

2019

A GUIDE TO SELLING TO YOUR HOUSE



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KELLER WILLIAMS REALTOR





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For more information visit apassafaro.kw.com



WHY CHOOSE ME

I have lived in the Jacksonville area for roughly ten years, and have a wealth of community and regional knowledge. With a background in sales and marketing, I will utilize the latest digital media marketing solutions, market research, and business strategies to foster mutually advantageous deals, and a positive selling / buying experience.

My team and I offer unparalleled customer service through our prompt communication, ethics and integrity, and the utmost care / concern for our customers! Just like Keller Williams, we go above and beyond for everyone we work with.

WHY CHOOSE KELLER WILLIAMS

Above all else, Keller Williams Realty embraces a cultural of serving and giving through one simple focus: God, family, business. We wholeheartedly carry these values into our everyday practice!

Keller Williams Realty focuses on customer service through agent empowerment: Forbes ranked KW the happiest place to work in 2018, and Training Magazine ranked KW the #1 training organization in 2017. As the fastest growing brokerage in real estate, KW offers a superior technology platform that allows my team and I to market your property, using the latest advancements in the industry!

YOU'LL HAVE THE SUPPORT OF MY AMAZING TEAM

Lee Ford
Managing Broker



Karole Hart
Transaction Coordinator



PROFESSIONAL PHOTOS



**93% OF ALL HOME-BUYERS
START THEIR SEARCH ON THE
INTERNET, AND 89% FOUND
PHOTOS VERY USEFUL**

Your house needs to show in its absolute best light, and it should be photographed and edited with digital media in mind...professional photos are a must!

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS' "REAL ESTATE IN A DIGITAL AGE 2017 REPORT"

