

Home Seller Guide



CENTURY 21.
Carioti



**SIMPLIFYING THE
REAL ESTATE EXPERIENCE**

Rebekah Daniels

407.738.9106
bekah@homeswithbekah.com

The Market Has Changed

Gone are the days of simply putting a For Sale sign in front of a home, uploading a few photos on the Multiple Listing Service and expecting your home to sell over the weekend. Newspapers and magazines are no longer the go-to way to advertise. Smart phones and the internet have changed the way society interacts with the world and with each other while altering our expectations of products and services.

Today's Consumer

Websites like Zillow®, Trulia® and Redfin® make searching for a home easier than ever before, putting the power into the prospective home buyer's hands rather than leaving it up to their real estate agent.

Marketing Matters

That's why it is so imperative that your house immediately grabs the attention of consumers when they're scrolling through their mobile device.

I work diligently to capture the attention of homebuyers by leveraging the latest digital media and mobile technology. I will provide a marketing plan that is sure to deliver the results you're looking for.



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DANIELS**
REALTOR®

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The Difference of a Relentless Agent



There are many moving parts involved when selling a house. While this guide is intended to be an accessible resource for you as you begin the process, keep in mind that there are many intricate details that are best handled by a real estate professional. That's where I come in.



My name is **Rebekah Daniels** and I am a professional real estate agent with Century 21 Carioti. I have helped buyers and sellers throughout Orlando, Florida and surrounding areas find the homes of their dreams or sell fast and for top dollar. Backed by the brand power and global network of Century 21, I have a proven track record of providing my clients with extraordinary experiences that are tailored to their specific needs. I will defy mediocrity by offering stellar communication and expert negotiation skills as your advocate throughout the process.

If you have any questions about the content of this guide or would like to learn more, don't hesitate to get in touch with me at any time.

Serving Orlando, Florida
and surrounding areas

Smarter Pricing



One of the most important elements in selling your house is pricing it intelligently. The truth is, if a home is priced too low, you miss out on potential profit. If a home is priced too high, qualified buyers will look elsewhere. That's why listings that are priced at fair market value gain considerably more interest than if they were listed above market value. Even more buyers are brought in when a home is priced below market value.

✓ **We Will Conduct a Comparative Market Analysis**

✓ **Have More Leverage During Negotiations**

✓ **Generate More Interest from Prospective Buyers**

✓ **Potentially Sell Higher than List Price**

Pricing Competitively Can Pay Dividends

Smarter pricing generates more interest which can potentially lead to receiving multiple offers. This grants you more leverage when negotiating and could potentially help you sell higher than your original list price.



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Professional Presentation



Did you know that 89% of homebuyers who searched for a home on the internet found photos to be among the most useful features of real estate websites? After all, first impressions are everything. That's why I focus on presenting your home in the best light possible through a customized marketing plan that will help your house stand out online and outshine other listings currently on the market.

*2017 National Association of REALTORS® Profile of Home Buyers & Sellers

✓ **Professional Photography**

✓ **Garner Attention Online**

✓ **Highlight Unique Details**

✓ **Attract More Visitors**

No "One-Size Fits All" Approach to Marketing

Various factors come into play that determine the effectiveness of our marketing efforts, such as current market conditions and the time of the year that your home is listed for sale. I will walk you through these factors as well as what you can do to increase the desirability of your home and determine what improvements can make the biggest difference.



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Video Marketing



Creating, posting, and sharing videos online has become an integral part of our culture. It's also an absolute game-changer when selling real estate. That is why I go above and beyond to make sure your home stands out from all others by utilizing creative storytelling techniques to connect with prospective buyers on a deeper level than they would with a simple slideshow of images.

✓ **Connect with Consumers**

✓ **Offer a Full Walkthrough**

✓ **Enhance Marketability**

✓ **Outshine the Competition**

The Power of Digital Marketing

Having a video without a structured distribution plan is virtually worthless. I will get your video in front of thousands of potential buyers within 48 to 72 hours before your home hits the market. Thanks to these proactive marketing tactics, my clients tend to sell their homes quickly and for top dollar.



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Global Promotion



With 90% of consumers starting their home buying journey online, I utilize a number of search engine marketing, search engine optimization, display advertising and social media advertising tactics to connect with qualified homebuyers. In fact, your listing will be automatically distributed to over 500 real estate aggregator sites such as realtor.com®, Zillow®, Trulia®, Homes.com® and the list goes on and on.

✓ **Strategic Online Promotion**

✓ **Reach Thousands**

✓ **Target Qualified Buyers**

✓ **Drive Engagement**

Industry Leading Marketing Tools

One of the many benefits of working with a CENTURY 21 agent like myself is that I have access to a robust marketing suite that helps us manage and follow-up with potential buyers who express interest in your listing. Our proprietary program will also generate comprehensive reports containing recent activity and useful data which you can review on a regular basis.



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Hosting Open Houses



Imagine having a line of potential buyers waiting outside all hoping to be amongst the first to walk in and visit your property. The next step in our marketing strategy involves converting our digital leads into physical in-person appointments. My strategic marketing will generate demand for your listing as well as foot traffic to our scheduled Open House where visitors will have the opportunity to walk through and imagine themselves living in it themselves.

✓ **Targeted Online Promotion
via Social Media Marketing**

✓ **Strategic Placement of Directional
Signage Throughout Community**

✓ **Traditional Promotion of
Flyers in Neighboring Area**

✓ **Efficient Follow-Up System for
All Attendees**

Showing Your Home

In addition to making your home stand out online, I will show you how to make potential buyers feel at home as soon as they walk in. A good cleaning, decluttering, and de-personalizing can go a long way.



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Let's Get Started

I am available for you 24 hours a day, 7 days a week. In other words, you'll never have to worry about trying to get hold of me. I pride myself on updating you before you even have to ask via your preferred method of communication, including text, phone call, email, instant message or in-person.

Learn more about the value I provide my clients by contacting me directly. I look forward to helping you achieve your real estate goals!



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DEFY

MEDIOCRITY



DELIVER

EXTRAORDINARY
