FROM LISTED TO



A HOME SELLER'S GUIDE



Call: 855-PennTon PennTonGroup.com



MEET THE Team



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PENNY Perry PA

LICENSED REAL ESTATE EXPERT



With over 18 years of real estate experience, Penny is known as an industry veteran whose market knowledge has earned her a reputation for results and client loyalty. She raises the bar with her consistent sales of over \$6 million annually.

She is one of the leading real estate market experts in Trinity, FL and the surrounding areas, having been one of the top two highest volume producing agents in her office for the last three years.

Her main focus is on customer service and excellence in all aspects of any real estate transaction. Penny is dedicated to the training and support of her team members and makes herself available to them 24/7 - after all, they are her family.



KATIE GRIMES Gonzalez

LICENSED REAL ESTATE EXPERT



With a passion for real estate, Katie prides herself on giving her clients superior service. Katie specializes in Luxury Homes, Waterfront Homes, Residential Resale and New Construction.

Katie has lived in the Tampa Bay area since 1999 and is well-versed in the ever-changing Florida real estate market. She is a member of the National Board of Realtors. Prior to obtaining her real estate license, Katie was employed in corporate marketing and sales operations for many years. She will use this experience to market your properties and negotiate with your best interest in mind.

Whether you are a looking to sell, or purchase your dream home, Katie will invest her time, energy and valuable resources to help you reach your real estate goal. She is extremely committed to the needs of her clients, and will be there for you every step of the way.

Katie likes to relax by spending time with her daughter, who is pursuing a theater career, cooking, training for area triathlons, and reading. She is a die-hard Camp Gladiator member and enjoys watching college football.



TONY Salamone

LICENSED REALTOR® / TEAM MANAGER



Tony has been a Real Estate professional for over 20 years. He has an extensive background in investing and house flipping, which makes him a truly valuable asset with investors.

His role as support for the team aids in ensuring all of our clients have the best experience possible during a usually stressful time. He is very detail oriented as he is a retired Registered Nurse with amazing critical thinking skills.

PROVEN Success



Homes SOLD by the PennTon Group

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SELLER'S ROAD MAP

INSPECTION

The buyer will usually perform a physical inspection of the home. Your agent will explain all of the options regarding the inspection.

CLOSING

This is the transfer of fund and ownership. Depending to when the buyer moves into thi home you will need to b packed up and ready to move

STRATEGIC PRICING

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.

MEET WITH AN EXPERT

There's no commitment required on your part for an initial meeting. It will be educational and help you identify your next steps.



FINAL DETAILS

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

UNDER CONTRACT

At this point, you and the buyer have agreed to all the terms of the offer and both parties have signed the agreements.

CONGRATULATIONS

YOU HAVE SUCCESSFULLY SOLD YOUR HOME

SET A PRICE

Your agent will provide a market analysis, which will help you set an asking price.

PREPARE YOUR HOME

View your home through eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.

OFFERS AND NEGOTIATION

if everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer



LIST IT FOR SALE

View your home through eyes of the buyer and ask yourself what you'd expect Your agent will offer some useful suggestions.



CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter based on its merits,

SHOWINGS

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.



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LET'S DISCUSS YOUR Objectives

Let's Talk About Your Big Reasons For Wanting To Sell Your Home

I want to downsize
I'm looking for a bigger place
New Job/ I'm being transferred
It's time for a lifestyle change
I want a home in a good school district
My family is growing
I'm looking for more features / functionality
I feel like I made a mistake buying this property
Other

OUR MAIN Objectives

1

TO ASSIST YOU IN GETTING AS MANY QUALIFIED BUYERS AS POSSIBLE INTO YOUR HOME UNTIL IT'S SOLD.

2

TO COMMUNICATE
WITH YOU WEEKLY
TO DISCUSS
THE PROVEN
SUCCESS OF OUR
STRATEGIES.

