

A DETAILED GUIDE FOR HOME SELLERS

Tim Dardis, Realtor / Property Consultant
timdardis.com



PART 1

AGENT INTERVIEW

QUESTIONS

PERSONAL REFERENCES

PRICING YOUR HOME TO SELL!

My enclosed pre-listing information package can never take the place of a personal face-to-face meeting, but it will give you a chance to know a little bit about the step-by-step plan we use to get most homes SOLD in 60 days or less.

The information on the following pages is designed to give you an overview of exactly what it takes to sell a home in today's ever-changing marketplace.

When we meet you can expect me to be candid, up-front, no-nonsense and professional. There are lots of opinions but only one set of facts. We will, therefore, look at the facts of record and together determine a pricing strategy designed to sell your home for the highest price in the shortest amount of time. Of course, the final pricing is always subject to your approval.

The truth is, 80% of the marketing is done when we determine the pricing strategy for your home. Be assured, our job is to sell your home for the most money possible, not the least.

Most sincerely,



Tim Dardis
Realtor / Property Consultant
Watson Realty Corp.
352-988-3221

timdardis@watsonrealtycorp.com

Before you continue...

I insist you contact any current or past customer(s) that you desire to.

In order for you to fully understand and appreciate how I will succeed in selling your home, I ask that you do your homework:

Knock on the door of any home with my sign in the front yard and ask them about my professional services. If you would like to call some of my customers please ask me for an updated list and their contact info.

Ask them, at least, the following questions:

1. Did you hire Tim to sell your home?
2. Did he get the job done and was it done to your satisfaction?
3. How would you rate his overall knowledge, expertise and service?
4. Would you use him again? Why?

A Seller's Guide

To finding the right real estate agent for the job of professionally marketing your home...

There are hundreds of real estate licensees in our area. Choosing the right agent can be confusing. It is especially difficult when you speak with several different agents and they all seem so convincing.

The following list provides you with questions to ask each prospective realtor. If you allow me to interview for the job of selling your home, you should ask these tough questions of me as well. The answers to these questions will tell you what you need to know in order to select the best agent for you.

1. Do you do a complete marketing video for every listing? (not just a slide show of photos.)
2. Do you work as a full time real estate professional and are you a Realtor® in good standing with the board of Realtors?
3. Do you **GUARANTEE** your services?
4. May I cancel my listing with you at any time if I'm not satisfied with your performance?
5. Do you have a system to follow-up after every showing so that we get valuable feedback?
6. Do you have references that I may check? (Current or past sellers)
7. Do you have a comprehensive marketing strategy that includes internet, social networking and global exposure?
8. What is my property worth? What listing price do you recommend? Will it SELL for that price?
9. Why should I choose you over other agents in the area?
10. Will you work to sell my property yourself or will you hand it off to assistants?

The 3 Market Types

There are three types of overall market conditions when selling your home...

1. **SELLER'S MARKET:** This is when the inventory in a specific area is low. Properly priced homes generally sell within 45 days. If your property has not received an offer within this time period, it is priced too high.*
2. **NORMAL MARKET:** This is when there is no real perceived advantage to either the buyers or the sellers. Properly priced homes should sell within 60-90 days.
3. **BUYER'S MARKET:** This is when we have lots of homes on the market for sale in every price range and area. You should price your home just below the other similar homes on the market. A sale should result within 4 months. Usually homes are declining in value in this type of market. **Therefore, the sooner you sell the better.**

* Some properties may be very unique and take longer to find a qualified buyer.

Revealing Research...

The National Association of Realtors researched the history of homes that actually sold in all three market types and they discovered two critical pieces of information:

- 1. 95% of all homes that closed within 60 days after the listing were priced at the appropriate market price.**
- 2. Homes properly priced sold within 3% of seller's asking price.**

Therefore, if a property has not received an offer within 60 days, it is likely overpriced by 5% to 10% OR MORE.

Time is of the Essence

The majority of buyer activity on a new listing occurs in the first three weeks of the initial marketing period.

For this reason, it is important that you have your home in the:

BEST CONDITION

At the

RIGHT PRICE

At the

FIRST EXPOSURE

Several possible pricing strategies

“AS IS” Pricing Strategy

The property is sold without benefit of any repair work paid for by the seller that is either required or recommended by any inspection reports.

Buyer may have any and all inspections deemed necessary to satisfy themselves as to the condition of the property. These inspections will be paid for by the buyer.

