It's important to be upfront about any potential issues.

Have You Noticed Any:

☐ STRUCTURAL ISSUES:

☐ WATER DAMAGE:

☐ PEST INFESTATIONS:

☐ OTHER CONCERNS:



TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY

01

Consultation & Sign Agreement

Sit down with your real estate agent to discuss your selling goals and timeline. You'll review the agent's services and commission, then sign an agreement to officially work together.

02

Home Assessment & Pricing Strategy

Your agent will analyze your home's features, condition, and recent comparable sales to determine its market value. Together, you'll develop a pricing strategy that balances your desired selling price with market conditions.

03

Prepare & Stage Property

Get your home ready to shine! This includes decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers.

04

Pre-Marketing, Photography & Implementation:

Professional photos and even videos are a must! Your agent will arrange for high-quality visuals to showcase your home in its best light and begin marketing it to potential buyers.

TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY



05

Listing Launch & Going Live:

Your home's listing goes live on the Multiple Listing Service (MLS) and popular online platforms like Zillow and Realtor.com, making it visible to a wide range of buyers.

06

Showings & Open Houses:

Buyers and their agents will schedule showings to view your home. You might also hold open houses to allow potential buyers to drop in and explore.

07

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. This process allows sellers to evaluate not just the price, but also the conditions, ensuring they choose the best overall option for their needs.

08

Negotiate & Accept:

You and your agent will review offers, negotiate with buyers (potentially with counteroffers), and ultimately accept the offer that best meets your needs.

09

Inspections & Appraisals:

The buyer usually performs a home inspection to spot potential issues, while the lender orders an appraisal to verify the home's value for financing. Findings from both may lead to further negotiations or credits.

10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!



THE ART AND SCIENCE OF PRICING YOUR HOME

We Combine
Market Expertise
with a Strategic
Approach to
Maximize Your
Profits

SETTING THE *RIGHT* PRICE

THE FIRST STEP TO SUCCESS



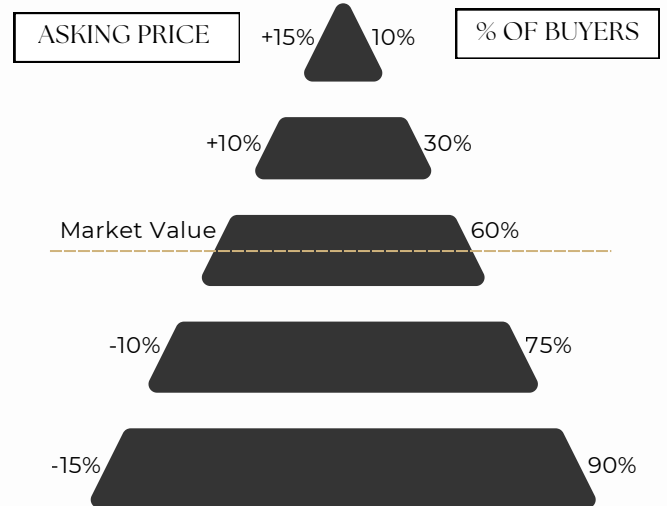
Below Market Value Pricing
INCREASES INTEREST AND MAY LEAD TO
BIDDING WARS, RAISING THE FINAL SALE PRICE.



At Market Value Pricing
ATTRACTS DIVERSE BUYERS
FOR FAIR AND TIMELY SALES.



Above Market Value Pricing
SUITABLE FOR HOMES WITH UNIQUE
FEATURES OR STRONG MARKET CONDITIONS.



PRICE IT RIGHT: AVOIDING MARKET *SILENCE*

OVERPRICING YOUR HOME LEADS TO ONE THING: INACTIVITY.

No showings, no offers, just a missed opportunity. Accurate pricing is the cornerstone of a successful sale.

Pricing is a strategic process, not a guessing game. It's the single most impactful decision you'll make when listing your property.

IN THIS LISTING CONSULTATION, WE NEED TO:

- Match your expectations to the real market: Let's analyze current market data and recent sales to establish a realistic price.
- Create a tailored pricing strategy: Working together, we'll develop a plan that positions your home for maximum impact.
- Prevent the "no-activity" scenario: By pricing correctly, we'll generate buyer interest and ensure a timely sale.

THE POWER OF PRESENTATION:

A clean, staged home can significantly boost its value, with studies showing staged homes selling for up to 17% more than non-staged ones. Cleaning and decluttering can also add an average of \$4,000 to a home's value, according to a Zillow study.

First impressions are crucial; potential buyers form opinions within seconds of entering a home.

A clean, organized space helps them envision living there, fostering an emotional connection that can lead to stronger offers.

PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- ☐ Declutter: Remove excess items.
- ☐ Depersonalize: Store personal photos.
- ☐ Clean: Deep clean thoroughly.
- ☐ Neutralize Odors: Eliminate bad smells.
- ☐ Repair & Maintain: Fix minor issues.
- ☐ Paint Touch-Ups: Refresh with neutral paint.
- ☐ Lighting: Ensure all lights work.
- ☐ Temperature: Set a comfortable climate.
- ☐ Valuables: Protect important items.
- ☐ Pets: Arrange care for pets.