3

TO ASSIST YOU IN NEGOTIATING THE HIGHEST DOLLAR VALUE BETWEEN YOU AND THE BUYER.



IT'S ALL ABOUT Relationships

FINDING AN AGENT THAT IS THE RIGHT FIT FOR YOU. ASK THESE QUESTIONS TO MAKE SURE YOU FOUND YOUR MATCH:

Do you work as a full-time agent?

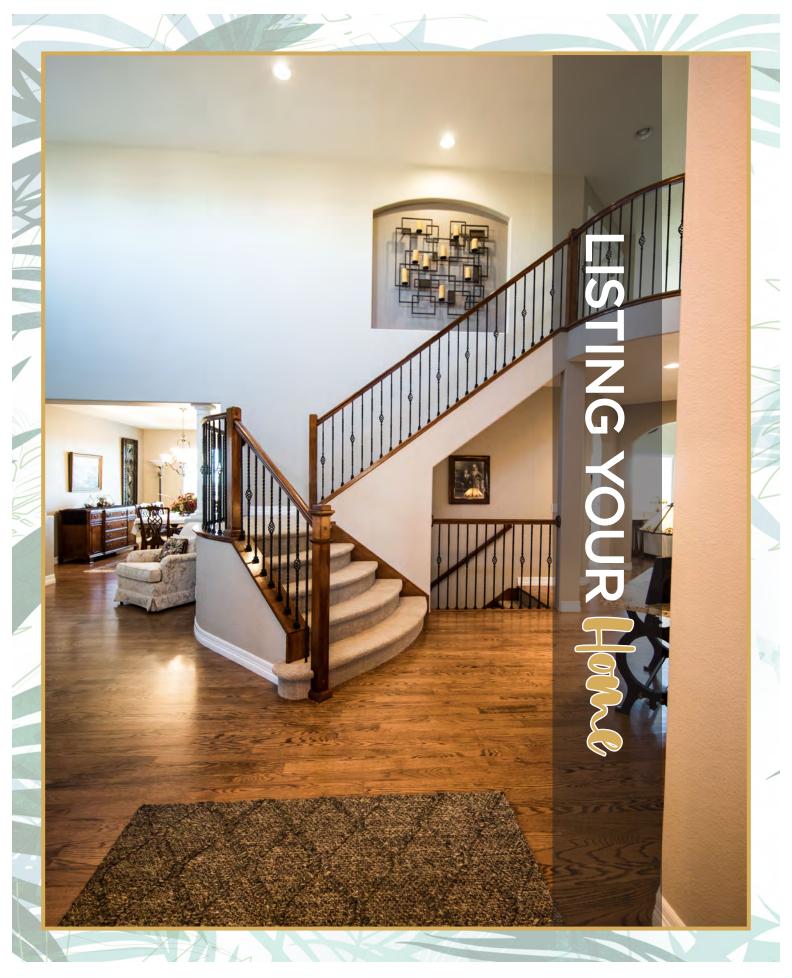
Like most professionals, experience is no guarantee of skill. That said, much of real estate is learned on the job.

How long have you been in the business?

Generally the more experience an agent has, the more they are tapped into the local market.

What's the typical price range of homes you sell?

Most agents work across multiple price points, but you don't want an agent who has never sold a home in your range.



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PRICING

- Using our competitive market analysis tool and experience, we will suggest your home's best price.
- We sell homes HIGHER than the market average because we list at the correct price from the start.
- As local agents, we know what pricing works in the area and what will not.

HOW THE HOME SHOWS

- Is is important to have your home ready for market on day one. We will help you make sure your home is ready for showings and online by:
 - Completing repairs that need to be done
 - Decluttering & removing personal items
 - Making sure the home is clean and smells fresh
 - Cleaning carpets
 - Neutralizing spaces and walls

MARKETING

As Tampa Bay residents for over 20 years with over a decade of experience in this market, we have a track record to help you sell your home faster and for more money than the competition.