A strategy such as this is used when the seller is either in a short sale situation, have little or no equity or do not have liquid funds.

Another pricing strategy.

“Quick Sale” Pricing Strategy

This strategy is almost always effective because a property is priced at or below the current market, it will usually sell quickly.

This pricing strategy makes it much easier for me to get the attention of other agents in our area. As a result, there are numerous showings. Those showings often generate one or more offers from agents that wait for properly priced homes to show their best customers.

This is, by far, the most effective strategy to get your homes SOLD FAST and for the highest realistic price the market will bear.

And still a another pricing strategy is...

“Traditional” Pricing Strategy

This strategy is called TRADITIONAL because it calls for doing all of the normal and usual activities that eventually lead to the sale of your home...

Such as obtaining the proper inspections and completing all necessary repairs and updates BEFORE the home is placed on the market.

With this strategy we are implementing numerous marketing activities designed to create a demand for your home by targeting specific home buyers.

NOTE: If we do not have a offer within 45 days, the property is in need of a price adjustment.

Who determines the market value of my home?

Truth is, no one can tell you what your home will sell for...

There are lots of opinions, yet only one set of facts. We will examine the facts of record and together determine a pricing strategy designed to sell your home for the most money.

The real market value is determined when someone says...

“I’ll buy it!”

Then they either borrow the money from a lender or take it out of savings and actually complete the sale. Then, and only then, the true market value of your home is determined.

Until this event happens, it is important to examine the facts of record to help determine a pricing strategy designed to sell your home for the highest possible price.

A CMA is subjective!!

If that is true, how do you determine which pricing strategy is best for selling your home?

As I have said before, there are lots of opinions but only one set of facts. Together, we will examine the facts of record and market condition to determine the most effective pricing strategy to assure we sell your home for top dollar!

Our 'Total Market Overview' examines 3 things:

1. Similar homes recently sold

Tells us what buyers are willing to pay for this kind of home, in this area, at this time. This group shows us exactly what home buyers are willing to pay today!

2. Similar homes now for sale

Tells us about our competition. Buyers will compare your home to these homes.

3. Expired listings

Tells us what buyers are NOT willing to pay for this kind of home, in this area, at this time.

Why you should price your home realistically

Time

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a timely sale with less inconvenience and greater monetary return.

Competition

Buyers educate themselves by viewing many homes. What they want is a fair price. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers.

Perception

Overpricing causes most homes to stay on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear “something is wrong” with the house. Often homes that are on the market for a long time sell for less than their fair market value.

So you are thinking about selling...

Prior to meeting with me, please fill out this quick survey.

I would like to focus our meeting on things that are MOST important to you. Tell me what concerns you most about selling your home and hiring a real estate professional.

WHAT ARE YOU CONCERNED ABOUT?

	Not Concerned			Very Concerned
LENGTHY LISTING PERIOD?	1	2	3	4
BROKER COMMISSION?	1	2	3	4
SHOWING PROCEDURES?	1	2	3	4
ADVERTISING?	1	2	3	4
OPEN HOUSES?	1	2	3	4
WRONG AGENT?	1	2	3	4
INTERNET EXPOSURE?	1	2	3	4
PRICING STRATEGY?	1	2	3	4
TIME IT TAKES TO SELL?	1	2	3	4
CLOSING PROCEDURES?	1	2	3	4
HOW MUCH WILL I NET?	1	2	3	4

There's no place like home Tell me why your home is special

We're sure you have enjoyed living in your home and have been pleased with its many features. I can make sure we tell prospective buyers about all the special features of your home. Please fill in the items below so we can target our marketing efforts to those prospects most likely to buy your home.

Top three features you love about our home:

1. _____

2. _____

3. _____

The type of buyers that you think will love your home the most is:

Because of these special features: _____

How would you describe your home to a buyer:

PART 2

OUR PLAN TO SELL YOUR HOME
MARKETING ONLINE AND OFF
GUARANTEED SERVICES
WE WORK FOR YOU!

MARKETING PROPOSAL

Tim Dardis, Realtor / Property Consultant
timdardis.com



You get a FULL TIME professional agent

You won't find anyone who will **work harder** or **more professionally** to get you the **most money**, the **quickest sale** with the **fewest problems**.

I will personally take charge and work to get your home sold. I will NOT hand your listing off to an assistant!

RIGHT NOW, Serious Buyers

Go to a **Realtor**[®]

because

98.3% of the homes for sale

are listed by a **Realtor**[®] .

