



STEPHANIE FROST



# SELLERS

ULTIMATE GUIDE FOR SELLERS



STEPHANIE FROST

# ABOUT ME

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*Stephanie Frost*

REAL ESTATE AGENT



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*Hi there!*

I'm Stephanie Frost, and I am real estate agent in Ocala, Florida. With over 18 years of experience in the industry, I have developed a deep understanding of the local market and pride myself on my ability to provide top-notch service to my clients. I am dedicated to providing personalized attention, excellent communication, and a commitment to ensuring a smooth and stress-free transaction.

My unique approach and advanced marketing techniques have resulted in my being one of the top-producing agents in the Marion County area for many years running, and I'm proud to be in the top 9% of the Berkshire Hathaway Homeservices agent network worldwide.



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# THE FORMULA FOR A SUCCESSFUL HOME SALE

- 1. MARKET PREPARATION**
- 2. PRICING**
- 3. RELENTLESS MARKETING**



# HOME SELLING PROCESS

1

## FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

2

## SET A PRICE

Work with your agent to set determine a price that's in line with the market value of your home.

3

## MARKET PREPARATION

Clean and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

4

## MARKET YOUR HOME

Your agent will also promote your home through advertising and networking.

5

## LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area.

6

## SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

7

## REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

8

## SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete inspections and secure financing.

9

## FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10

## CLOSING DAY

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.





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The condition and appearance of a home can have a significant impact on its sale price and the amount of time it spends on the market. Homes that are well-maintained, clean, and staged tend to sell for more money and in a shorter amount of time than homes that are in poor condition or cluttered.



# TERMS TO KNOW

## LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

## EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

## APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

## HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

## CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection

## OFFER

A proposal to buy a property, including the price and terms of the sale.

## CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, attorney fees, and other expenses.

## DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

## TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

## DEED

The legal document that transfers ownership of the property from the seller to the buyer.

## UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

## CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.

# 10 STEPS TO SELL YOUR HOME

1

FIND A REAL ESTATE AGENT

2

SET A PRICE

3

MARKET PREPARATION

4

MARKET YOUR HOME

5

LIST YOUR HOME

6

SCHEDULE SHOWINGS

7

REVIEW OFFERS

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SIGN A CONTRACT

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FINALIZE DETAILS

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CLOSING DAY





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# PREPARE TO SELL

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01

# FIND THE RIGHT REAL ESTATE AGENT

Choosing a real estate agent whom you trust and feel comfortable with can be as challenging as finding your dream home. Given the significant investment involved, it's crucial to work with an agent who is as committed to the sale as you are.

With an experienced agent like me, you can feel confident that you're in good hands.

## MY EXPERTISE

I've been a top-tier agent for a long time, and, and I've accumulated a whole lot of experience and education during that time. I'm constantly studying and adopting new techniques and marketing strategies to enhance the home selling process.

## NEGOTIATING SKILLS

I have the knowledge, experience, and expertise, to help you negotiate the best possible price for your home. I know how to navigate complex negotiations in order to ensure that you get the best possible value for your investment.

## COMMUNICATION IS KEY

One of the most common complaints about real estate agents is that once the listing is signed, you never hear from them. That's not the case with me. I want you to know and understand what's happening during each step of the process. I'll be here for you whenever you need me.

## CUSTOMER SERVICE

I believe that customer service is key. I'm committed to providing exceptional service and answering any questions or concerns you may have. I treat my clients with the same level of respect and care that I would want for myself.