KITCHEN

- ☐ Appliances: Clean inside and out
- ☐ Counters: Clear and organize.
- ☐ Cabinets: Organize and declutter.
- ☐ Sink: Clean and shine.
- ☐ Pantry: Organize and check expiration dates.
- ☐ Lighting: Make sure it's bright!
- ☐ Trash: Empty all cans.
- ☐ Floors: Sweep and mop.
- ☐ Windows: Clean windows and blinds/curtains.
- ☐ Backsplash: Clean and touch up grout.
- ☐ Small Appliances: Put away extras.
- ☐ Hardware: Polish cabinet knobs and pulls.
- ☐ Under Sink: Organize and clean..

EXTERIOR

- ☐ Lawn: Mow and edge.
- ☐ Plants: Tidy and add mulch.
- ☐ Front Door: Clean or paint.
- ☐ Porch: Sweep and add a fresh mat & plant
- ☐ Windows: Clean.
- ☐ Siding: Clean or power wash.
- ☐ Driveway/Walkways: Clean and repair.
- ☐ Lighting: Ensure all lights work.
- ☐ Deck/Patio: Clean and stage.
- ☐ Gutters: Clean.
- ☐ Fences: Repair if needed.
- ☐ House Number: Visible and in good condition.
- ☐ Mailbox: Clean and repair.

LIVING & DINING ROOM

- ☐ Declutter: Remove excess furniture and items.
- ☐ Surfaces: Dust and clean all surfaces.
- ☐ Fireplace: Clean and ensure it works.
- ☐ Windows: Clean windows and treatments.
- ☐ Floors: Vacuum or clean.
- ☐ Lighting: Ensure good lighting in both areas.
- ☐ Walls: Touch up paint.
- ☐ Electronics: Hide cords and cables.
- ☐ Artwork: Tasteful pieces to enhance the space.
- ☐ Mirrors: Make the room feel bigger.

BEDROOMS

- ☐ Declutter: Clear away excess items.
- ☐ Bed: Make it neatly.
- ☐ Closets: Organize and tidy.
- ☐ Nightstands: Clear off the clutter.
- ☐ Surfaces: Dust everything.
- ☐ Windows: Clean windows and treatments.
- ☐ Floors: Vacuum or clean.
- ☐ Lighting: Ensure good lighting.
- ☐ Walls: Touch up paint.
- ☐ Dresser: Clear and organize.
- ☐ Mirrors: Clean and sparkling.

BATHROOMS

- ☐ Surfaces: Deep clean everything
- ☐ Declutter: Remove personal items.
- ☐ Towels: Fresh and neatly hung.
- ☐ Mirrors: Sparkling clean.
- ☐ Shower Curtain/Door: Clean or replace.
- ☐ Floors: Clean and mop.
- ☐ Grout & Caulk: Clean or repair.
- ☐ Toiletries: Minimize what's visible.
- ☐ Trash: Empty all cans.
- ☐ Air Freshener: Subtle scent.
- ☐ Ventilation: Ensure good airflow.
- ☐ Toilet Paper: Restock!
- ☐ Lighting: Brighten up!
- ☐ Rugs: Clean or replace.
- ☐ Hardware: Polish fixtures.

STAGED
TO SELL
&
STYLED
TO CAPTIVATE

STAGING THAT *ATTRACTS*

THE IMPORTANCE OF STAGING



① Why Stage?

Faster Sale: Staged homes sell faster.

Higher Price: Staging can increase your home's selling price.

Better First Impression: A well-staged makes a lasting impression on buyers.

Easier Visualization: Staging helps buyers envision themselves living in your home.

Cost-Effective: The investment is often less than the price reduction.

② What is Staging?

Decluttering and Depersonalizing: Removing excess furniture, personal items, and clutter.

Neutralizing: Creating a neutral palette that appeals to a wider range of buyers.

Furniture Arrangement: Arranging furniture to optimize flow and create inviting spaces.

Highlighting Features: Showcasing your home's best features.

Creating Ambiance: Adding the final personal touches to make your home look inviting.

② Pros & Cons:

Pros: Staging offers a multitude of benefits for sellers. It can lead to a faster sale, a higher selling price, and increased buyer interest. Staged homes present better online, attracting more potential buyers. Ultimately, staging helps you sell your home more efficiently, potentially saving you time and money.

Cons: While staging offers many advantages, there are a few potential drawbacks to consider. It requires an upfront investment, although this is often recouped through a higher selling price. Staging may also involve some inconvenience as you declutter. Finally, staging requires an objective perspective, which can be difficult for those who are emotionally attached to their belongings and décor.

83%

83% of buyers' agents believe staging a home helps buyers visualize it as their future home.

NATIONAL ASSOCIATION OF REALTORS® - 2019
PROFILE OF HOME STAGING

73%

Professionally staged homes sell 73% faster than unstaged homes.

REAL ESTATE STAGING ASSOCIATION 2019

40%

40% of buyers prefer to visit a home they saw online if it's staged.

NATIONAL ASSOCIATION OF REALTORS® - 2021 PROFILE
OF HOME STAGING

17%

Staged homes sell for an average of 17% more than unstaged homes.