On Average

Buyers inspect **12** homes before deciding.

That means **11** other homes are competing

against yours!

Our marketing systems are designed to...

Target & Attract...

Qualified and serious home buyers.

(Not those who will only buy if they can steal your home buy making low ball offers.)

I Pre-Approve every prospect

- Some are in a hurry to move.
- Some are serious but not in a hurry.
- Some are bargain hunters.
- Some have no intention of buying.

I can save you from having unqualified “strangers” wandering through your home.



Over 100 MILLION Americans watch videos on the internet every month.

Custom Video Productions:

I will make a unique professional video of YOUR home! My background in television and motion pictures allows me to offer what others can only dream of! Of course I will create beautiful professional photographs of your home for the MLS and other printed publications but, also, I will make your home stand out in the marketplace by producing a real video exclusively for your home. This is NOT a "slide show" or a "virtual tour" (aka slide show!). This is a full video production that includes narration and music.

A professionally created and edited video!

(...and yes, I do this for ALL my listings not just the multi-million dollar homes!)

**Take a look at some of the sample videos at
timdardis.com**

Marketing that makes a difference!



Social Media:

Your home will be very active on Social Media as well as my own website, the Watson Realty Corp site, MLS, Realtor.com, Zillow, etc., thousands of friends and friends of friends pages and hundreds of real estate specific sites around the world!

Traditional & Printed Marketing:

No marketing plan would be complete without the old fashion printed publications and newspapers! With my Watson offices being in the "walk zone" in downtown Mount Dora and almost 50 other Watson locations around Florida and Georgia, many of these publications are picked up and used in the home search. Of course these publications are also available in hundreds of other business locations, as well.



Community Involvement:

"Tim Gives Back". As a BIG "THANK YOU!" for your past, current and future real estate business I want to GIVE YOU ART! (That I create!) Watch for special announcements on facebook or timdardis.com to receive your signed limited edition prints! (or drop me an email and I will arrange for you to pick them up at your convenience.) We also support Lake Cares Pantry,

Several no kill animal shelters, Guardian ad litem, Red Cross, and many more!



Tim Dardis, Realtor / Property Consultant
timdardis.com



24 hours / 7 days a week

Once your home is prepared for the market, it's time to promote your home to buyers and their agents everywhere. A well executed marketing plan includes local, national, international and social media segments.

Maximum exposure leads to maximum returns.



