



PREPARING FOR A SUCCESSFUL HOME SALE



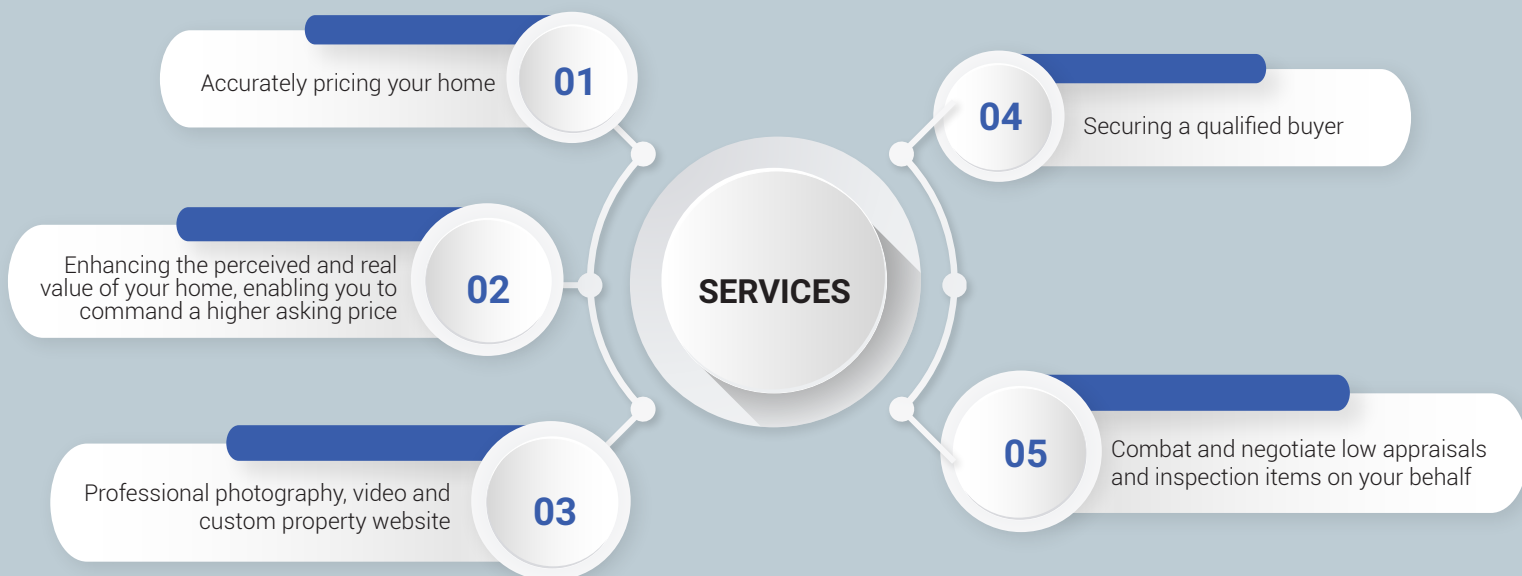
Southwest Florida REGroup Inc.
SERVING SWFL FAMILIES SINCE 1999





WELCOME!

I realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present my proven approach and the results I've achieved for my clients. As your agent, there are several services you can expect us to provide, including:



Regardless of the price of your home, when you hire me as your Realtor, both you and your home will be prepared for a successful sale

Warm Regards,
SWFL REGroup

ABOUT US

Specialties: Buyer's Agent, Listing Agent, Relocation, Foreclosure

A few highlights we are particularly proud of:

- » We serve home buyers and sellers in all of Southwest Florida and the surrounding areas
- » We have earned a high-quality reputation as a dedicated real estate team with a proven track record of success and award-winning business practices
- » Combined experience of 35 years (2 team leaders) in the industry
- » Involved in over 2,000 real estate transactions
- » Awarded top producer team for 7 consecutive years
- » We consistently remain in the top 1% of sales in the Southwest Florida market
- » Contracted to buy homes on a large scale, on behalf of a well known publicly traded investment firm, Acquisitions Analyst
- » 100's of satisfied clients with the reviews and relationships to back it up www.swflregroupreviews.com
- » We are a FULL TIME real estate team with 60+ agents incentivized to find a buyer for YOUR house
- » Let our local expertise work for you - we know the neighborhoods, schools, market conditions, zoning regulations and local economy
- » We keep you up-to-date with new listings and conditions as they impact the market

We don't measure our success through awards received or achievements, but through the satisfaction of our clients. Whether you are looking to buy or sell your home, we will provide sound and trustworthy advice to help you achieve your real estate goals.