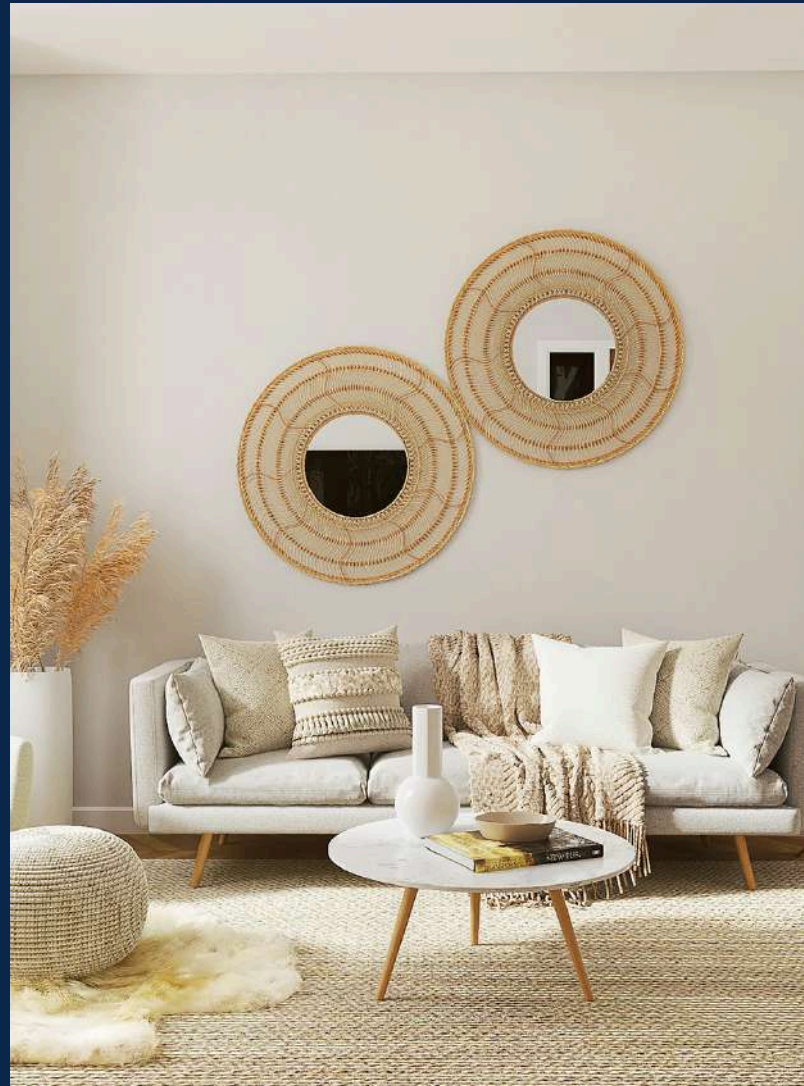
## SET A PRICE

You may have heard that the market is changing in Ocala right now, and that's certainly true. There's more inventory for buyers to choose from, which makes it more important than ever to prepare and price your home correctly, in order for you to get a strong return on your investment in your home.

Because the last thing that you want is for your home to sit, waiting for an offer, for months and months. This time spent on the Multiple Listing Service (MLS) means that you are still making payments on your mortgage and you are still not getting equity out of your home.

And maybe even worse is what buyers and buyer's agents think about homes that have been on the market for too long. The first impression a buyer gets about a property that has been listed for a long time without selling is "Something must be wrong with that house."

That thought will scare away many buyers, and it will prompt the ones who remain interested to try to lowball you when they submit an offer on your home.



# STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

## WHAT DETERMINES THE PRICE OF A HOME?

1. **Recent Comparable Sales**
2. **Market Conditions**
3. **Exposure**
4. **Property Features**
5. **Terms you offer**

## WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. **What you paid for it**
2. **Investments made in the property**
3. **How much profit you want from the sale**

If this sounds complicated, don't worry. I've got the local knowledge and expertise, along with a proven strategy that will help you price your home correctly and keep your home "in the market".

# MARKET PREPARATION

It's important to make a great first impression when a buyer enters your home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers want a move-in ready property that feels like new. A long list of needed repairs will not be appealing and can be overwhelming to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

***"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."***

## EASY, LOW COST REPAIRS WITH HIGH RETURN



- **REPAINT AND CLEAN WALLS**
  - Using neutral shades will be more appealing to potential buyers
  - In the kitchen, paint baseboards, kitchen cabinets, trim, molding
- **LANDSCAPE**
  - Add some color with flowers and shrubs
  - Keep the lawn mowed and remove weeds
- **UPGRADE LIGHTING**
  - Swap out old light bulbs with new brighter bulbs
  - Add more lamps and accent lighting to brighten up darker rooms
- **DEPERSONALIZE**
  - Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone
- **REPLACE OLD APPLIANCES**
- **CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS**
  - Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.