REAL ESTATE STAGING ASSOCIATION - 2020



THE IMPACT OF VISUAL ELEMENTS: Real Estate Photography That Sells

In today's digital age, stunning photography is non-negotiable for a successful home sale.

Did you know that **98%** of homebuyers search for homes online? And, according to the National Association of Realtors, **89%** of homebuyers find photos to be "very useful" in their home search.

High-quality real estate photography is your home's first showing. It's what captures attention, drives clicks, and ultimately, brings buyers through the door.

PHOTOSHOOT PREPARATION

A CHECKLIST TO PREPARE FOR PHOTOS



General

- ☐ **Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- ☐ **Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- ☐ **Depersonalize:** Put away family photos and personal items.
- ☐ **Neutralize:** Aim for a neutral and universally appealing look.

Kitchen

- ☐ **Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- ☐ **Sink:** Make sure it's empty and sparkling clean.
- ☐ **Cabinets:** No magnets or clutter on the outside.
- ☐ **Table:** Clear it off or set it simply with minimal place settings.

Bathrooms

- ☐ **Counters:** Clear of toiletries.
- ☐ **Toilet:** Lid down!
- ☐ **Towels:** Fresh, matching towels neatly hung.
- ☐ **Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms

- ☐ **Furniture:** Arrange to maximize space and flow.
- ☐ **Cushions:** Fluff pillows and fold throws neatly.
- ☐ **Mantle:** Simple and stylish décor only.
- ☐ **Dining Table:** Consider a simple centerpiece.

Bedrooms

- ☐ **Beds:** Made perfectly with clean, wrinkle-free linens.
- ☐ **Nightstands:** Clear, except for maybe a lamp and a book.
- ☐ **Closets:** Tidy and organized (buyers will peek!).

Exterior

- ☐ **Lawn:** Mow and edge.
- ☐ **Landscaping:** Tidy and add fresh mulch.
- ☐ **Cars:** Move cars out of the driveway.
- ☐ **Trash Cans:** Hide them away.
- ☐ **Hose/Gardening Tools:** Put them away neatly.

Final Touches

- ☐ **Lights:** Turn on all lights.
- ☐ **Blinds/Curtains:** Open for natural light.
- ☐ **Doors:** Open interior doors for flow.
- ☐ **Pets:** Keep them out of the way during the shoot.

A modern kitchen with white cabinetry, a gold pendant light, and a vase of white flowers. The text is overlaid on the image.

PRE-MARKETING *STRATEGY*

We know homes get the most attention when they launch on Thursdays, capturing weekend buyers.

So, we'll work backwards working towards that, creating a pre-marketing plan to maximize that impact.

MARKETING YOUR HOME

A CUSTOMIZED APPROACH

Forget one-size-fits-all strategies; each home and marketing plan should be unique. In today's digital age, a strong mix of print and digital marketing is essential to attract the right buyers. With a targeted marketing plan designed just for your home, I'll leverage my expertise and data to get you the best results.

ALL THE TOOLS WE OFFER TO SHOWCASE YOUR HOME

PRINT & TRADITIONAL MARKETING

➤ Signage & Visibility

- ❑ YARD SIGN ON PROPERTY
- ❑ PUBLIC OPEN HOUSE
- ❑ BROKER-ONLY PREVIEW EVENT
- ❑ COMMUNITY SHOWCASE EVENT

➤ Print Collateral

- ❑ CUSTOM PROPERTY BROCHURE
- ❑ PRINT ADVERTISING
- ❑ NEIGHBORHOOD FLYERS/POSTCARDS

➤ Direct Mail

- ❑ TARGETED POSTCARD MAILING
- ❑ RELOCATION PACKET INCLUSION

➤ Networking

- ❑ NETWORK ANNOUNCEMENT
- ❑ ANNOUNCEMENT AT BROKERAGES

➤ Public Relations

- ❑ PRESS RELEASE DISTRIBUTION
- ❑ LOCAL MAGAZINE FEATURE
- ❑ TRADITIONAL OUTREACH
- ❑ TELEPHONE MARKETING CAMPAIGN

DIGITAL & MODERN MARKETING

➤ Photography & Video

- ❑ PROFESSIONAL PHOTOGRAPHY
- ❑ VIRTUAL HOME TOUR
- ❑ YOUTUBE VIDEO WALKTHROUGH
- ❑ INSTAGRAM/TIKTOK SHOWCASE

➤ Online Presence

- ❑ CUSTOM PROPERTY WEBSITE
- ❑ BROKERAGE WEBSITE FEATURE
- ❑ FACEBOOK PROPERTY PAGE

➤ Listing Launch

- ❑ MLS LISTING LAUNCH
- ❑ ONLINE LISTING SYNDICATION

➤ Social Media

- ❑ SOCIAL MEDIA PROMOTION
- ❑ INSTAGRAM/TIKTOK SHOWCASE
- ❑ FACEBOOK PROPERTY PAGE

➤ Email Marketing

- ❑ EMAIL MARKETING CAMPAIGN

➤ Pre-Marketing

- ❑ "COMING SOON" PRE-MARKETING

MARKETING SCHEDULE

COMING SOON:

Listed online as "coming soon," and signage will be placed. This creates anticipation and early buzz, allowing potential buyers to plan ahead and generating immediate local interest.