OUR TRACK RECORD OF SUCCESS

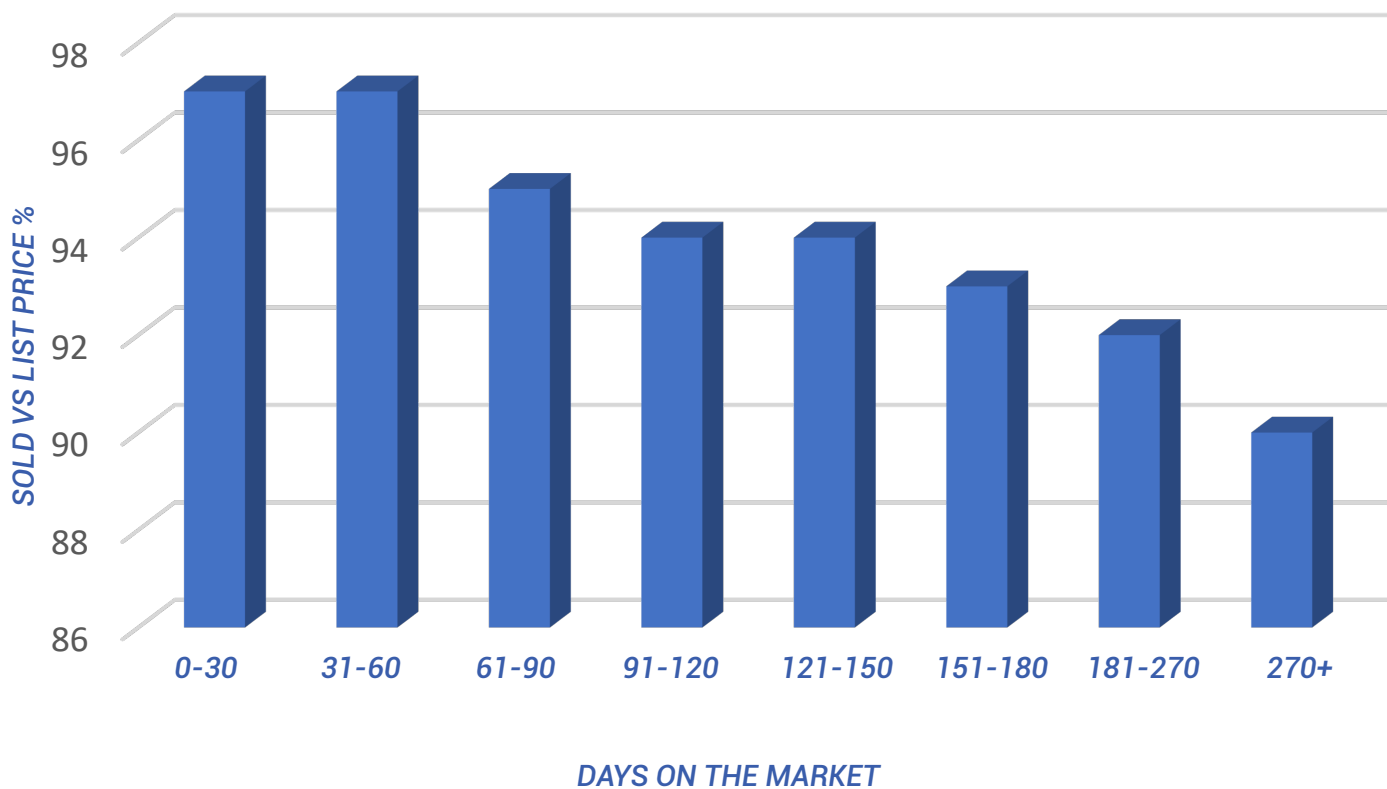
OUR CLIENT'S HOMES SELL 35% FASTER THAN THE COMPETITION





WHY YOU SHOULD LIST AGGRESSIVELY TO GET A BETTER OFFER EARLIER

DATA REPRESENTS PAST 5 YEARS OF SALES DATA



HOW HOMES SELL

UNDERSTANDING HOW BUYERS EVALUATE HOMES

The marketing I will do to promote your home has only one purpose - to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, the job of marketing is over. Your home must now compete with other homes in two areas.

