



prepared for:

**Mr. and Mrs. Seller**

compliments of:

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# A GUIDE TO SELLING YOUR HOME

Service Speed

Results

## *selling your home*

- It's all about you
- The home selling process
- Frequently asked questions
- What we do for you
- Marketing plan
- Maximizing your home's value
- Why Keller Williams Realty
- About us

## *pricing your home*

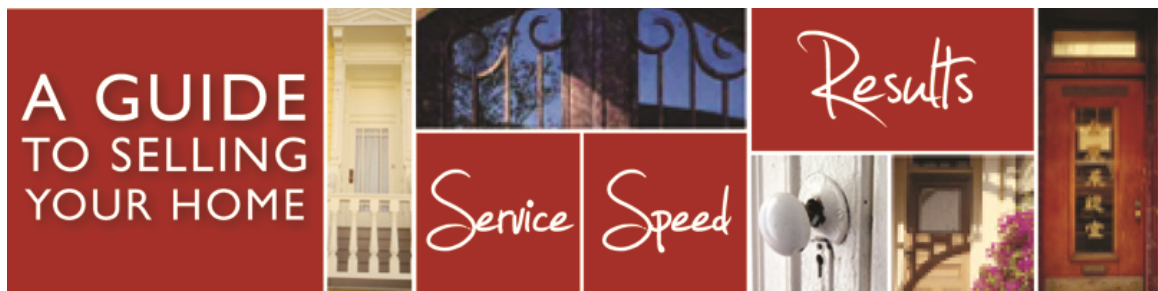
- What's ahead
- Your home
- Comparable homes in your area
- Map of comparable homes in your area
- Current listings in your area
- Recent sales in your area
- Pending sales in your area
- Expired listings in your area home value adjustments
- Adjustment notes
- Average selling price
- Average days on the market
- Attracting buyers
- The power of pricing
- Pricing a home competitively
- Pricing your home
- Preparing your home for sale
- Closing 101
- Moving checklist
- Above and beyond



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## ***it's all about you***

Our real estate business has been built around one guiding principle:

***It's all about you.***

***Your needs***

***Your dreams***

***Your concerns***

***Your questions***

***Your finances***

***Your time***

***Your life***

Our entire focus is on your complete satisfaction. In fact, we work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why most of our business comes from repeat customers and referrals.

Good service speaks for itself. We look forward to the opportunity to earn your business.

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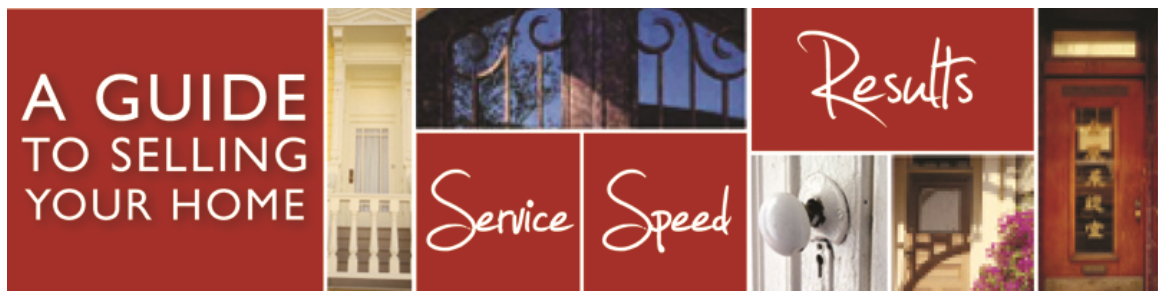
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## *the home selling process*

There are a lot of details to be handled when selling a home. It is our job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible.

This overview was designed to help you understand the various steps along the way.

### ***Preparing for Sale***

- Conduct comparative market analysis to establish a fair market value of your home
- Prepare and complete the listing agreement
- Discuss improvements to maximize your home's value
- Place a lock box on your property, if needed

### ***Marketing your Home***

- Enter listing information into the MLS
- Promote to all Listingbook clients
- Place a For Sale sign on your property
- Notify top local agents of this new listing
- Schedule your home for office tour
- Schedule your home for MLS tour
- Distribute Just Listed flyers to your neighborhood
- Post your home information on the Internet
- Schedule and hold open houses
- Notify all potential buyers with details of listing
- Arrange showings for other agents

### ***Communicating with You***

- Contact you regularly with feedback
- Prepare and deliver regular progress reports to you
- Discuss all marketing activities with you

### ***Coordinating the Sale***

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Prepare and finalize the closing



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***the home selling process*** continued . . .