DECLUTTER, DEPERSONALIZE, DEEP CLEAN:

Removing 30% of items, including personal photos, creates a blank canvas. Enhance with rugs and greenery. This allows buyers to visualize their own lives in the space, and a clean home shows pride of ownership.

PROFESSIONAL PHOTOS & IMAGERY:

High-resolution photos and video will be professionally edited in Photoshop to ensure optimal presentation. This enhances the visual appeal and highlights the home's best features.

PRINT CAMPAIGN:

Flyers and Postcards. Professionally designed print materials will be distributed to targeted areas, reaching potential buyers through direct mail and local distribution.

SOCIAL MEDIA CAMPAIGN:

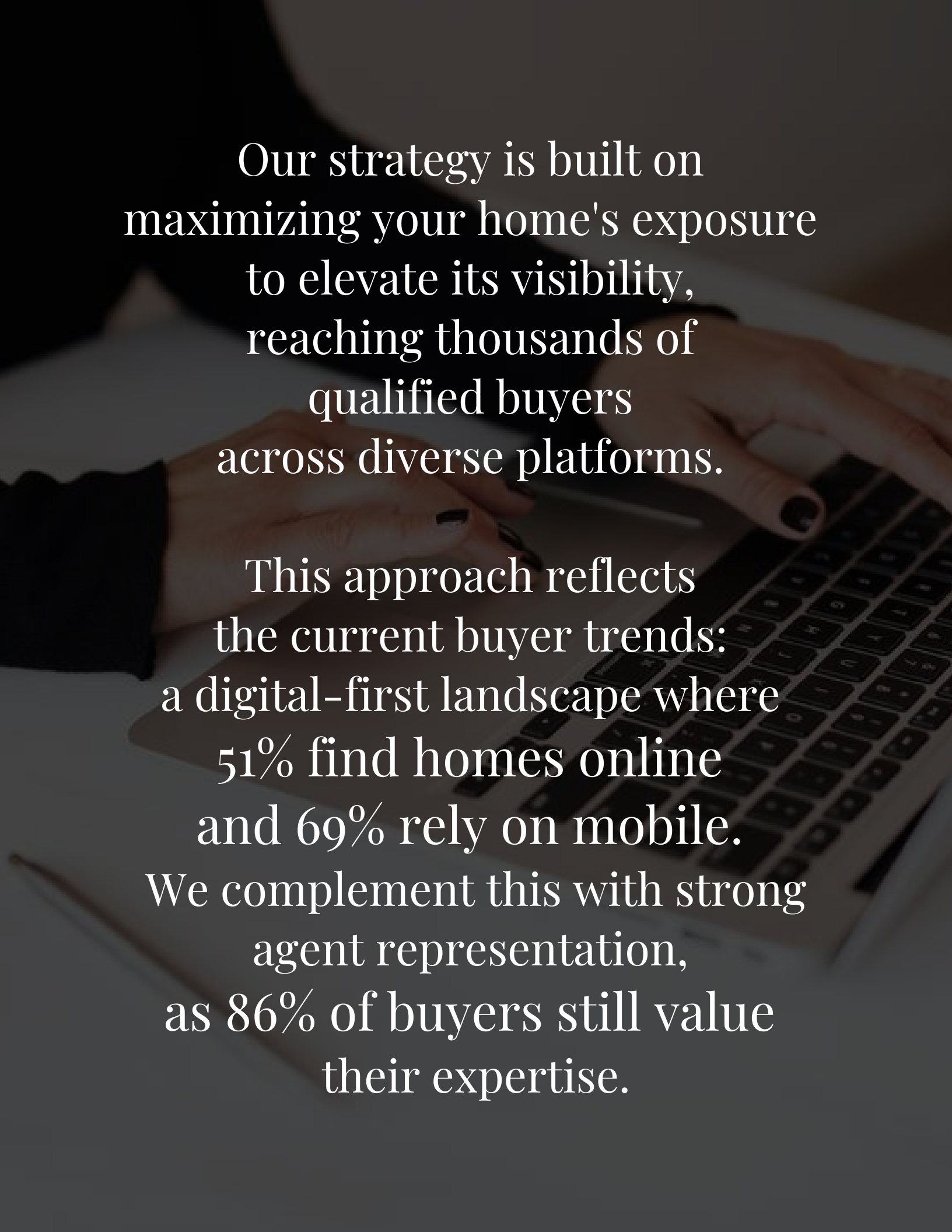
Engaging posts and targeted ads will be launched across various platforms. This generates online visibility, drives traffic to the listing, and fosters interaction with potential buyers.

LISTING LIVE ON THURSDAY:

To capture the most weekend buyer interest, the listing will go live. This timing maximizes exposure and creates a sense of urgency.

OPEN HOUSE OPENING WEEKEND:

Schedule open houses for the first weekend to generate immediate showings. This provides a personal touch and allows potential buyers to experience the home firsthand.