- 1) **FEATURES.** If your home has more features that appeal to buyers or your home is priced lower than comparable homes, your home will stand out as the better value. Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.
- 2) **PRICE.** To be effective, your home should stand out as one of the top 2-3 best values in your immediate market place.





PRICE

**ALLOW ME TO PRICE YOUR
HOME ACCURATELY**

FACTORS THAT INFLUENCE MARKET VALUE

- * Supply and demand
- * Economic conditions
- * Asking and selling prices of competing homes
- * Your home's conditions
- * Buyer's perception of your home

FACTORS WITH LITTLE OR NO INFLUENCE ON MARKET VALUE

- * The price the seller paid for the house
- * The sellers expected net proceeds
- * The amount spent on improvements

Pricing your home accurately is the most effective way to ensure a successful sale. Allow me to repeat that, pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price.

Please keep in mind, the agent doesn't set the price, the seller doesn't set the price, the market will set the price or value, for your home.

CONDITION



PREPARING YOUR HOME FOR A SUCCESSFUL SALE



Maritz Research poll, 63% of buyers responded that they would pay more for a house that is move-in ready.

With the typical agent, you only discover potential deal-killing repairs after you are already under contract when the buyer hires a home inspector to scrutinize every aspect of your home.

When you list and close your home with me, I'll pay for a pre-listing inspection by one of SWFL's most experienced and respected inspection firms.

- Discovering and repairing problems early in the marketing process places you in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home, not what they would have to repair.
- Additionally, your house will stand out from the competition as a better value and command a higher price.
- I will also recommend trustworthy, professional contractors to address any repairs that are needed. The extent that these repairs are made will directly affect your listing price. You have the ability to command a higher asking price, and substantiate it, when your home is in top condition.



MARKETING

MARKETING YOUR HOME FOR A SUCCESSFUL SALE

Your home is now priced accurately and looks great.
Let's show it off!

The marketing of your home will reflect an established history of how buyers search for, and purchase homes.

- 95% of buyers use the internet during their home search.
- 85% of all home sales in SWFL are co-brokered. This means there is a listing agent who represents you, (the seller) and another agent who represents the buyer of your home. As a result, marketing to Realtors is our most productive activity.
- The most effective way to get the attention of productive agents and buyers is through accurate pricing, internet marketing, email marketing and GREAT photography.



MARKETING

PROFESSIONAL PHOTOGRAPHY

When your home is ready, I will pay to have your home photographed by a nationally recognized photographer.

With 95% of buyers using the internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it personally. Getting and holding their attention online with professional photography is one way to increase the probability of an in-person showing.

"Buyers perceive homes with professional photography to be worth, on average 12% more than the actual price."

-The Wall Street Journal



MARKETING

INTERNET MARKETING

I will syndicate your home to 500 of the world's leading real estate websites for unmatched exposure.

Here are just a few of the sites where your home will be found.




MARKETING

INTERNET MARKETING

Your home will be featured on our swflregroup.com website where it can be seen by thousands of daily visitors.

Additionally, all open houses are promoted on our website increasing the exposure of your home. We also run paid targeted ads for your open houses.



The image shows a workspace with a laptop, a smartphone, and a pair of glasses. The laptop screen displays Google Analytics data, including a line graph for 'Conversions' and a table for 'Pages / Session'. The smartphone is a white iPhone with a black screen. The glasses are black-rimmed and resting on the desk.

Page / Session	Avg. Session Duration	Conversions
59.98%	1.59	00:01:17
1.14%		
1%		

Goal Conversion Rate	Goal Completions	Goal Value
21.81%	436	
20.61%		
27.50%		
25.00%		
4.07%		

The screenshot of the swflregroup.com website shows a property listing for 9427 La Bianco St, Estero, FL 33967. The price is \$319,000, and it is marked as a 'SHORT SALE'. The property features 3 bedrooms, 2 bathrooms, and 2,416 sqft. The listing includes a photo of the house and a 'Go See It' button.

MARKETING

SOCIAL MEDIA MARKETING

Your home will also be marketed on Facebook, the world's leading social media site. The average American spends 1.5 hours a day on Facebook.

I will market your home using several proven approaches, including highly targeted ads, video, photos and more.

Facebook represents an opportunity to reach tens of thousands of local SWFL residents on a site where they already spend a lot of time. We also do this with Youtube, Vaze and Google.



This is a Real Estate Communication



JUST LISTED!