A GUIDE TO PREPPING FOR PHOTOS



1. DEPERSONALIZE
2. NEUTRALIZE
3. DECLUTTER

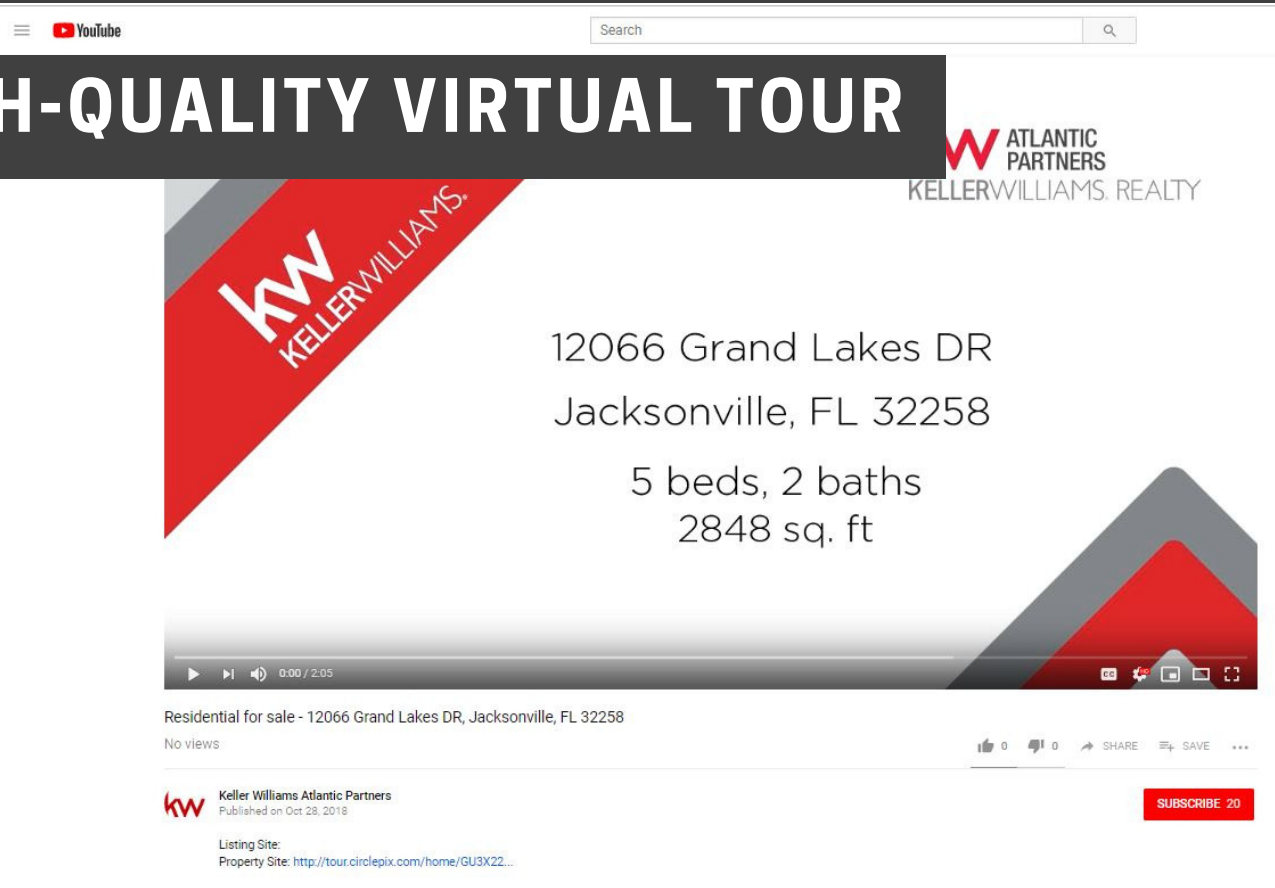
INTERIOR

- ❑ LIGHT IT UP – Maximize the light in your home by cleaning windows, trimming hedges, taking down heavy drapery, increasing wattage in light bulbs (make sure it is the same type of bulb throughout the house)...make your home bright and cheery!
- ❑ HALF-EMPTY CLOSETS – Storage is a huge selling point in real estate! Take half of your belongs out of your closets, and neatly organize what is left.
- ❑ CONCEAL THE CRITTERS – Not everybody is a dog or cat person...
- ❑ HIDE ANY VISIBLE CORDS
- ❑ REMOVE ANY SEASONAL OR HOLIDAY DÉCOR
- ❑ REMOVE MAGNETS AND DECORATIONS FROM THE REFRIGERATOR
- ❑ PUT TOILET SEATS DOWN
- ❑ HIDE PERSONAL TOILETRIES – toothbrushes, prescription medication, shampoo bottles
- ❑ THROW USED TOWELS/CLOTHES IN HAMPER
- ❑ MAKE BEDS
- ❑ CONSIDER PUTTING OUT VASES WITH FRESH FLOWERS AND PLACE SETTINGS
- ❑ GET YOUR HOUSE SPARKLING CLEAN!

EXTERIOR

- ❑ PARK CARS IN STREET AWAY FROM THE HOME
- ❑ PICK UP ANY YARD TOYS / GAMES / DECORATIONS
- ❑ DISPENSE OF DEAD PLANTS
- ❑ SWEEP WALKWAYS
- ❑ HIDE TRASH CANS
- ❑ TRIM BUSHES
- ❑ MOW LAWN
- ❑ CONSIDER ADDING BRIGHT FLOWERS FOR SPLASHES OF COLOR





50% OF ALL BUYERS USING THE INTERNET FOUND VIRTUAL TOURS VERY USEFUL

As a service to my customers, I provide a high-quality virtual tour to draw more potential buyers to your listing. This virtual tour will be featured on Youtube, Social Media, and all major online search sites.

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS' "REAL ESTATE IN A
DIGITAL AGE 2017 REPORT"

🔑 Price: \$329,900

Property Details

📍 12066 Grand Lakes Dr.

PRICE IMPROVEMENT with an additional \$2,000 flooring allowance! This 5 bed, 2 bath, 1st lots in the neighborhood, neighborhood is located in one of the best picklers and other beautiful beaches. The interior features a formal living and dining room, while the kitchen overlooks a large family room with a wood-burning fireplace. The split-bedroom floor

EXCLUSIVE LISTING WEBSITE

Mortgage Calculator

Find out your monthly payments for this listing



Mortgage Calculator



How Much Can I Borrow?



How Much Can I Afford?

Schools

Select a school from the list below to view its contact information and statistics.

Type of school

BARTRAM SPRINGS ELEMENTARY (Grades: PK - 5)

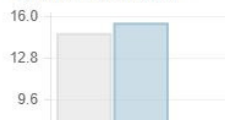
DUVAL CHARTER SCHOOL AT FLAGLER CENTER (Grades: KG - 8)

GREENLAND PINES ELEMENTARY SCHOOL (Grades: PK - 5)

Information

Institution Name:
BARTRAM SPRINGS ELEMENTARY
Phone: (904)260-5860
Type: Regular school
NCES District ID: 1200480

Student/Teacher Ratio



Mailing Address:
14799 Bartram Springs Pkwy Jacksonville, FL 32258
District: Duval County:
County:
NCES School ID: 120048007606