A background image showing a person's hands writing on a notepad next to a laptop keyboard. The image is dimmed to serve as a backdrop for the text.

Our strategy is built on
maximizing your home's exposure
to elevate its visibility,
reaching thousands of
qualified buyers
across diverse platforms.

This approach reflects
the current buyer trends:
a digital-first landscape where
51% find homes online
and 69% rely on mobile.
We complement this with strong
agent representation,
as 86% of buyers still value
their expertise.



TIME FOR SHOWINGS

Showings are essential in the home selling process, allowing potential buyers to imagine living in your property. Keeping your home clean, inviting, and clutter-free enhances the showing experience and boosts the chances of a successful sale. Here's how to maximize their impact:

MUST-DOS BEFORE EVERY SHOWING:

To ensure your home is always ready to make a fantastic impression, please remember these essential steps before each scheduled showing:

- Give Space:**

Buyers feel more comfortable and can better visualize themselves in the space when the current occupants are not present.

- Take Your Pets (and Their Evidence):**

While buyers may love animals, not everyone does. Removing pets ensures no allergies or fears interfere. Don't forget to take pet food bowls, toys, and clean up any pet hair or accidents.

- Hide Medications and Personal Items:**

For privacy and security, ensure all medications and sensitive personal items are out of sight.

- Quick Clutter Control:**

If time is short, grab a laundry basket and quickly place any visible clutter into it. If you have time, take the basket with you during the showing. This instantly creates a tidier appearance.

SHOW-READY IN MINUTES: A TIME-BASED TIDY GUIDE

1 HOUR NOTICE

- TARGET HIGH-IMPACT ZONES:**

Living room, kitchen, bathrooms.

- SURFACE SHINE:**

Wipe counters and sinks for a fresh look.

- AERATE & ILLUMINATE:**

Open windows (weather permitting) and turn on all lights. Consider subtle scents.

- FINAL TOUCH-UP:**

Straighten pillows, fold blankets, and do a quick clutter sweep.

30 MIN. NOTICE

- PRIORITIZE KEY SPACES:**

Living room, kitchen, and the primary bathroom.

- CLEAR & CLEAN:**

Remove clutter from visible surfaces (tables, counters, vanities).

- MAKE BEDS:**

Ensure all beds are neatly made.

- QUICK TIDY & LIGHT:**

Straighten visible items, stow shoes/coats, and turn on main lights.

10 MIN. NOTICE

- CLUTTER CONTROL:**

Use a "grab-and-go" basket for immediate clutter removal.

- SPOT CLEAN:**

Quickly wipe away any visible spills or marks.

- LIGHTING CHECK:**

Ensure main lights are on.

- FINAL SCAN:**

Take a quick look for any glaring issues.

THE *IMPACT* OF AN OPEN HOUSE:

While it's true that the majority of homes aren't directly sold during an open house, dismissing them entirely would be a missed opportunity. In today's digital age, the open house remains a valuable tool for showcasing your property and generating crucial interest.

Why It Is Worth Your Time?

BOOSTING ONLINE VISIBILITY:

An open house significantly boosts your home's exposure on third-party real estate websites. Homes with scheduled open houses are often featured more prominently, appearing closer to the top of search results. This increased visibility translates to more online views and potential buyers.

CREATING A BUZZ:

An open house generates immediate local buzz. It signals that your property is available and actively being marketed, attracting attention from neighbors, potential buyers, and even other real estate professionals. This buzz can translate into online activity, with increased views and shares of your listing.

GATHERING VALUABLE INSIGHTS:

Open houses provide valuable feedback from potential buyers. You can gauge their reactions, identify any concerns, and gain insights into how your property is perceived. This feedback can be used to make adjustments to your pricing or staging.

OFFERS & NEGOTIATIONS

SECURING THE *BEST* TERMS

Receiving an offer on your home is exciting! But it's rarely the end of the process. Negotiation is often the next step to reach an agreement that works for both you and the buyer. Here's what to expect:



When you get an offer on your home, it usually includes the price, closing date, things that need to happen for the sale to go through (like getting a loan), what's included in the sale (like appliances), and a deposit from the buyer. To decide if it's a good offer, think about if the price is fair, if the conditions are reasonable, and if the closing date works for you.

AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- Accept the offer

- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you, the seller, offer different terms to the buyer.

2

THE BUYER CAN THEN:

- Accept the counter-offer

- Decline the counter-offer

- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

3

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

FROM *OFFER* TO *CLOSING*

1. ACCEPTANCE & CONTRACT:

BUYER MAKES AN OFFER:

SELLER REVIEWS, ACCEPTS, CREATING A LEGALLY BINDING CONTRACT *(1-3 DAYS)*

2. CONTINGENCIES (CHECKS & BALANCES):

HOME INSPECTION: BUYER CHECKS FOR PROBLEMS *(5-10 DAYS)*

FINANCING: BUYER SECURES A LOAN *(3-5 WEEKS)*

APPRAISAL: LENDER CONFIRMS PROPERTY VALUE *(1-2 WEEKS)*

TERMITE/MOISTURE INSPECTION: CHECKS FOR PEST DAMAGE *(1-3 DAYS)*

3. PREPARATION FOR CLOSING:

SELLER COMPLETES AGREED-UPON REPAIRS *(VARIABLE)*

TITLE COMPANY VERIFIES OWNERSHIP *(1-2 WEEKS)*

BUYER'S FINAL WALKTHROUGH *(1 DAY)*

HOA DOCS (IF APPLICABLE) *(3-7 DAYS)*

4. CLOSING:

SIGN ALL PAPERWORK

FUNDS ARE TRANSFERRED

KEYS ARE EXCHANGED

(1-2 DAYS)

OVERALL TIMELINE:

TYPICALLY 30-60 DAYS (CAN VARY)

FACTORS IMPACTING TIME:

FINANCING, APPRAISALS, REPAIRS, TITLE ISSUES, SCHEDULING

NAVIGATING APPRAISALS

The appraisal process is crucial in real estate transactions, particularly with financing. It includes an independent evaluation of a property's market value by a licensed appraiser, ordered by the lender to confirm the loan amount aligns with the property's worth.

WHAT TO EXPECT DURING AN APPRAISAL:

- Appraiser conducts a thorough inspection evaluating:
 - Square footage and layout
 - Condition of the structure, roof, and foundation
 - Quality of finishes and upgrades
 - Recent renovations or improvements
- Appraisers use recent sales of similar nearby homes ("comps") to determine your home's fair market value
- The appraiser creates a comprehensive report and submits it to the lender

POTENTIAL OUTCOMES & CONSIDERATIONS:

APPRAISAL MATCHES OFFER:

If the appraised value matches or exceeds the agreed-upon purchase price, the transaction typically proceeds smoothly.

APPRAISAL BELOW OFFER:

If the appraised value is lower than the offer, it can create challenges.

OPTIONS INCLUDE:

Renegotiating the purchase price

The buyer paying the difference

The seller challenging the appraisal with additional comps

The deal falling through

Timeline: Appraisals typically take 1-2 weeks to complete.

Factors like appraiser availability and property complexity can influence the timeline.

HOME *INSPECTIONS*

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

Typically, 10-14 days after signing a contract, with negotiations usually occurring within a 5 day timeframe.

COSTS

No cost to the seller; the buyer selects and pays for the inspection by their chosen inspector.

POSSIBLE OUTCOMES:

Inspections and potential repairs are usually one of the top reasons a sale does not lead to a closing.

COMMON PROBLEMS COULD BE:

Foundation, electrical, plumbing, pests, structural, mold, radon

UPON COMPLETION:

•BUYER CAN ACCEPT AS IS

•BUYER CAN OFFER TO RENEGOTIATE

•BUYER CAN CANCEL CONTRACT

A modern kitchen with white cabinetry, a large island, and large windows. The kitchen features a white countertop, a large island with a white countertop, and a large window with a black frame. The kitchen is well-lit and has a clean, modern aesthetic. The text is overlaid on the image in a white serif font.

“Harper’s strategic approach to marketing our property was impressive. She understood the local market and uses innovative techniques to attract the right buyers. Her expertise and attention to detail makes all the difference!”

CLOSING THE SALE

WHAT TO EXPECT

Closing is the process in which funds and documents are transferred to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by all parties, prepare documents for closing, perform the closing, make sure all payoffs are completed, that the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

SELLER COMMONLY PAYS:

- Mortgage balance & penalties: *If applicable*
- Any claims against the property:
Including but not limited to liens or judgments.
- Unpaid assessments:
For HOA or other property associations.
- Real estate agent commissions:
As agreed upon in the listing agreement.
- Title insurance policy:
To protect the buyer's ownership rights.
- Home warranty:
Optional, but often requested by buyers for peace of mind.

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS

CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN

Before you leave, ensure your home is clean. Thoroughly clean the cabinets, refrigerator, and appliances inside and out. Don't forget to clean the garage. Arrange for trash pickup before closing day. Leave your home in the condition you would want as a buyer.

INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS

Vacuum and sweep floors one more time

LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



“We were very impressed with Harper’s negotiation skills. She was able to secure a fantastic offer for our property, and we felt confident that she was advocating for us every step of the way.”

LISTING AGENT AGREEMENT

Before we list your home, it's important to understand how my compensation works. This listing agent agreement outlines our partnership and ensures a smooth and successful selling experience.

WHAT IS A LISTING AGENT AGREEMENT?

This agreement clarifies our working relationship and how I'll be compensated for helping you sell your home. It's designed to be transparent and upfront.

STARTING WITH A SOLID FOUNDATION

Recent changes in real estate practices emphasize clear communication about agent fees. This agreement ensures we're on the same page from the start.

KEY ELEMENTS OF THE AGREEMENT:

- **My Services:** I will market your property, conduct showings, negotiate offers, and manage the closing process.
- **Your Role:** You will provide necessary information about your property and be available for communication throughout the process.
- **Duration:** The agreement covers a specific timeframe, which can be adjusted as needed.
- **Compensation:** My compensation is typically a percentage of the final sale price or a fixed fee, which we will discuss and agree upon. We'll determine what works best for your situation. Offering compensation to the buyer's agent is your choice and can be negotiated. While buyer agent compensation is no longer listed on the MLS, we can still discuss it directly and negotiate it as part of the offer.
- **Marketing:** We'll discuss and create a tailored marketing plan for your property.