28398 TASCA DR BONITA SPRINGS, FL 34135
List Price: \$539,000
MLS # 219002227

Must See - Spanish Wells Pool Home!

Area BN09 In addition to Western, lake, and incredible golf course views, this custom home is located in the low fee gated community of Spanish Wells, just minutes from the beach! The interior boasts 2,225 sqft under air, tray ceilings, tile on the diagonal, plantation shutters, and SS appliances. Click on the property link below for more details!



[Map this Property](#)

[Link to property website](#)



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MARKETING

E-MAIL MARKETING

From the day we go live, and every Monday thereafter your home's professionally designed E-Flyer will be emailed to all of nearly 10,000 local agents; from Sarasota to Marco Island. This flyer will give them instant access to your listing's specific property website, as well as the MLS number and address so it's very easy to find. As we said before, marketing to Realtors is imperative!



MARKETING

A MARKET WITHIN MARKET

Your home will not only be marketed through universal channels such as the internet, print advertising, the Multiple Listing Service and signage, I will also market internally to our highly collaborative MVP Realty sales force of more than 1,100 agents, each with their own connections that form a rich source of prospects, buyers and referrals.

This “market within a market” results in the most efficient transaction environment in SWFL real estate. In fact, one out of every six transactions in the SWFL area involves an MVP Agent.

Furthermore, MVP Realty is #2 out of 2,000 brokerages in terms of transaction value. We have accomplished this in just a few short years.

MARKETING PLAN IN SUMMARY

- Professional Photographer.
- Professional Videographer.
- Professional Drone Aerial photographer to highlight your lot.
- Property website dedicated to your home.
- Syndicate your home into every Real Estate website known to man.



Create and launch an E-flyer highlighting your home and home's website. This E-flyer will be sent out to all of nearly 10,000 agents from Charlotte county to Marco island, from the day we go live and every Monday there after until the home is sold.

Rank your property specific website #1 on Google whenever anyone searches keywords such as "Bonita Springs pool home for sale", "Hunters Ridge real estate" "Bonita springs Villa for sale" or any other relative terms that match your property's features and location. Do we still do this?

Get your professional video optimized and into Youtube. Youtube is the #2 search engine in the world.

Promote your property website to qualified buyers using Facebook Targeted ads (The avg American spends 1+ hours a day on FB). Your ads will appear in front of only those with an acceptable income, have an interest in purchasing real estate in the SWFL area and we will exclude the younger crowd, (usually 30 years old +). We can get very specific with the demographics.

Blanket the neighborhood with just listed postcards/ flyers. Many owners have friends up north looking to move south. Never mind! lol.

MEGA open houses. Balloons, Flyers, Food, Giveaways, and targeted Ads to make the most out of the 5 hours to promote your home. (If you decide)





"The advantage of hiring a team is fairly simple to convey. Our team works together and is incentivized to close our listings. A typical brokerage is full of competing brokers and agents."

- Owner Alex Greenwood

01

Top 1% of sales in the nation

02

The most reviewed agents in SWFL

03

Every year SWFL RE Group sells 500+ homes a year!

WHAT ELSE YOU CAN EXPECT FROM ME

In addition to the services we've covered, you can expect me to provide the following:

04

Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale

01

Attentive one-on-one service. The responsibility of managing the sale of your home is only handled by a department of agents that deal with LISTINGS only

03

Assistance negotiating offers and preparing contracts

02

Regular communications regarding every aspect of my efforts, results of those efforts as well as any changes in the market, including new listings, price changes of competing homes, sales and how we should reposition your property to remain competitive



Tabular Stats Report 2021

(100)	Beds	Baths	Approx Living Area	List Price	Prc/Sq Ft	Sold Price	SP/LP	SP/OLP	DOM	CDOM
Min	2	1	672	\$116,900	\$80.91	\$100,000	84.10%	71.48%		22
Max	4	5	4,751	\$1,799,000	\$772.33	\$1,899,000	108.48%	108.48%	330	673
Avg	3	2	1,784	\$427,946	\$231.79	\$424,241	98.94%	98.00%	37	92
Median	3	2	1,700	\$332,400	\$208.41	\$330,000	99.42%	99.42%	7	62

Criteria: 100 Listings have been selected.