**.....we need your help.....**

**Please provide the following for our meeting:**

- Mortgage, tax and insurance information.
- Inspections, surveys, permits if any.
- House plans if you have them.
- HOA and CDD information

**And of course any additional information you have to share.**

**Should you have the time please review and fill in the Sellers Disclosure, Agency Disclosure, and the other documents attached. We will review them together and address any concerns. Thank you.**

Attached you will find a FAR-BAR contract for you to study in preparation for incoming offers.

***Other Ways we Can Help***

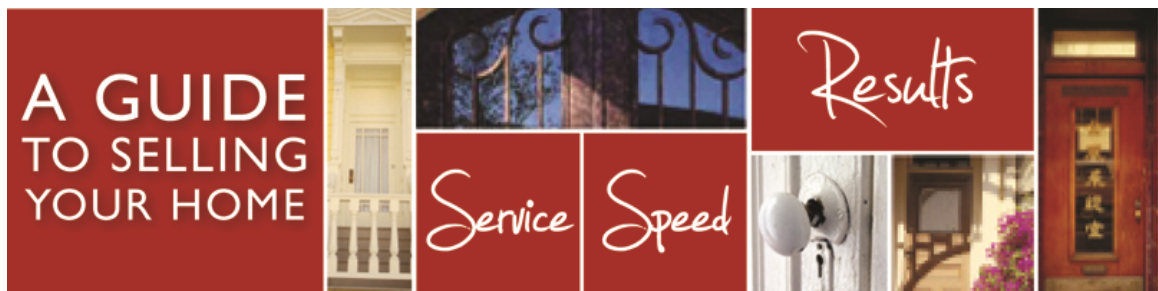
- Arrange for an agent to assist you in your relocation
- Recommend a moving company
- Provide you with a helpful moving checklist
- Recommend preferred companies for related services

We will work hard to make the sale of your home as smooth and stress-free as possible!



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## **frequently asked questions**

### ***Are there things we should do to our home to help ensure the maximum price?***

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. We can advise you about specific improvements that will increase your home's marketability and value.

### ***How often will you advertise our property?***

We don't just list homes; we market them. We will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. We will customize a marketing plan to reach the types of buyers most likely to purchase your home. We know how to maximize the power of the Internet for our clients, while also using traditional methods including ads, brochures, yard signs and direct mail.

### ***Will you be present at all showings?***

At open houses we, or a member of our team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

### ***What if another agent tells us they can get us more for the house?***

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. When you choose to work with us, we will conduct a comparative market analysis prior to recommending an asking price for your home. We will explain how we arrived at the price, but ultimately the decision is up to you. We will offer our professional opinion on how the market will value your home.

### ***Do we have any responsibilities during the marketing of our home?***

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. We will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

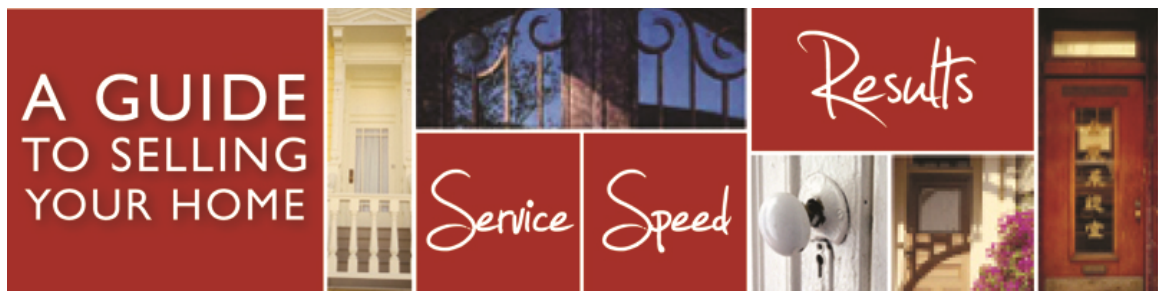
### ***What happens once we get an offer?***

We will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, we will guide you through the entire closing process and ensure everything proceeds smoothly. We use Closing Connections and Star Title, two teams specializing in the closing process, at no extra charge to you.



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## ***what we do for you***

All real estate agents will claim they can sell your house...

***We promise to sell your house at the maximum price, with minimum hassle.***

Selling a home successfully requires experience, time and resources.

### ***Experience***

From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

### ***Time***

Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. We will take care of it all for you.

### ***Resources***

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

***82% of home sales are the result of agent connections***

Source: National Association of REALTORS®

Selling your home can be a daunting task. We work hard so our clients can enjoy having their homes sold worry-free and profitably.

