



A GUIDE FOR

Sellers



CLIENT WELCOME PACKET



LEANNA TILLMAN
Licensed Real Estate Agent



Hello,

I'm Leanna Tillman, a Tampa Bay real estate agent. I'm passionate about helping buyers navigate the home-buying process with clarity, confidence, and trusted local insight. Originally from CA and now proud to call Tampa home, I enjoy helping clients discover the neighborhoods, and opportunities that make this area such a great place to live. My goal is to make buying a home feel exciting and manageable, not overwhelming.

At the heart of my practice is a genuine commitment to understanding and prioritizing my clients' needs.

Leanna Tillman

Buying a home is one of the most important financial decisions you'll make, and I believe you deserve guidance that is both strategic and supportive. I focus on clear communication, thoughtful advice, and personalized service so you feel informed every step of the way.

@SingingRealtorTampa



www.SingingRealtorTampa.com
singingrealtortampa@gmail.com

813.334.6560
1550 W Cleveland St.
Tampa, FL 33606



MEET OUR TEAM



LEANNA TILLMAN

LICENSED REAL ESTATE AGENT

With over a decade of experience in education, I bring strong communication skills and a passion for helping people navigate important decisions. I guide my clients through the real estate process with clarity and care to achieve the best possible outcome.

STEPHANIE RHODES

LICENSED REAL ESTATE BROKER

Stephanie Rhodes brings extensive experience and local market expertise to the team. As a long-standing veteran in the Tampa real estate market, she provides guidance, experience, and support to help ensure our clients receive outstanding service throughout the buying and selling process.



JOSH GOODWIN

BRANCH MANAGER

Josh Goodwin is the Branch Manager and Vice President of Goodwin Mortgage Group. He's been in the mortgage business since 2013. Josh and his team are known for being responsive, knowledgeable, and easy to work with from application all the way to the closing table.



MARY MOHR

TITLE AGENCY REP

Mary Mohr is a title rep with Stewart Title in Tampa. She's known for bringing energy and professionalism to each event and partnership, and for going above and beyond to support realtors and lenders. She's backed by a team of experienced title professionals.



HOW A BUYER'S AGENT IS COMPENSATED



As your listing agent, it's important for you to understand how the buyer's agent is compensated, as this directly impacts how we attract buyers to your property and ensure a smooth transaction.

Who Pays the Buyer's Agent?

Seller Responsibility:

In most real estate transactions, the seller typically pays the commission for both the listing agent (me, representing you) and the buyer's agent (representing the buyer). This commission is agreed upon in the listing agreement and is calculated as a percentage of the home's final sale price, split between the two agents.

Why Offer a Buyer's Agent Commission?

Attracting More Buyers:

Offering a competitive commission incentivizes buyer's agents to show your property to their clients. Homes that offer standard or above-market commissions are more likely to gain attention and result in faster, more competitive offers.

Broadening Your Market Reach:

Buyer's agents actively work with pre-qualified buyers who trust their guidance. By offering a buyer's agent commission, you're effectively enlisting these agents to help market your property.

Ensuring a Smooth Transaction:

A professional buyer's agent helps their client navigate the process, making negotiations smoother and minimizing potential hiccups during closing.

How is the Commission Paid?

At Closing:

The total commission is deducted from the proceeds of the sale at closing and distributed between the listing brokerage and the buyer's agent's brokerage.

Why It's Worth It?

By offering a fair and competitive commission to the buyer's agent, you're increasing the chances of selling your home quickly and for the best price. It's an investment in attracting serious, qualified buyers and ensuring a seamless transaction from start to finish.

Let's work together to create a strategy that maximizes your property's exposure and value!

HOME SELLER ROAD MAP

Unlock Your Next Chapter



● PREPARATION



● PRICING STRATEGY



● LISTING YOUR HOME



● SHOWINGS & OPEN
HOUSES



● REVIEWING OFFERS



● NEGOTIATION



● UNDER CONTRACT



● CLOSING PROCESS



● MOVING OUT



● CLOSING DAY



HOME SELLING TIMELINE

Your Proven Path to Selling Homes!