PROSPECTING daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

MARKETING using ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition. This starts as soon as you sign with us.

COMMUNICATING with you through each step of the process. We diligently share feedback from showings, follow up with agents after viewing the home, and call you weekly to discuss the progress from the previous week. You will also receive a weekly seller's update every Monday through the transaction.

Additional Advantage of Listing with the Us

ENHANCED ONLINE EXPOSURE

We have a digital marketing strategy which provides maxium exposure for your home to be seen online. This includes Google Ads, Facebook Advertising, Instagram Promotions among other touch points. We have a system in place to make sure that your home is seen by all the buyers who are looking for a home in your market.

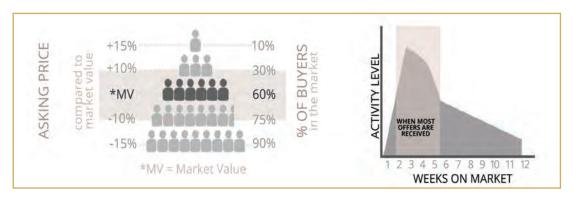
PROFESSIONAL PHOTOGRAPHY PROVIDED

When looking for properties online, buyers are mainly interested in property photos, detailed information on the property, virtual tours of the home and neighborhood information. We hire professional real estate photographers to set up and photograph your home, capturing its best features and making it attract buyers.



BEST TIME TO SELL - Ideally, the best time to sell a home is in the spring through summer. However, there are many other factors that come into play, such as the local market, tax incentives, and how ready you are to sell. We will help you lay out a plan for the selling of your home.

PRICING STRATEGY - Using a target market analysis in your area, we will price your home correctly the first time so that it will sell quickly. If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few week. If a home is overpriced, it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL PHOTOGRAPHY - In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and for top dollar.

AGENT MARKETING - We are part of several large networks online and offline, locally and globally. We will reach out to these networks to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as approximately 91% of residential sales involve real estate agents.

ADVERTISING & MARKETING - As a former marketing professional, we have developed a strategic launch process that will give you the best marketing and advertising available in the real estate industry today. Our expertise is in getting you the most exposure for your home, which will lead to a successful sale.



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95%

OF HOME BUYERS DECIDE IF THEY LIKE YOUR HOME BEFORE THEY EVEN WALK THROUGH THE DOORS

We will work with our exclusive photography specialists to ensure your home is captured in its best light. Photos will be taken once the home is staged, cleaned and set up for the perfect photo. We will provide our own experts to work with you on prepping your home for its photoshoot.





BEFORE THE Photoshoot

- ☐ Have a cleaning crew come to your property, or thoroughly clean the day prior to your scheduled photoshoot.
- Make sure all counter tops are clear. Remove any unattached appliances (toasters, blenders, coffee makers, etc.) Clean counters are more appealing to buyers.
- ☐ Put away any toys, clothes, video games, cords, etc.
- □ Declutter all rooms, less is more when it comes to photographing your home for sale. If possible, put extra items in closets, (no photos will be taken of closets, unless it's a walk-in closet in a bedroom). Items between furniture or in corners should be put away.
- □ Pay extra attention to bathrooms. Put away bathroom items in drawers or closets, including shampoo bottles, soap, makeup, combs, razors, etc.
- Review all personal items on walls. It's hard for buyers to see a home as their own if there are too many family photos in the house. Take down any potentially controversial pieces as well. This includes religious, political or risque wall hangings.
- ☐ Put away all personal items. This includes jewelry, money, bills, wallets, prescription drugs, etc.



NETWORKING - We will position your home in front of our local, national and global networks of agents who will have buyers for your home.

SIGNAGE - A sign will be placed in your yard and open house signs will be used prior to an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE - Not only will your home be featured in the local MLS, it will also be featured on the major third party real estate sites, and syndicated to literally hundreds of other listings. Your home will also be featured on our company website and across social media.