INTERNATIONAL

AUSTRALIA

theagencyco.com

BAHAMAS

bahamasreale.com

BARBADOS

askbarbadosreale.com

BELGIUM

lecofelvaneau.be

BELIZE

belizeestate.com

BULGARIA

ues.bg

CANADA

bowensandcocks.com

cityrealty.ca

dexterrealty.com

macrealty.com

mcgarrealty.com

streetcityrealty.com

thepropertyexchange.com

tracyarnett.com

theadwinrealty.com

whistlerestate.ca

CAYMAN ISLANDS

igcayman.com

CHINA

ark-shanghai.com

asiapacificproperties.com

COLOMBIA

fonnegraerlein.com

COSTA RICA

bluezonerealty.com

lucostarica.com

kraincostarica.com

CZECH REPUBLIC

blouse.cz

DOMINICAN REPUBLIC

gropuacua.com.do

selectcaribbean.com

FRENCH WEST INDIES

sibarthrealestate.com

GERMANY

agbl.com

kampmeier.com

GREECE

jkproperty.gr

ICELAND

husaskjol.is

IRELAND

gariywater.com

ITALY

atlanteproperties.com

colfinimmobiliare.it

giorgiovigano.com

immobiliaretanagnini.it

lacommerciale.org

meanie.it

okidisimmobiliare.biz

paolodelficchia.it

rollinghillitaly.com

stresa.biz

JAMAICA

vlarealtors.com

LEBANON

novitag.com

MAURITIUS

parklane.mu

MEXICO

cdsmiguel.com

pvr.com

MONACO

monacobrokers.com

NETHERLANDS

sunshine-properties.com

NEW ZEALAND

barfoot.co.nz

houzinc.co.nz

propertybrokers.co.nz

PANAMA

panamapremierestates.com

siunarealty.com

PORTUGAL

ins.pt

pproperty.com

vonppl.de.pt

QATAR

msdproperties.com.qa

SINGAPORE

ray.com.sg

SOUTH AFRICA

chasevett.co.za

jawitz.co.za

SPAIN

clicomabella.com

estonleexclusivehomes.com

rentaligo.com

SWITZERLAND

comptoir-immo.ch

dombach

ginesta.ch

markstein.ch

peikert-immobilien.ch

wetap.com

TRINIDAD & TOBAGO

dynamicealestate.com

TURKS & CAICOS

turksandcaicosproperty.com

UNITED ARAB EMIRATE

universalsalestate.com

U.S. VIRGIN ISLANDS

staglasproperties.com

ZAMBIA

chasevett.co.za

UNITED STATES

ALABAMA

allreality.com

acrealty.com

averburchrealty.com

hannemalstates.com

lahrealestate.com

ALASKA

jackwhite.com

ARIZONA

arizonabest.com

bloomweproperty.com

longrealty.com

ARIZONA

arizonabest.com

bloomweproperty.com

longrealty.com

ARKANSAS

patentersoftware.com

DELAWARE

longrealty.com

DISTRICT OF COLUMBIA

longrealty.com

FLORIDA

adamsamson.com

antilladirectrealestate.net

balister.com

bksusa.com

countrealstate.com

evm.com

ewm.com

famililines.com

findrealty.com

floridaexclusive.com

floridarealty.com

gloven.com

grubbs.com

hiltonland.com

immoestate.com

johnliscott.com

matchmakerealty.com

nationalrealty.com

premierestates.com

we

Execution:

Putting it all together...

With over 256 action steps possible, selling your home for top dollar requires a team effort to make sure everything gets done and done right.

What makes this possible is a division of labor among our team of experts who are focused on making sure that no detail is overlooked.

It is this ability to do a lot of little things right, on tight deadlines, that enables us to sell your home for the highest price in the shortest amount of time with the fewest hassles.

We use a multi step process to

Sell your home for the highest price possible.



Leading
REAL ESTATE
COMPANIES
OF THE WORLD

LUXURY
PORTFOLIO
INTERNATIONAL

We're in your
neighborhood.

WATSON
Watson Realty Corp. REALTORS®

timdardis.com

REALTOR®

Tim Dardis, Realtor / Property Consultant
timdardis.com

WATSON
Watson Realty Corp. REALTORS®

Realtor & public home tours.

Once we list your home we conduct a Realtor home tour. This is a great way to kick off your exposure. If 10 or 20 agents visit your home, each might have 20-40 active buyers at any given time.

WATSON
Watson Realty Corp. REALTORS®

Join us for our
**OPEN
HOUSE
EVENT**
this weekend!

View all of our showings at
WatsonRealtyCorp.com

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

LUXURY
PORTFOLIO
INTERNATIONAL

timdardis.com

REALTOR®

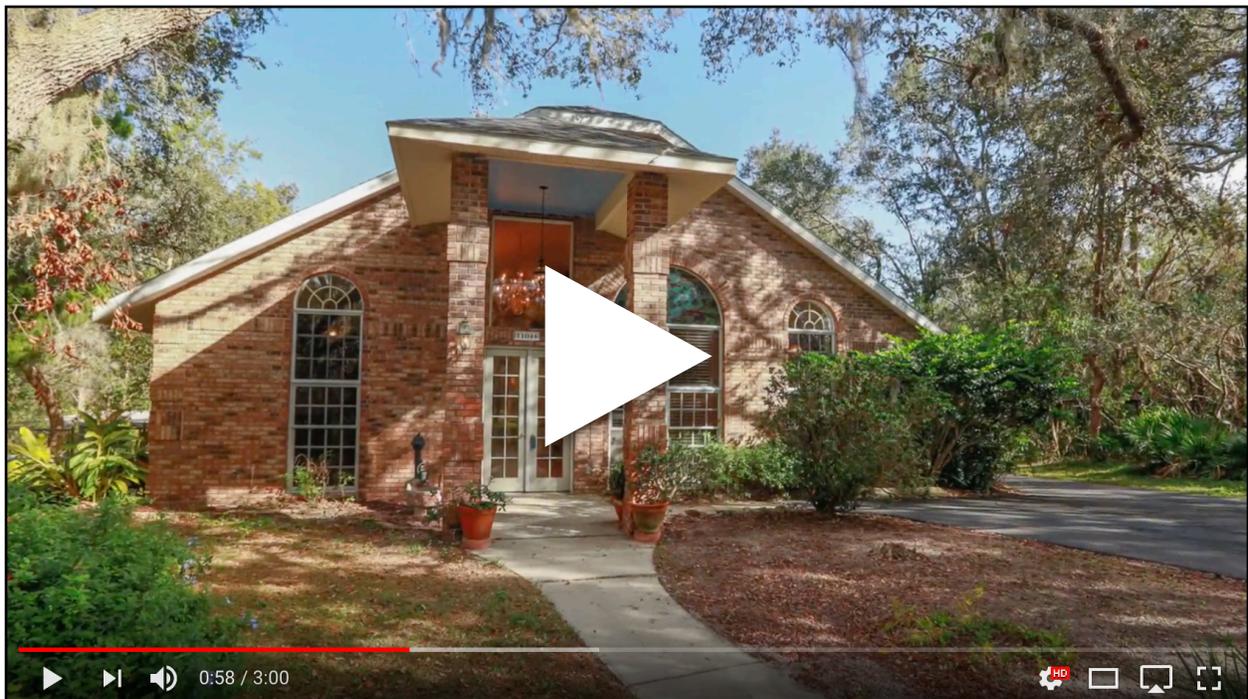
Tim Dardis, Realtor / Property Consultant
timdardis.com