01

INITIAL CONSULTATION

We'll start by sitting down together to discuss your goals, timeline, and any specific needs or preferences you have for selling your home. This helps me understand your unique situation and tailor my approach to meet your needs.

02

PRICING STRATEGY

After a thorough evaluation of your home through a detailed walkthrough, I'll recommend a pricing strategy aimed at maximizing your home's value and attracting potential buyers, taking into account factors such as comparable sales, market trends, and your desired selling timeline.

03

PREPARATION & STAGING

I'll provide guidance on preparing your home for sale, including suggestions for staging, decluttering, and making any necessary repairs or improvements. A well-presented home can make a positive impression on buyers and increase your chances of a successful sale.

04

MARKETING PLAN

Once your home is ready to go to market, I'll create a compelling listing that highlights its features, amenities, and benefits. I'll use my comprehensive marketing plan to showcase your home to potential buyers and maximize its exposure in the market. This may include professional photography, virtual tours, online listings, open houses, and targeted advertising to reach the right audience.

HOME SELLING TIMELINE

Your Proven Path to Selling Homes!

05

SHOWINGS & OPEN HOUSES

Open houses play a crucial role in the home selling process by providing an opportunity for prospective buyers to view the property firsthand and envision themselves living there. I'll coordinate showings and open houses to give prospective buyers the opportunity to view your home in person or virtually.

06

NEGOTIATION & OFFERS

When offers start coming in, I'll guide you through the negotiation process, helping you evaluate each offer and negotiate favorable terms on your behalf.

07

CLOSING PROCESS

Once we've accepted an offer, I'll work closely with you and the buyer's agent to navigate the closing process. This involves coordinating inspections, appraisals, and any necessary paperwork to ensure a successful closing.

08

CLOSING

You'll review the closing documents, sign the necessary paperwork, and officially transfer ownership of the property to the buyer.

HOME SELLER'S WHY & WHAT

Understand Your Goals



Why Am I Selling?

Understand your motivations for selling. Are you downsizing, relocating for work, or seeking a larger home?



What is My Home Worth?

Research comparable sales in your area and consult with real estate professionals to determine the fair market value of your home.



What Are My Selling Costs?

Consider the expenses associated with selling your home, such as agent commissions, closing costs, and any necessary repairs or upgrades.



Do I Need to Make Repairs or Upgrades?

Evaluate the condition of your home and decide if any repairs or upgrades are necessary to increase its appeal and value to potential buyers.



What Are My Timeline and Goals?

Determine your desired timeline for selling your home and any specific goals you hope to achieve, such as a quick sale or a certain sale price.

PRICING YOUR HOME

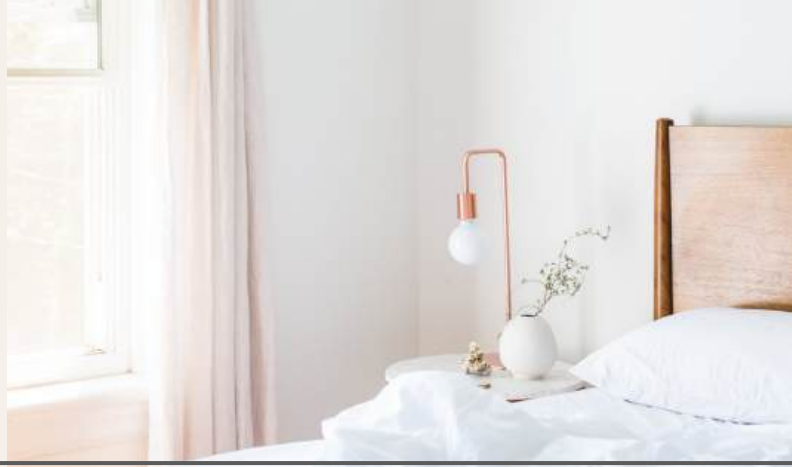
As your realtor, my goal is to help you achieve the best possible outcome when selling your home. One of the most critical aspects of a successful sale is pricing your home correctly from the start.