We would love the opportunity to earn your business.

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## ***Our marketing plan***

...is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer:

We will:

1. Price your home strategically to be competitive with the current market and current price trends.
2. Help you stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. Place *For Sale* signage, complete with property flyers that are accessible to drive-by prospects.
4. Distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home. Promotion through Listingbook.
5. Optimize your home's Internet presence by posting it on local MLS systems and adding multiple photographs and creative descriptions. We will also feed your listing to more than 200 Internet sites on the Web to maximize your homes exposure.
6. Create a virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
7. Create a home book, comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
8. Target our marketing to active real estate agents that specialize in selling homes in your neighborhood.
9. Include your home in our company/MLS tour to allow other agents to see your home first hand.
10. Create an Open House schedule to promote your home to prospective buyers.
11. Target our marketing to active buyers and investors in our database that are looking for homes in your price range and area.
12. Provide you with weekly updates detailing our marketing efforts, including comments from prospective buyers and agents that have visited your home.



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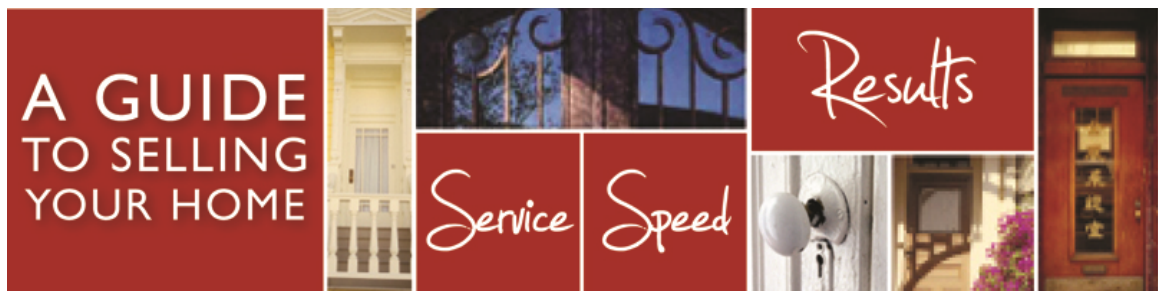


## Extended Marketing Reach

We will market your home 24/7 through the most popular search Websites on the Web.



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**Want maximum exposure? Want your home showcased?**

**Featured Listings makes sure your home gets noticed!**

With the Featured Listings targeted marketing service, we ensure your property receives an unprecedented level of exposure to real buyers searching in Listingbook for their dream home. In the most active online real estate site in the area, your home receives the special attention that makes it stand out from the rest. It's the little extra that makes the difference.

**Gain the competitive edge. Exposure is everything!**

Effective targeted marketing differentiates your property from your competition. Featured Listings allows us to provide you with the highest level of promotion available by targeting the right buyers and their agents. You receive attention grabbing top billing in buyers' customized daily updates. Online, the Featured Listing Gold Star icon clearly designates your home. Using targeted marketing, your property is brought to the attention of all buyers with matching criteria and their agents.

**No one will be able to overlook your home! Numbers provide answers!**

Increased exposure should result in more activity, more showings and inquiries...and ultimately the sale of your listed property. But if it doesn't, Listingbook helps you find out why! After the promotion, you will receive a comprehensive report which shows the promotion results, gives comparisons, and graphs the current competitive market. If needed, we can adjust our marketing strategy to **achieve your goals, selling your home at the best price in the shortest amount of time.**

**Featured Listings-The online marketing strategy that works!**

**Doesn't your home deserve to be featured and sold?**

**Go to [www.MyPersonalMLS.com](http://www.MyPersonalMLS.com) to get your own FREE Listingbook account.**

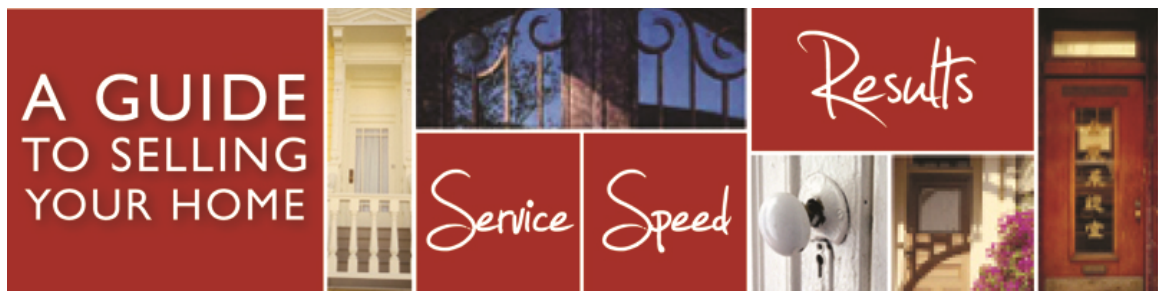
**Educated Sellers make better decisions.**

**If you are buying get a FREE HomeFinder to look for you.**



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## **why Keller Williams Realty**

There is a reason more and more agents are making the change to Keller Williams Realty. Here's why it matters to you:

### **Knowledge**

Powerful curriculum through Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

### **Speed**

Leading-edge technology solutions accelerate our efficiency and productivity.