EMAIL MARKETING - An email will be sent to our current buyer database of thousands of buyers searching for properties on our website and past clients who may know someone looking to buy a home like yours. In addition, a new listing email alert will go out to our agent network of thousands of agents in the area.

PROPERTY FLYERS - Highly informative and creative property flyers will be displayed inside your home. These are for potential buyers to take with them to remember the key items and unique features of your home.

LOCK BOX - We use highly secure lockboxes which allow a buyer's agent to show your home once they have made a confirmed appointment. To obtain access to this system the agents have to obtain background checks. This allows your home to remain secure while having the most amount of showing possible to reach your goal of selling.

SHOWINGS - When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is requested. After a showing, we get feedback from the buyer's agent. If no feedback is left, we will follow up with the showing agent.

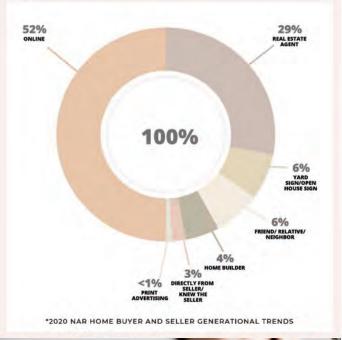
OPEN HOUSES - After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

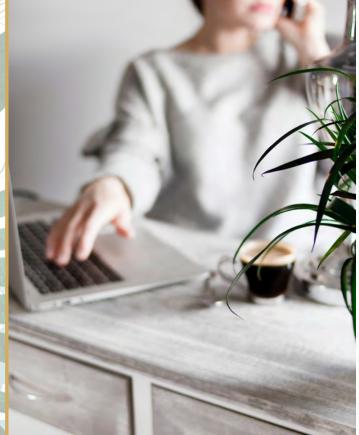
SOCIAL MEDIA MARKETING - We practice regular social media marketing on today's top social sites which includes, but not limited to: Facebook, Instagram, LinkedIn, YouTube, Twitter and Pinterest.



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WHERE DO BUYERS find their home





WHERE WILL YOUR home be seen

We will feature your home on the top home search sites, on social media, and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

Your property will be seen on:



Ytrulia

realtor.com[®]

facebook

twitter









Showings

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods. Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans every morning to avoid odors and so the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.





TRY NOT TO BE PRESENT DURING SHOWING. BUYERS ARE MORE COMFORABLE WITHOUT THE SELLERS PRESENT.

- □ Remove / secure pets clean, hide or remove litter boxes / cages.
- ☐ Keep lights on all day. We don't want agents struggling to find lights. The property should be well lit in anticipation of showings.
- ☐ Put away any toys, clothes, video games, cords, etc.
- □ Clean and declutter entrance to doorway. First impressions are key.
- ☐ Set all windows, blinds, shades, and drapes to the desired level.
- ☐ Turn on air conditioning / heat to comfortable level.
- ☐ Turn off noisy appliances dishwasher, washer / dryer.
- ☐ Unlock or remove child door lock / gates.
- ☐ Kitchen remove any / all items from countertops.
- Bedroom clean, organize and make bed. Straighten closets as much as you can.
- Bathrooms put toilet set down. Clean mirrors, close shower door / curtain.
- ☐ Review all rooms to make sure all are tidy and things are put away.



Price is just one of the many considerations when deciding which offer is best for your home. Here are some of the other factors that matter:

CONTINGENCIES - The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER - A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL - Assures home sellers that the buyer can get the loan they need.

LOAN TYPE - A convential loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they may require certain repairs and approvals.

CLOSING TIMELINE - You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

REPAIR REQUESTS - If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE - Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors - then it probably won't be the better offer.



After an offer is submitted...

We Can:

- ACCEPT THE OFFER
- **DECLINE THE OFFER** If the offer isn't close enough to your expectations and there is not need to further negotiate.
- **COUNTER OFFER** A counter offer is when you offer different terms to the buyer.