Overpricing your home can deter potential buyers and lead to extended time on the market, while underpricing may leave money on the table. By working with me to set an attractive price, you can feel confident that we are positioning your property competitively in the market and optimizing your chances of a successful sale.



PRICING STRATEGIES

Key Factors to Consider



➤ MARKET CONDITIONS

We will evaluate the current real estate market conditions in your area, including supply and demand, inventory levels, and trends in home sales prices.

➤ COMPARABLE SALES

We will research recent sales of comparable properties in your neighborhood to determine the fair market value of your home. Look at both active listings and recently sold homes to gauge pricing trends and competition.

➤ PROPERTY CONDITION

Assess the condition of your home, including its age, size, layout, features, upgrades, and overall maintenance. Properties in excellent condition typically command higher prices, while those in need of repairs or renovations may require pricing adjustments.

➤ HOME IMPROVEMENTS

Take into account any upgrades, renovations, or improvements you've made to your home, such as kitchen remodels, bathroom upgrades, new appliances, or landscaping. These improvements can add value to your home and justify a higher asking price.

➤ TIMING

Consider your timeline and the timing of your home sale, including seasonal fluctuations in the real estate market and economic factors that may impact buyer demand, we will determine the best selling price that can meet your goals.



OUR COMPREHENSIVE MARKETING PLAN

*Refined marketing strategy with
a track record of success!*



PREPARATION:

- Assess and recommend repairs or improvements.
- Professional staging and photography.



PRICING STRATEGY:

- Comparative market analysis for optimal listing price.
- Competitive pricing reflecting value and market conditions.



ONLINE PRESENCE:

- Engaging MLS listing with photos and virtual tours.
- Promotion on over 50 sites, including Zillow, Realtor.com, social media, and TV commercials



OPEN HOUSES & SHOWINGS:

- Regular open houses and private showings.
- Provide comprehensive information packets.



NETWORKING & COLLABORATION:

- Utilize professional networks and host broker's open houses.



FOLLOW-UP & COMMUNICATION:

- Regular updates on marketing activities and buyer feedback.
- Prompt follow-up with interested parties.



EVALUATION & ADJUSTMENT:

- Monitor effectiveness and adjust strategies as needed.
- Continuously evaluate pricing and marketing approach.



Our goal is to maximize exposure, generate interest, and achieve a successful sale. We're committed to providing personalized service and guidance throughout the process.

STAGE YOUR HOME

Photoshoot & Open Houses Preparation



Staging your home is a crucial step in the selling process as it helps potential buyers envision themselves living there and can lead to a quicker and more profitable sale. Here are steps to effectively stage your home for selling:

DECLUTTER & CLEAN

Remove excess items, deep clean all areas, and fix visible issues.

DEPERSONALIZE

Minimize personal decor to help buyers envision themselves in the space.

MAXIMIZE LIGHT

Open curtains and add lighting to brighten rooms and create a welcoming atmosphere

ARRANGE FURNITURE

Arrange furniture to create clear pathways and highlight the function of each room.

CREATE FOCAL POINTS

Emphasize key features with strategic furniture placement and decor.

BOOST CURB APPEAL

Maintain the exterior with landscaping and outdoor decor for a positive first impression.

PHOTOS, SHOWINGS & OPEN HOUSE

PROFESSIONAL PHOTOS

The impact of high-quality photos on your listing's allure is significant. They portray your home in the most favorable way, capturing the attention of potential buyers effectively.

SHOWINGS & OPEN HOUSES

During showings, prioritize safety and security by safeguarding valuable and personal items. If you have pets, either remove them from the home or designate a specific area for them, ensuring there are no signs of pet damage or odors.

To facilitate a comfortable and open exploration of your home, it's advisable for homeowners to temporarily leave during showings, allowing potential buyers to freely discuss their impressions with their agent.