Tabular Stats Report 2022

(100)	Beds	Baths	Approx Living Area	List Price	Prc/Sq Ft	Sold Price	SP/LP	SP/OLP	DOM	CDOM
Min	2	2	1,247	\$179,000	\$143.43	\$179,000	87.50%	87.50%	1	22
Max	4	4	2,600	\$1,200,000	\$516.70	\$1,160,000	115.31%	115.31%	37	87
Avg	3	2	1,779	\$523,985	\$296.85	\$538,134	103.43%	103.21%	7	47
Median	3	2	1,691	\$439,900	\$272.22	\$435,000	103.00%	103.00%	4	47

Criteria: 100 Listings have been selected

TESTIMONIALS



“SWFLREGROUP was brought in after our first agent wasted 6 months of our lives. Alex's style was completely new school. Even listing, you tube, Facebook, NY Times, Horse Properties.net, etc... The first agent thought she was doing a good job because she brought balloons for the open house sign. Alex had a signed contract for us on day 60. I gave Alex a target price, and he did all negotiations, getting exactly the price. That took much pressure off of my shoulders. I wish we hired him 6 months earlier!”

“Alex and his team SWFLREGROUP are great people to work with. They are knowledgeable and attentive and very personable. The Greenwood team handled many details of the prep for sale among other things requiring access to our condo that would have been significantly inconvenient for us as out of town landlords. The marketing plan and digital modernization of transactions was bar none the best ever. I highly recommend this group if you are in need for buying or selling.”

“Certain aspects in our real estate transactions were challenging, but Alex was always able to suggest solutions. He is professional and willing to do what ever is required to obtain a positive outcome. His agency's marketing strategies are on point, so be sure to compare before making an agent selection. I've learned through this experience just how many people there are working on these transactions and for an agent to be involved to the degree they are, is quite intense and I imagine exhausting. When selecting an agent, you need to feel confident that you've made the right choice and that all will be handled successfully and with Alex, we could not be more satisfied.”

“Hands down the best real estate company we ever had. From the very beginning presentation in our home, to the beautiful professionally done aerial video, to all the correct major publications Alex had our home in, to his overall professionalism and responsiveness back to us, his team is number one by a long shot. No other realtor came close to the amount of showings we had, and along with his expertise in knowing how to close and handle contracts, this team is incredible. They know how to listen carefully to what you want and not what they want for you which is extremely important in being successful which they are. Teresa could not have been more professional and punctual in understanding our needs through the whole selling process. 5 star rating to this team for sure! We would not use another realtor ever in Florida. Alex went above and beyond for us which is why this team is so successful. We simply can't say enough to thank this team. Great job to everybody with continued success going forward.”

“My home had been on the market for about a year with no offers and little interest. I was very discouraged. Then, I listed my home with Jennifer and her team. She immediately had an open house for me the first and second week of the listing and generated great interest. I received an offer after only two weeks with her help and just closed. Jennifer is an awesome realtor and I would recommend her to anyone who wants to sell their home. She is very knowledgeable, energetic and enthusiastic, loves interacting with people, stays in touch often with all activity concerning your home and is always available to answer any questions. She is affiliated with an awesome team and will get the job done for you!”

“Scott and Alex came highly recommended to us by a friend. Our friend was the seller just as we were, and he was able to sell her home very quickly. He stayed in contact with us throughout the process and our home sold within weeks too. We would highly recommend him. And it doesn't hurt that he's a great guy too!”

Sincerely, Nancy and Fred Guilmette

TESTIMONIALS



“ Alex and I worked well as a team together. He listened to my needs and formulated a strategy to meet my goals in both price and time frame. His marketing is top notch including using a drone for ariel views of the property which he listed and sold. He was there every step along the way to answer any questions and checked in with me at least once a week. I was made to feel that I was an important client at all times and never forgotten about. Alex is a true professional and I would highly recommend retaining his services when a real estate need arises. He will work hard for you to earn your trust and respect. ”

“Working with Alex and his associates was a pleasure. Communication with them was excellent. I was kept fully aware of every detail in the sale of my home. The way he marketed my home was amazing! The proof of his expertise is that my home had multiple offers and sold in less than two weeks.”

“Alex, and his team has performed in a very professional manner at all times. His recommendations were SPOT ON, he has a thorough understanding of how the market will respond to the situation. He gave us directions on how to stage our house for showing and it sold in SEVEN DAYS!! He is very much a family man and it shows in his ability to balance family life with work.”