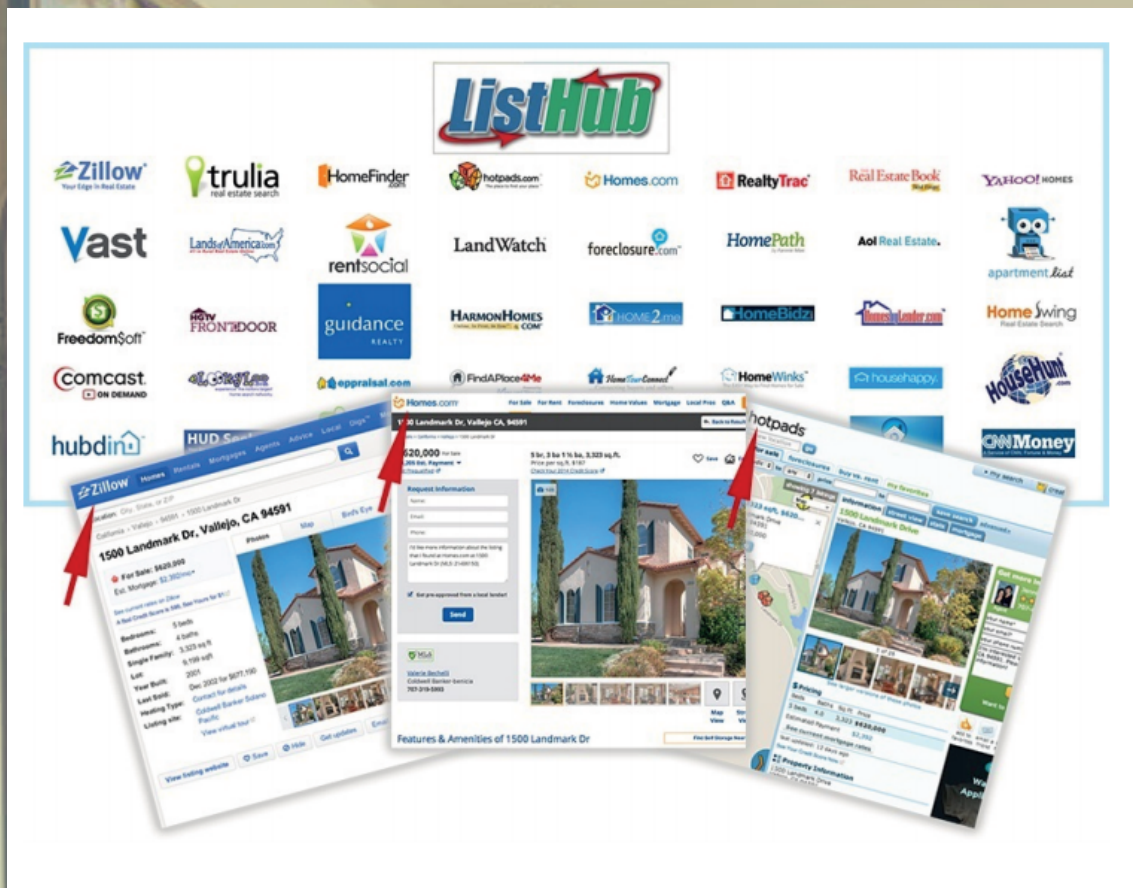
Characteristics

Locale : City: Large (11)
Charter : no

99% OF MILLENNIALS SEARCH ONLINE WEBSITES, ALONG WITH 89% OF OLDER BOOMERS

I will create a custom website tailored exclusively for your listing. It will include ALL property information, a mortgage calculator, school zone information, local weather, your neighborhoods walkability score, and printable brochures!

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS' "REAL ESTATE IN A DIGITAL AGE 2017 REPORT"



Keller Williams Listing System (KWLS)
uses ListHub...a comprehensive real estate
syndication that disperses your listing to the 3
major online search sites (Zillow, Realtor.com,
and Trulia) in addition to over 500 lesser
known websites!

Our web presence is unparalleled!



With 58% of all buyers finding their home on mobile devices, social media marketing is a necessary marketing tool in real estate. An agent with a strong digital media background is key!

Your listing's virtual tour, website, photos, and events will all be featured on Facebook and Instagram. We will also run boosted content and ads to a targeted audience!



ADDITIONAL MARKETING

We will strategically schedule and market **open houses** to promote your property to potential buyers. Marketing for open house events includes boosted Facebook and Instagram posts, custom flyers, door knocking, neighborhood signage, and website posts. Knowing the most opportune time to schedule an open house is only half the battle!

We will create **custom brochures** for your listing!

If the property does not move within the first 60 days, I will schedule a **realtor event** to get focused and accurate feedback from a host of local professionals.

With KW's focus on technology, even your **listing sign will be interactive!** We provide a textable number with all signage that will allow potential buyers to easily / conveniently obtain 24-7 property information and details!