AERIAL PHOTOGRAPHY



MAXIMIZING YOUR HOME'S APPEAL WITH AERIAL PHOTOGRAPHY

One of the most powerful tools in modern real estate marketing is aerial photography. Leveraging this cutting-edge technology can help your home stand out in today's competitive market.

KEY BENEFITS FOR SELLERS

SHOWCASE THE ENTIRE PROPERTY

- Aerial photos capture the full scope of your property, including its size, layout, and unique features like landscaped yards, pools, or outdoor spaces.
- They highlight elements not easily visible from ground-level shots, giving buyers a complete perspective.

HIGHLIGHT SURROUNDINGS

- Buyers want more than just a home; they want the right location. Aerial views demonstrate proximity to schools, parks, shopping centers, and other amenities, helping buyers visualize the lifestyle your property offers.

CREATE A LASTING FIRST IMPRESSION

- Properties with stunning aerial imagery grab attention online and in marketing materials. Listings with aerial photography generate more clicks, inquiries, and showings, increasing your chances of a quick and profitable sale.

AERIAL PHOTOGRAPHY



ENHANCE PROPERTY VALUE

- Aerial shots present your property as high-end and desirable. This professional touch appeals to serious buyers, often leading to higher offers.

EMERGING TRENDS IN AERIAL PHOTOGRAPHY

DRONE TECHNOLOGY:

- Affordable drones provide sharp, high-quality images and videos, giving your listing a modern edge.

CINEMATIC VIDEOS:

- Aerial footage set to music or narration creates an emotional connection, drawing buyers into the story of your home.

NEIGHBORHOOD FOCUS:

- Highlighting nearby attractions, green spaces, and conveniences gives buyers a sense of the community they're buying into.

WHY IT MATTERS

According to Multiple Listing Service (MLS) statistics, properties featuring aerial images are 68% more likely to sell than those without such imagery.

VIRTUAL TOURS



ENHANCING YOUR HOME'S APPEAL WITH VIRTUAL TOURS

Virtual Tour is one of the most effective tools that captivates potential buyers and sets your home apart from the competition in today's real estate market. Here's why embracing this innovative marketing strategy can benefit you as a seller:

KEY BENEFITS FOR SELLERS

24/7 OPEN HOUSE

- A virtual tour allows potential buyers to explore your home at any time, from anywhere. This accessibility means your property can attract interest beyond local markets, reaching out-of-town or international buyers.

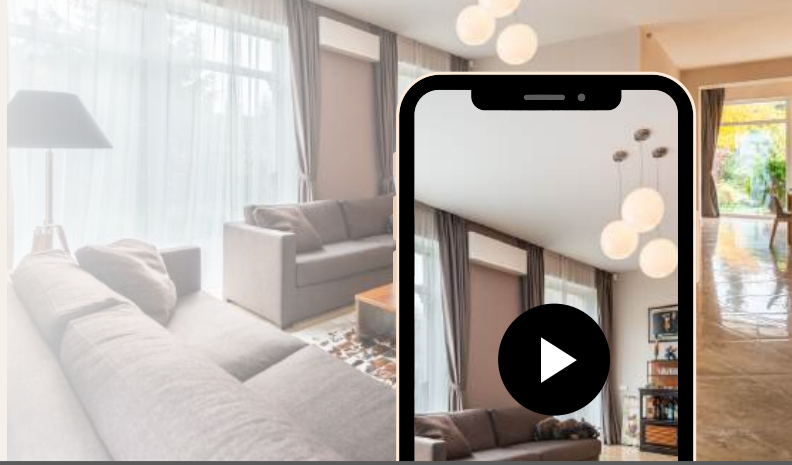
INCREASED BUYER ENGAGEMENT

- Virtual tours offer an immersive experience that keeps buyers engaged longer than traditional photo galleries. By allowing buyers to "walk through" your home online, it builds a stronger emotional connection and helps them envision living in the space.