# HOW TO STAGE YOUR HOME

## DECLUTTER AND DEPERSONALIZE

Clear out any unnecessary items or personal belongings to make the space look larger and more appealing to potential buyers.

## CLEAN AND REPAIR

Clean your home thoroughly and fix any visible damages, such as chipped paint or broken fixtures, to make the space appear well-maintained.

## ENHANCE CURB APPEAL

First impressions are everything, so make sure the exterior of your home is tidy and inviting. Consider adding some potted plants, a fresh coat of paint, or new front door hardware.

## REARRANGE FURNITURE

Create a functional flow by rearranging furniture and removing any oversized pieces that make rooms look cluttered.

## USE NEUTRAL COLORS

Neutral colors create a blank canvas that allows buyers to envision themselves in the space. Consider painting walls or swapping out bold accessories for more muted tones.

## LET IN NATURAL LIGHT

Open curtains and blinds to let in as much natural light as possible. This will make rooms feel brighter and more spacious.

## STAGE EACH ROOM

Each room should have a clear purpose and be staged accordingly. For example, a spare bedroom can be staged as a home office or workout space.

## ADD FINISHING TOUCHES

Small details can make a big impact. Consider adding fresh flowers, a decorative throw pillow, or a scented candle to create a warm and welcoming atmosphere.

# LIST YOUR HOME

## CONGRATULATIONS ON LISTING YOUR HOME FOR SALE!

I'll utilize my network and marketing expertise to increase visibility and reach the appropriate audience. Email blasts will be set out to all the top local agents, and I'll also begin running social media campaigns to increase visibility.



### WHAT'S NEXT?

After listing your home for sale, prepare for showings, offers, negotiations, inspections, and closing. A clean and tidy home is crucial for showings.

Carefully review offers, negotiate with the buyer, prepare for inspections and sign paperwork for the closing process. Our real estate agent will assist throughout the process.



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# FIND A BUYER

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# MARKET YOUR HOME



Marketing your home is about highlighting its best features and making it stand out to potential buyers. By taking the time to create a compelling listing and using social media and other marketing tools, you can increase the chances of selling your home quickly and at a good price.

## MARKETING TIPS

- Highlight your home's best features: Make a list of the unique features and benefits of your home, and use them in the marketing materials.
- Write a compelling description: Your listing description should be engaging and descriptive. Use descriptive language and paint a picture of what it would be like to live in your home.



# A STRONG ONLINE PRESENCE IS KEY

More than likely, the first place that potential buyers will see your home is online.

This is why professional photography, drone shots, cinematic video and 3D dollhouse-style walkthroughs are so important. They allow a buyer to fall in love with your home before even seeing it in person.



## MARKETING TIPS

- Social Media is a very important tool for marketing your home. Weekly posts featuring your home on Facebook and Instagram keep eyes on your listing.
- A single property page for your home is key for hosting everything in one place, and makes it easy to drive buyers to your listing through targeting advertising.





# SCHEDULE SHOWINGS

Potential buyers will want to see your home, so it's important to prepare for showings. Creating a positive and welcoming atmosphere is key to a successful home showing.

By taking the time to prepare your home and make it look its best, you can increase your chances of making a good impression and finding the right buyer for your home.

You should also be prepared to be flexible with your schedule to accommodate showings.



## FIRST IMPRESSIONS

The first impression is crucial. Make sure the exterior of your home looks inviting and well-maintained. This includes trimming the lawn, removing any clutter, and making sure the front door looks clean and welcoming.

## CLEANLINESS

A clean home is essential. Make sure your home is spotless, from the floors to the bathrooms. Clean up any clutter or personal items to make your home look more spacious.