The Buyer Can Then:

- Accept the counter offer
- Decline the counter offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away. For a successful negotiation, disclose everything, ask questions, and be prepared to meet halfway on costs.

OFFER IS ACCEPTED

You will sign the purchase agreement andyou are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

Home

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

WHAT IS THE INSPECTION TIME-FRAME?

- Typically 10-14 days after signing the contract.
- Negotiations for repairs usually happen within 5 days of the inspection.

WHAT ARE THE COSTS?

 No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

WHAT ARE THE POSSIBLE OUTCOMES?

Inspections and potential repairs are usually one of the top reasons a sale does not close. Common problems include: foundation, electrical, plumbing, pests, structural, mold and radon. You can agree to make the repairs, or give the buyer a credit at closing for the cost of repairs.

AFTER AN INSPECTION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENOGOTIATE

BUYER CAN CANCEL CONTRACT



If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel the contract and re-list
- Consider an alternative all cash offer



It normally costs 7-8% of the selling price to sell your home. This includes escrow fees, transfer taxes and commissions. Please see below fo the breakdown of out-of-pocket and / or variable costs to prepare for.

HOA DOCUMENT FEES (\$150 - \$950)

If your home is part of a Homeowners Association, title will be ordering the HOA documents on your behalf to provide to the buyer. This often requires an upfront fee, which is determined by each individual HOA Board. You will need to be prepared to provide a check or credit card to title so they are able to order the documents in a timely manner.

These HOA documents often take 72 hours to 10 days to receive once ordered, so it is important to provide your payment information right away as these documents are part of your disclosures to the buyer.

REPAIR FEES

Almost every transaction has a request for repairs. Repairs requested from a buyer can range from \$500 to \$5,000 or more, depending on what is requested. We will guid you through this process as it is a negotiation. With that said, there will be some safety items that may pop up that you waill want to complete to show good faith to your buyer. We can provide you with a list of reasonable vendors who can complete the necessary repairs for you.

Closing THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The title officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

TRANSFER FUNDS The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third party service providers
- Real estate brokers for payment of commission
- Sellers, if there are any proceeds from the sale of the home

YOUR COSTS

Sellers commonly pay for:

- Mortgage balance & penalties, if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate brokers, for payment of commission
- Title insurance policy
- Home warranty

TRANSFER DOCUMENTS The transfer of documents may include:

- The deed to the house
- Cerfificate of Title, Bill of Sale, and other real estate related documents
- Signed closing instructions and / or settlement statement (ALTA)
- Receipts (if needed) for completed repairs per sales contract

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House Keys
- Garage door openers
- Mailbox and any other spare keys