### **Teamwork**

Contrary to other real estate companies, Keller Williams Realty was designed to reward agents for working together – to serve clients better.

### **Reliability**

Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customers needs first.

### **Success**

Keller Williams Realty is the fastest growing real estate company in North America. We are currently the third largest in the country.

When you offer a superior level of service, the word spreads fast.

As part of the Keller Williams Realty team, we look forward to providing you with a phenomenal real estate experience!

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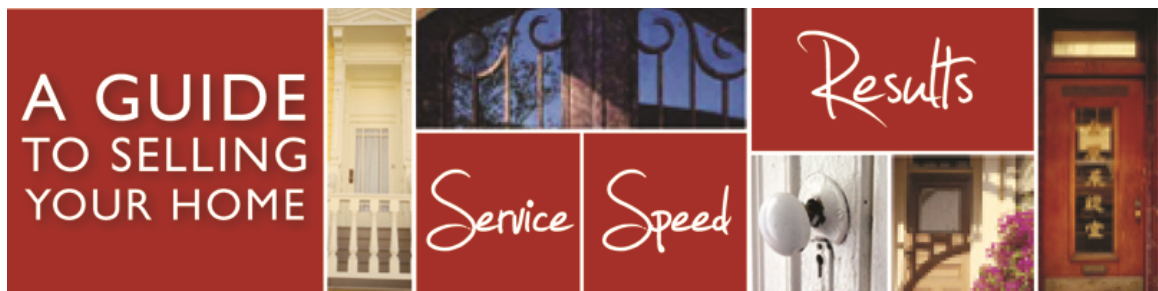
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## **about Team Bordin**

### ***How are we different from other real estate agents?***

Prior Proper Planning Prevents Poor Performance. PPPPPP.

### ***Experience***

We have 35 years of combined real estate experience.

Claes has been involved in Real Estate since 1980. He started on the investment side, both commercial and residential. In 1985 he became a Licensed Realtor in his home country-Sweden. In 1990 Claes moved to Brussels, Belgium where he worked with investments and also marketing and sales for a Real Estate company. In 1998 Claes became a Floridian and soon a Realtor. He is a constructional Engineer, has a degree in Marketing, has taken numerous University courses in Merchant Law, Contract Law and Taxation. Claes holds a Florida State Real Estate Broker license.

Sarah has a background in the hospitality business and became a Florida Realtor in 1999. Sarah was a Buyers Consultant on the Gary and Nikki Team and also spent 5 years selling new construction townhomes, villas and single family homes for an award winning builder in the Tampa market.

### ***Technology***

We use state of the art computers and iPhones with MLS, Layar/IMAPP, KW Homes, Public records and other information at our fingertips. We can always be in contact with our clients via phone, email, fax, texting and smoke signals. Claes holds the ePro designation.

### ***Expertise***

We have lived in Westchase for over 10 years and have done business in most of the surrounding communities.

### ***Communication***

Our Main number automatically rings our cell-phones. Voicemail is checked frequently. E mails and faxes can be accessed wherever we are in the world.

### ***Clients and supporters for Life***

Our goal is to live up to promises and exceed expectations.

### ***Our Commitment to You***

To use the highest integrity in all situations and to always apply "The Golden Rule".



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## **Sarah and Claes' Personal Mission Statement**

Our focus in life is to live in such a way that our parents and our family would be proud. Never will our intent be to hurt or harm anyone. Always will our desire be to help, comfort and please our fellow man.

Our integrity will always be our staple in this industry. After an experience with Team Bordin, our clients will realize that their best interest and well being truly came first.

They will also know that no stone was left unturned in our attempt to accomplish all of their real estate objectives. Even if we disagree they will know that our recommendations are our sincere professional solution to their real estate problems.

Ultimately our clients will appreciate that our main goal is to make them so happy about their real estate experience that they become our ambassadors of goodwill and are compelled to refer Team Bordin whenever anyone mentions real estate.

Sarah and Claes Bordin  
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