## PETS

To ensure that potential buyers feel at ease during showings, it's a good idea to have your pets stay with a friend or family member, or take them for a walk during the showing. This will help create a welcoming environment and make it easier for buyers to focus on the features of your home.

# PREPARING YOUR HOME FOR SHOWINGS

## CHECKLIST

- Clean and declutter all rooms
- Vacuum carpets and mop hard floors
- Dust furniture and surfaces
- Make beds and fluff pillows
- Clean bathrooms and replace towels
- Make sure all light fixtures are working and replace any burnt-out bulbs
- Open curtains and blinds to let in natural light
- Set the thermostat to a comfortable temperature
- Remove any valuables or personal items
- Hide pet items and make arrangements for pets
- Put away any excess furniture or decor to create a more spacious feel
- Make sure the exterior of the house is clean and well-maintained





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# FINAL STEPS

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# REVIEW OFFERS

## OFFERS

Once potential buyers start showing interest in your home, you may start receiving offers. It's important to carefully review each offer and consider factors such as the buyer's financing, contingencies, and proposed closing date.

## NEGOTIATIONS

It's common for buyers to negotiate on price or other terms of the sale. Our real estate agent can help you navigate these negotiations and ensure that you're getting the best possible deal.

## LOOK FOR THE BEST OFFER, NOT JUST THE HIGHEST ONE

The highest offer always the most attractive at first glance, but compare all the terms of each offer carefully before signing. Sometimes a lower cash offer with fewer contingencies might make more sense than a higher financed offer with more contingencies..

# SIGN A CONTRACT

## UNDER CONTRACT

Being "under contract" means that you have accepted an offer from a buyer and have entered into a legally binding agreement to sell your property. During this time, the buyer completes inspections and secures financing. You're responsible for maintaining the property and resolving any issues. Once all contingencies are met, you move to the closing phase and transfer ownership to the buyer.





# FINALIZE DETAILS



- During this stage, which can last for several weeks, depending on your contract, the seller and buyer will work together to complete any remaining paperwork and ensure that all contingencies are met.
- This may include making the home available for buyer inspections and appraisal, and making necessary repairs found on inspection. This is also a good time to gather all the necessary paperwork for closing.
- It's important for both parties to communicate openly and work together to resolve any outstanding issues before moving on to the next step.

# 10

## CLOSING DAY

### CLOSING - THE FINAL STEP

- Once everything is in order, you'll meet at the title company to sign paperwork and transfer ownership of the property.
- The buyer or their lender will typically wire funds to the title company for the purchase price, and you'll receive payment for the sale at this time.





STEPHANIE FROST

# MY CUSTOMER REVIEWS

She is truly amazing at what she does. She always takes great care of her clients. Stephanie will always keep your best interest in mind. She is extremely knowledgeable and knows how to make it happen. I always felt confident with her in my corner. Stephanie is the only realtor I will ever use!

Megan Quinlan

Stephanie is a fantastic Realtor. She went above and beyond helping us sell my parents place. She is very responsive and has a great wealth of knowledge that helped throughout the process. If you need a Realtor don't hesitate to use Stephanie.

Joe Wallace

To put it mildly, real estate transactions can typically be challenging and confusing. However, this was not our recent experience with realtor Stephanie Frost. From her informative and professionally-produced YouTube videos to her post-closing words of thanks and congratulations, we found the entire relationship quite enjoyable. She was (is) engaging, personable, knowledgeable, thorough, always available, and very professional. Who could want anything more? Certainly not us!

We enthusiastically recommend that you engage Stephanie as your real estate professional the next time you sell and/or buy a home. You will not regret your decision.

Tim and Marty Hillen

"Twenty-five years in the real estate industry has taught me what to expect from a good agent. Stephanie is not only good, but she is truly remarkable. Knowledgeable, professional, patient, always available and quick to respond. When we needed guidance, she took her time, made sure she understood our needs and then gently and tactfully steered us in the right direction.

She went beyond the call of duty to ensure we had all the information needed to settle in our new community.

Her down-to-earth and funny personality also made it a true pleasure to work with her.