“ Update....We have now utilized Scott and Alex's services for the 2nd time. Previously he helped us buy a home. This time he facilitated the sale of our previous home. They were extremely professional and an invaluable resource through the entire process. We could not have done it without him, nor would the sale of our home been as successful and stress free. Our home sold in record time.....We were under contract within 5 DAYS of listing!!! Way to go Scott and Alex, you know how to get it done and you do your profession proud. ”

“ We could not be happier with the service Alex provided us. Selling a home can be one of the most stressful events in life but it was smooth sailing thanks to him. I could not believe how quickly everything occurred. He went out of his way to find a buyer for our house. The buyer submitted an offer that we weren't happy with and Alex negotiated and got us the numbers we wanted. That's the biggest point I can stress about Alex. He always went the extra mile for us. Anytime there was a hiccup he took care of it immediately and always gave us the peace of mind that we were in good hands. He does his homework and really knows what he's doing. We highly recommend Alex if you're in the market for a phenomenal realtor! ”

“Beyond impressed. This was our first home sale and Alex made the process very easy and simple to understand. He handled all negotiations and contracts with professionalism. Help every step of the way with issues and concerns from me and the new homebuyer. I couldn't offer anyone better for the job.”

“Alex and Teresa Ferguson the Executive Assistant went above and beyond the call of duty. As out of town sellers it was really important for us having a team that was on top of communication. Would highly recommend them!”

“ Alex and his team are great people to work with. They are knowledgeable and attentive and very personable. The Greenwood team handled many details of the prep for sale among other things requiring access to our condo that would have been significantly inconvenient for us as out of town landlords. The marketing plan and digital modernization of transactions was bar none the best ever. I highly recommend this group if you are in need for buying or selling. ”

TESTIMONIALS



“We have had a great experience with this company. Each associate we have spoken with has been friendly, understanding, and willing to put in the time. They provide details about each community and take the lead from the customer.”

“We had our property listed with another company and was not getting results or enough communication. A former client of Alex Greenwood referred him to us. We had excellent communication and we felt our property was now out there in the market. Within 6 weeks it was sold. That is excellent results!”

“We interviewed a few realtors when we decided to put our home up for sale. We knew that we needed a realtor that would understand our needs and had extensive knowledge of the community where the house was located. Alex Greenwood and Scott Riddle came to our home and showed us how they would market the home for top exposure. They did this and more. The house sold quickly and they stayed involved throughout the closing process. We came out of this experience appreciative of their efforts and we have already recommended their services to neighbors that were interested in selling their home. Anyone that has a need for their services will not be disappointed.”

“The entire process with Alex was fantastic. He and his entire team are extremely responsive, prompt, knowledgeable, and professional. One of the most valuable aspects of the manner in which Alex conducts business is the way he follows up on every single lead and every single showing multiple times until he either gets an offer or an “I’m still looking” response. He doesn’t let any lead or showing go unaddressed. I was impressed that he had an answer to just about every question I had about a showing before I could even ask it. The other invaluable attribute of Alex’s is his knowledge and understanding of the way in which different loans work, and his ability to problem solve to negotiate a closing price that is fair to both the buyer and the seller. Hire Alex, and trust him; he won’t let you down. You’ll be impressed with Team Greenwood.”

“Selecting a great realtor can seem like an illusive trick. Alex is different from most realtors I’ve worked with before. From the beginning he is warm, engaging and sincere. And has already done his homework regarding your desired outcome. He is driven, detail oriented and in my opinion..a marketing rock star. You will feel as if you are his only client and you are always kept informed on even very small issues. Alex listed our home on a Wednesday at 2:45 and we had our first showing that evening and had another 10 showings the next 4 days. By day 4, we had accepted a full price offer for our home. Alex is ALL about the results. He was all over the closing the same way he handled the sale....like a real estate assassin. STOP looking at pretenders ,he is the real deal and an all around greatguy.”

“We were referred to Scott from a family member. We received exceptional service! Scott was a pleasure to work with through out our year long + home purchase process. Since we live out of state, it can be very nerve wracking to home shop in an area you only have vacationed at previously. He is extremely knowledgeable of the Ft Myers and surrounding areas. He gave us much needed guidance in what areas to search to make sure we found exactly what we were looking for. While looking at many properties, we never felt rushed. Scott was great to work with and we would highly recommend his services.”



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Port Charlotte, FL 33948

Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions. I look forward to meeting with you and helping you achieve a successful sale.