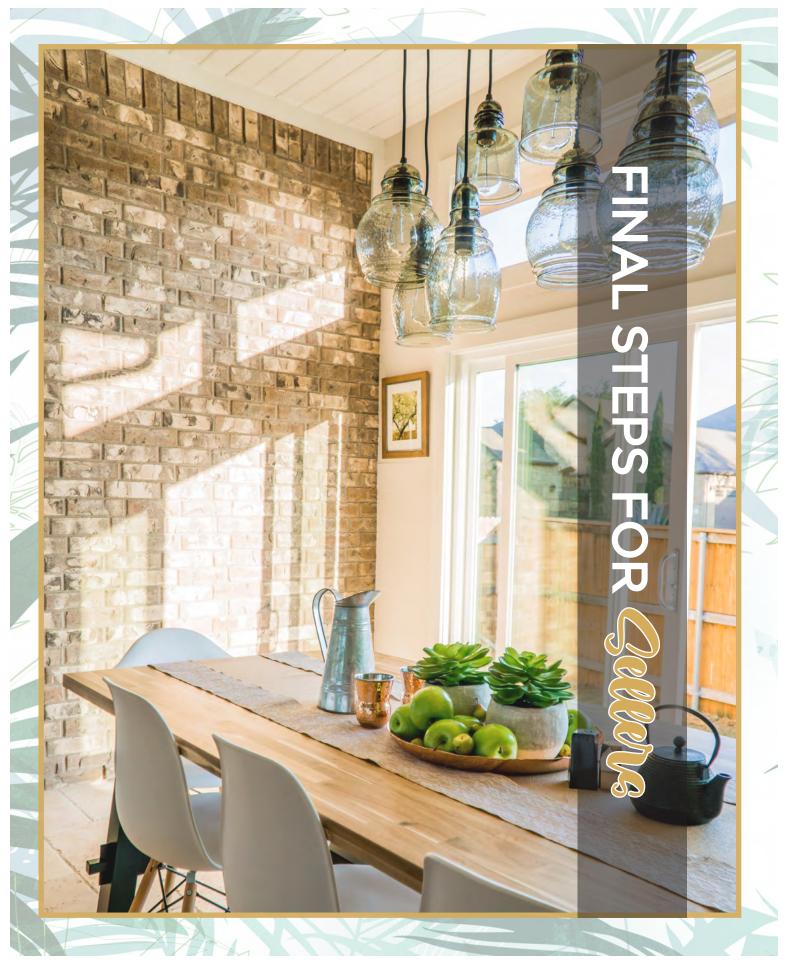
TRANSFER PROPERTY The transfer of property may include:

- Recording of the signed deed (completed by third party) at county courthouse
- Post closing agreement, if seller will need to rent back for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



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PENNY'S Testimonials

"Penny is the best realtor she was so patient and helpful the entire process! She responds to every message and phone call promptly. She is knowledgeable and great at negotiating. She treats her clients, whether buying a home or selling a home, like family. She is the reason we are in our dream home!"

"Penny has helped me sell and purchase four times in two years. She always goes above and beyond her duties. She has become a good friend that I can always depend on. She knows her business and will work her heart out for you."

"Penny went ABOVE and beyond our expectations! She found us the perfect home! As a first time homebuyer, I had a lot of questions but she never made me feel like they were stupid questions. And her negotiation skills...can I give her 10 stars instead of just 5? She was amazing!! It was such a smooth process all because of her!"

KATIE'S Testimonials

"Katie was most helpful AND patient as we explored the Land O Lakes, Wesley Chapel and Zephyrhills areas. Being new to Florida from Arizona, this was not an easy task and Katie made it as painless as humanly possible. Thank you Katie for all of your help!!"

"We are so happy with Katie!! She is very knowledgeable, organized and responsive during our home buying process. She listened to our concerns and her recommendations were on spot. Katie was present at every appointment that pertained to the buying and closing of the house and answered many of our questions. We will not hesitate to use Katie for our next purchase or refer her to friends and family."

"Katie was awesome to work with when my husband and I were looking for a home in the Pinnellas county area. She is tenacious and very motivated to help her clients not just find a home but the right one. She is incredibly organized with excellent communication skills and is always sure to follow-up. I enjoyed working with Katie and sincerely recommend her to handle your selling or buying needs."

"I began working with Katie as my father and I were kind of starting to look around. From the first contact Katie was friendly and responsive. She stuck by our side as we put in offer after offer in the crazy housing market we found ourselves in. She was always there when we needed her for questions, advice, to see a home, etc. She would even go check out places for me while I was working and video call. Needless to say we were very happy working with/getting to know her. Thank you Katie for all of your help navigating through this process and for sticking by our side!"

We are Committed to helping our Click, their families and the Communities we live in and serve.

We are a Cocal Team of specialized real estate experies whose value is reflected in our proven Vestiles. You are NOT just another sale to us, you are a Client for life.

We are dedicated to delivering the best service in the real estate industry, and providing a sequences transaction to ensure a successful sale.

WE LOOK FORWARD TO THE OPPORTUNITY TO SERVE ALL YOUR REAL ESTATE NEEDS.