ATTRACT SERIOUS BUYERS

- Buyers who view a virtual tour and schedule an in-person showing are more likely to be genuinely interested, reducing the number of casual or unqualified visits.

VIRTUAL TOURS



HIGHLIGHT UNIQUE FEATURES

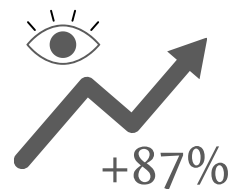
- Virtual tours allow us to showcase your home's best assets, from custom finishes and open layouts to natural lighting and outdoor spaces, giving buyers a detailed understanding of what makes your property special.

WHY IT MATTERS

Incorporating virtual tours into real estate listings significantly enhances buyer engagement and accelerates sales. Key statistics highlighting these benefits include:

INCREASED LISTING VIEWS:

Listings featuring virtual tours receive 87% more views compared to those without.



EXTENDED BUYER ENGAGEMENT:

Potential buyers spend 5 to 10 times longer on websites offering virtual tours, indicating deeper interest and thorough property exploration.



ACCELERATED SALES:

Properties with virtual tours sell up to 31% faster and at a higher price point than those without such tours.



Virtual tours aren't just a trend—they're a proven way to capture attention and accelerate the sale process.

OPEN HOUSE PREFERENCE CHECKLIST

Work with Your Schedule

DAYS AVAILABLE	10:00 am - 12:00 noon	1:00 pm - 3:00 pm	3:00 pm - 5:00 pm	By Appointment
<input type="checkbox"/> Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SHOES RULE	<i>Do buyers need to take off their shoes?</i>			
	<input type="checkbox"/> YES		<input type="checkbox"/> NO	
PETS	<i>Do you have pets?</i>			
	<input type="checkbox"/> YES		<input type="checkbox"/> NO	
	<i>If yes, will pets be staying during open house?</i>			
	<input type="checkbox"/> YES		<input type="checkbox"/> NO	
	<i>Please specify what type of pets below:</i>			

UNDER CONTRACT & CLOSING PREPARATION

Unlock Your Next Chapter

As we move forward with selling your home, I want to make sure you're informed about two critical steps in the process: home inspections and home appraisals. These are key milestones that play a significant role in the sale of your property, and understanding them is essential for a smooth transaction.

➤ HOME INSPECTION

A home inspection is a thorough assessment of your property's condition conducted by a qualified inspector. This process allows potential buyers to identify any issues or concerns before finalizing the purchase. While this may seem daunting, I'll be here to educate you on what to expect and help you navigate any findings that arise. Together, we can address any necessary repairs or negotiate appropriate solutions with the buyer to ensure a fair and successful transaction.

➤ APPRAISAL

An appraisal is an unbiased evaluation of your home's value conducted by a licensed appraiser. This step is crucial for lenders to determine the appropriate loan amount for the buyer. While we've priced your home strategically based on market data, it's important to understand that the appraiser's valuation may differ. In the event that the appraisal comes in lower than expected, I'll work to advocate for your best interests.

➤ COMPLETE REPAIRS

Fulfill any repair obligations outlined in the sales contract. Provide documentation of completed repairs to the buyer's satisfaction.

➤ FINAL WALK-THROUGH

The buyer typically performs a final walk-through of the property to ensure it is in the same condition as when the offer was accepted and that any agreed-upon repairs have been completed.

➤ CLOSING

After signing, the closing agent or attorney will record the deed with the appropriate local government office.

The lender will release the funds for the purchase, and the transaction is considered complete.

➤ POST-CLOSING DETAILS:

After closing, remember to cancel utilities and notify relevant parties of the change in ownership, including insurance companies, the post office, and local authorities.



Congratulations, your home sale is now complete!



Thank You!

Thank you so much for selecting me as your realtor to sell your home. It's a privilege to work with you on this significant journey. Let's make this journey a successful one together!

Leanna Tillman

Leanna Tillman

Licensed Real Estate Agent