BENEFITS OF A LISTING AGENT AGREEMENT:

- **Clarity:** The agreement provides a clear understanding of our roles and responsibilities.
- **Advocacy:** I'm your advocate, working to get you the best possible price and terms.
- **Customization:** We can tailor the agreement to fit your specific needs.
- **Reduced Stress:** Having a professional on your side simplifies the selling process.

OPEN COMMUNICATION AND NO PRESSURE:

My priority is your comfort and understanding. I encourage you to ask any questions you have about the Listing Agent Agreement. This partnership is built on trust and transparency, and there's no obligation to sign until you're completely ready.

MOVING FORWARD WITH CONFIDENCE:

This agreement sets the stage for a successful sale. Once you're ready to sign, we can officially list your home!

PAYMENT OPTIONS: AGENT *COMPENSATION*

HOW THINGS HAVE CHANGED:

Traditionally, the seller pays the listing agent's commission based on the sale price, which remains standard. Now, commission details, including percentage and coverage, are agreed upon before listing, allowing for customized agreements and greater transparency.

POSSIBLE PAYMENT SCENARIOS:

- **Percentage of Final Sale Price:** The most common scenario is a pre-agreed percentage of the final sale price. This percentage covers the listing agent's services.
- **Flat Fee:** In some cases, a flat fee might be negotiated for specific services, especially if the property is high-value. This is less common.
- **Combination:** A combination of a flat fee for specific services plus a percentage of the sale price could be agreed upon.

BUYER'S AGENT COMPENSATION: HOW IT WORKS & HOW IT AFFECTS YOU

The listing agent commission, typically a percentage of the sale price paid by the seller, is now negotiated upfront outside of the MLS, leading to increased transparency and customized agreements.

POSSIBLE PAYMENT SCENARIOS FOR BUYER'S AGENT:

- **Seller-Paid Commission:** Some sellers may offer to compensate the buyer's agent, covering their fees, which can increase your viewing power and attract more eyes on the property.
- **Buyer-Paid Commission:** If the seller doesn't offer compensation, the buyer may need to pay the agent's fee upfront, agreed upon in advance.
- **Negotiated Compensation:** In some situations, the agent's compensation can be negotiated as part of the offer to the seller.

TRANSPARENCY IS KEY:

We will clearly discuss the compensation structure with you upfront, outlining all possibilities in a written agreement. This ensures that both parties are aligned from the start.



IS IT ESSENTIAL TO OFFER A BUYER'S AGENT COMMISSION?

Ultimately, the decision of whether to offer a commission depends on your individual goals and circumstances. By carefully considering the pros and cons, you can make an informed choice that maximizes your chances of a successful home sale.

PROS OF OFFERING

A Buyer's Agent Commission

- Larger Buyer Pool:** Attracts more potential buyers, including those unable to pay their agent's commission.
- Competitive Advantage:** Increases property appeal, potentially leading to quicker sales and higher prices compared to similar properties without commission.
- Professional Representation:** Ensures fair representation for buyers, protecting their interests and facilitating smoother transactions.
- Increased Affordability:** Makes properties more accessible, especially for first-time buyers, attracting more qualified buyers.
- Reduced Risk of Failed Deals:** A buyer agent helps ensure timely and accurate paperwork, minimizing the chances of deal failures.

CONS OF OFFERING

A Buyer's Agent Commission

- Financial Investment:** Offering a commission can be an additional cost to sellers. This can reduce their overall net profit from the sale, especially in competitive markets where multiple offers are common.
- Agent Experience:** Not all buyer's agents are experienced enough to justify the commission. Some agents may be new to the industry or may have limited experience in specific market areas.
- Reduced Buyer Pool:** Some potential buyers may be unable to afford to pay their own agent's commission. This can limit the number of interested buyers. As a result, the seller might receive fewer offers or have to wait longer to find a buyer.





YOUR QUESTIONS MATTER

I understand that selling your home is a significant decision!
I want you to feel assured about our strategy.

- Is there anything that still raises questions for you?
- Do you believe this is the right strategy to get your home sold?

I am confident that we can reach your objectives together.
I'm excited to partner with you and will ensure you get the service you deserve!

IF YOU ARE READY, LET'S TAKE THE NEXT STEPS

1. Sign the Listing Agreement:

We'll review the paperwork and officially start working together.

2. Schedule Professional Photography:

We'll arrange for a photographer to take pictures of your home.

3. Prepare for Photos:

I'll give you a checklist to help you get your home ready for the photoshoot.

4. "For Sale" Sign Installation:

I'll put a "For Sale" sign in your yard.

5. Choose Your Listing Date:

We'll decide when to officially list your home for sale.

6. Final Review:

We'll meet to go over everything before your home is listed.

THANK YOU

Thank you for the opportunity to present my services in your home-selling journey!