Custom Video Production

We want buyers to fall in love with your home long before they walk through the door.

Visit timdardis.com for samples of custom home videos designed to attract buyers.



Tim Dardis, Realtor / Property Consultant
timdardis.com



Dynamic, Creative, Custom & Effective

It takes strong marketing tools as well as creative, dedicated professionals to entice buyers to make that important first contact. We will represent your home in the best ways possible in order to convert lookers into buyers.



Tim Dardis, Realtor / Property Consultant
timdardis.com



Let's get started!

I partnered with Watson Realty Corp for the same reasons you will choose your Realtor[®].

The WATSON Advantage

The Core Values of Watson Realty Corp.

- ◆ We work to maintain our high standards, professional image and reputation.
- ◆ We take our responsibilities seriously; we are accountable; and we ask for and encourage accountability in others.
- ◆ We are a strong, united team, thinking we/us not me/my.
- ◆ We provide quality interactive training and excellent education.
- ◆ We have open, meaningful communications with both leadership and associates, inter-office, intra-office and with the people we serve.
- ◆ We maintain a positive attitude and create solutions.
- ◆ We celebrate achievements.
- ◆ We share our company pride with others.
- ◆ We maintain a listening attitude.
- ◆ We establish and maintain high standards in selecting our team.

"We are a strong, united team!"

Legendary Quality Service Since 1965

A face to face meeting with Tim will only take 15-20 minutes... (It may take longer if you have more questions.)

Tim Dardis, Realtor / Property Consultant
timdardis.com



Two ways to sell your home

Or...

1.

Put up a sign

Wait for an offer
Wait for an offer
Wait for an offer

Get a real estate agent

Wait for an offer
Wait for an offer

Wait for a SERIOUS offer

Get a new real estate agent

Wait for an offer
Wait for an offer
Wait for an offer

Reduce the sales price

Wait for an offer
Wait for an offer
Wait for an offer

2.

Hire

Tim

& Start

Packing!



My Guarantee...

“Honest, Straight Forward & Professional”

I promise to always be honest. I have no other goal than to get your home sold for the best price in the least amount of time.

I promise to be straight forward. It serves no purpose for me to tell you “what you want to hear” rather than telling you the facts. Again, I have no other goal than to get your home sold for the best price in the least amount of time.

I promise to be professional. Selling your home is not to be taken lightly. This is a major event in your life and I will treat the process and you with the utmost respect and professionalism. Remember, I have no other goal than to get your home sold for the best price in the least amount of time.

ABOUT...

Tim has held a real estate license in two states over three decades and continues to help buyers, sellers and investors. He is known for his experience and his honest, straight forward approach. Tim has bought and sold more than a dozen properties of his own while helping countless others realize their real estate dreams. Tim's history also includes professional photographer, cinematographer, artist, corporate executive and entrepreneur. Tim is a United States Navy Veteran and lives in Mount Dora with his wife of 38 years. They have two grown daughters, six grandchildren and a bossy pup.



Tim Dardis
REALTOR® / Property Advisor
Direct & Text: 352-988-3221

“Honest, Straight Forward & Professional”

Watson Realty Corp.
639 N. Donnelly St.
Mount Dora, FL 32757

352-988-3221

timdardis@watsonrealtycorp.com

Tim Dardis, Realtor / Property Consultant
timdardis.com