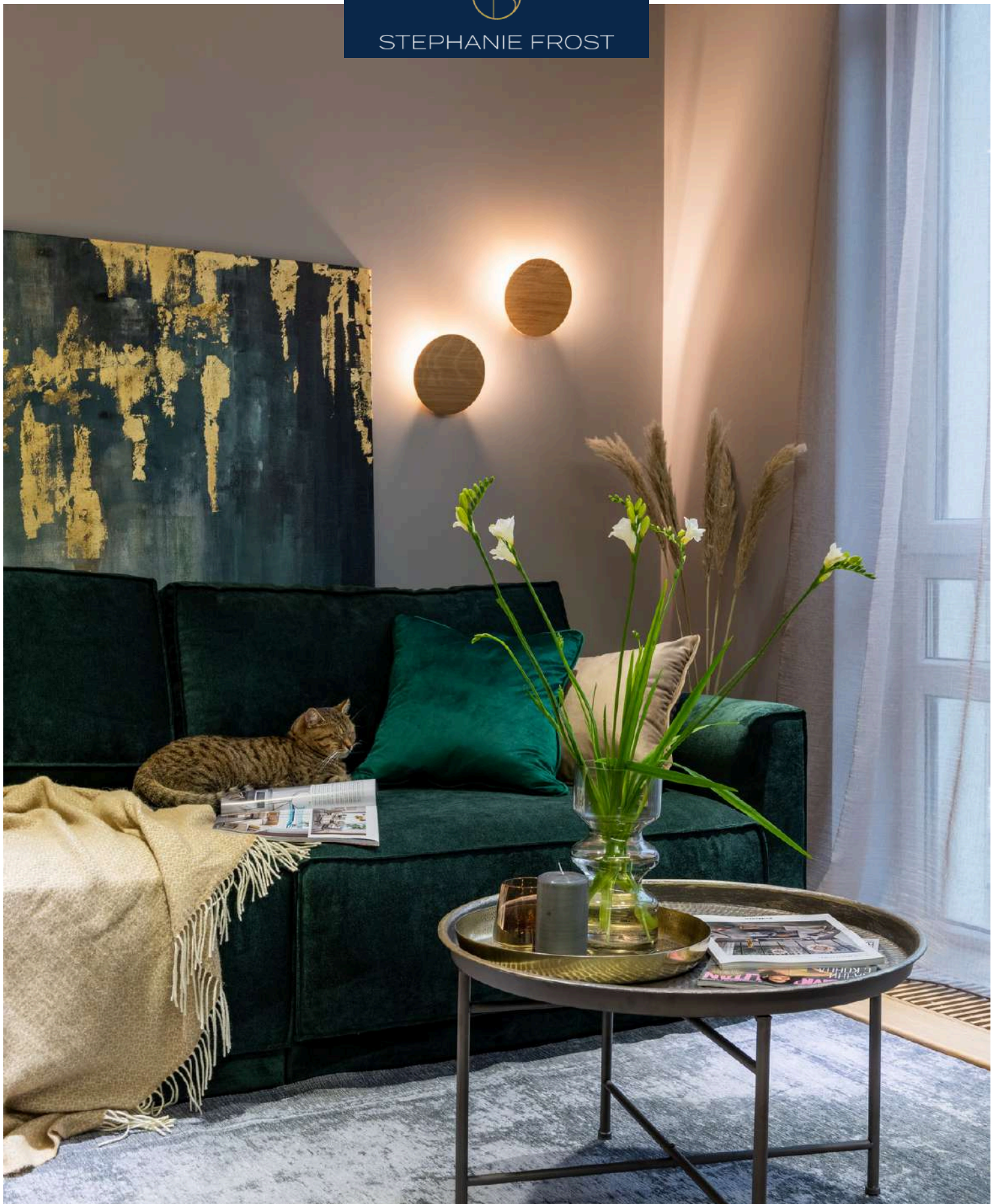
I would not only gladly work with her again, but I would also strongly recommend her to anyone I care for.

Julius Poitras





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