My mission is simple:

I aim to help you sell your home at the best possible price, within your desired timeframe, and with as little stress as possible. Your successful sale is within reach, and I'm here to ensure the process is smooth and rewarding. Let's embark on this exciting journey together! By getting started today, we can tailor the selling strategy to your needs and soon transform that 'For Sale' sign into a 'Sold' one, marking the next chapter in your life.

TATIANA TAVLAN

REALTOR®



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DOWNTOWN



SELLER'S *ESTIMATED* NET PROCEEDS

	POSSIBLE SALE PRICE	\$600,000	\$625,000	\$650,000
PRE-LISTING COSTS	STAGING COSTS:	\$2,500	\$2,500	\$2,500
	PROFESSIONAL CLEANING:	\$500	\$500	\$500
	REPAIRS/IMPROVEMENTS:	\$7,000	\$7,000	\$7,000
	OTHER:	\$1,000	\$1,000	\$1,000
	TOTAL PRE-LISTING COSTS:	\$11,000	\$11,000	\$11,000
MORTGAGE & LIENS COSTS	MORTGAGE PAYOFF	\$350,000	\$350,000	\$350,000
	HELOC PAYOFF	\$25,000	\$25,000	\$25,000
	OTHER	\$0	\$0	\$0
	TOTAL MORTGAGE & LIENS	\$375,000	\$375,000	\$375,000
CLOSING COSTS	LISTING AGENT COMMISSION (ENTER %):	\$18,000	\$18,750	\$19,500
	SUGGESTED BUYER AGENT COMMISSION (ENTER %):	\$18,000	\$18,750	\$19,500
	TITLE/CLOSING FEES:	\$2,500	\$2,500	\$2,500
	TRANSFER TAX (IF APPLICABLE):	\$18,000	\$18,750	\$19,500
	PRORATED PROPERTY TAXES:	\$1,000	\$1,050	\$1,100
	HOA TRANSFER FEES (IF APPLICABLE):	\$500	\$500	\$500
	HOME WARRANTY (IF PROVIDED TO BUYER):	\$500	\$500	\$500
	BUYER CONCESSIONS/REPAIRS:	\$2,000	\$2,000	\$2,000
	MOVING COSTS:	\$1,000	\$1,000	\$1,000
	OTHER:	\$0	\$0	\$0
	TOTAL CLOSING COSTS:	\$61,500	\$62,850	\$67,150
TOTAL COSTS	TOTAL PRE-LISTING COSTS:	\$11,000	\$11,000	\$11,000
	TOTAL MORTGAGE & LIENS	\$375,000	\$375,000	\$375,000
	TOTAL CLOSING COSTS	\$61,500	\$62,850	\$67,150
ESTIMATED SELLER'S NET PROCEEDS	POSSIBLE SALE PRICE	\$600,000	\$625,000	\$650,000
		-	-	-
	TOTAL ESTIMATED COSTS	\$447,500	\$448,850	\$453,150
		=	=	=
	ESTIMATED SELLER'S NET PROCEEDS	\$152,500	\$176,150	\$196,850

- TIPS**
- ✓ **Premium Service:** ____% commission ensures top-tier service and maximizes your net proceeds.
 - ✓ **Consider Buyer Concessions:** Offering ____% concessions can attract buyers and speed up the sale. This can be adjusted based on market conditions and needs
 - ✓ **Market Research:** Staying informed about market trends helps in making smart decisions.
 - ✓ **Effective Marketing:** Proven strategies maximize your home's exposure to potential buyers.
 - Strong Negotiation:** The goal is to achieve the highest possible sale price.
 - Stay Informed:** You'll be kept updated on all costs and potential proceeds.
 - Maximizing Your Return:** The focus is on a quick sale while maximizing your return.

LEVELS OF SERVICE

COMMISSION OPTIONS FOR HOME SELLERS

SILVER

2% COMMISSION

- Seller Consultation & Agreement
 - Pre-Listing Preparation
- Organize & Schedule Showings
 - Contractor Referrals
 - Staging Service Referrals
- Offer Writing & Submission
 - Provide Utility Details
 - Weekly Updates
- Final Walkthrough Coordination
 - Review Closing Documents
- Yard Sign Installation
- Multiple MLS Listing
- Open House Events
- Nationwide Marketing
- Property Brochures

PLATINUM

2.5% COMMISSION

EVERYTHING IN PACKAGE 1 +

- Online Media Advertising
- Instagram Promotions
- Text Message Campaigns
- Facebook Advertising
- Nationwide Marketing
- Twilight Open House
- Inspection Attendance
- Closing Support

MOST POPULAR

GOLD

3% COMMISSION

EVERYTHING IN PACKAGE 1 & 2 +

- Custom Mail Postcards
- Highlighted Property Website
 - Aerial Drone Videos
- Professional Videography
- 3D Virtual Home Tours

LOOKING FOR A CUSTOM PLAN?
CONTACT ME FOR A CRAFTED PLAN TO MEET YOUR NEEDS!

WE'LL DISCUSS YOUR NEEDS AND HELP YOU CHOOSE THE RIGHT PACKAGE FOR A
STRESS-FREE AND SUCCESSFUL HOME SELLING JOURNEY.



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