

# Tallahassee Sellers Guide

**Getting you the highest price  
for your home  
in the right amount of time  
with the least inconvenience to you!**

*John Stebmeyer is a 60 day  
guaranteed sale specialist.  
Call anytime!*



**(850) 942-SOLD**

**FREE MLS Search and Home Values  
at [www.proplayersrealty.com](http://www.proplayersrealty.com)**



## The Tallahassee Home Sellers Checklist

**Note to Agent:**

The Pre-Listing Folder should contain the following documents. The italicized documents can be found below. Review the documents carefully and customize/alter them where necessary.

Complete	Pre-Listing Folder Items / Actions	Notes
<input type="checkbox"/>	Packet Folder to store all documents	
<input type="checkbox"/>	<i>Sample Property Flyer for Sellers' Home</i>	
<input type="checkbox"/>	<i>Cover Page</i>	
<input type="checkbox"/>	<i>Pre-listing Cover Letter</i>	
<input type="checkbox"/>	<i>10+ Customer Service Commitment</i>	
<input type="checkbox"/>	<i>So Many Decisions</i>	
<input type="checkbox"/>	<i>Why You Need an Agent</i>	
<input type="checkbox"/>	<i>Seven Real Estate Truths</i>	
<input type="checkbox"/>	<i>Ten Steps to Selling Your Home</i>	
<input type="checkbox"/>	<i>10 Point Marketing Plan</i>	
<input type="checkbox"/>	<i>About Pro Players</i>	
<input type="checkbox"/>	<i>About Me</i>	
<input type="checkbox"/>	<i>Glossary</i>	
<input type="checkbox"/>	Necessary Disclosures	

# MLS # \_\_\_\_\_ TALLAHASSEE PROPERTY ADDRESS

## DESCRIPTION:

**EXAMPLE:** Leander School District — 1,708 square feet (approximately) plus a sunroom/office addition — one story — built in 1994 — brick on three sides — two-car attached garage with wood paneled walls and painted floor — 3 bedrooms — 2 bathrooms — 2 living areas — lovely interior — beautifully landscaped (xeroscaped), including a fig tree, plum tree and four Crepe Myrtles in back — 10 x 10' metal shed on a concrete slab, in back — everything is in excellent condition — this is just a lovely home! (See the floor plan on the back.)

## FEATURES:

### EXAMPLE:

- Four cable outlets, security system, wired for sound
- High coffered ceilings in most rooms — looks very spacious
- Kitchen has recessed lighting, two breakfast bars, pantry closet, upgraded cabinets, very bright skylight
- Living rooms have Palladium windows, French doors to the sunroom/office, large windows, brick fireplace with a lovely mantel
- Sunroom/Office has a wall of windows, air conditioning, access to the backyard, custom shades, jacks for two telephone lines
- Master bathroom has two sinks, large shower, dual shower heads, alcoves and skylight

**Bring all offers!**

Phone # 850-942-SOLD ✦ Phone # 850-545-HOME  
john@proplayersrealty.com ✦ www.proplayersrealty.com

.....Vcncj cuagg"J qo g'Ugngt u'I wlf g

*Prepared For*

***My Clients***

*By*

*John Stehmeyer*

## Tallahassee Home Sellers Guide

I look forward to speaking with you about the future sale of your home. I am confident you will feel that the programs I outline for you will provide you with the greatest possibility of selling your home for the *highest price* in the *shortest period of time* with the *least amount of hassles*.

I have enclosed a number of useful documents about the home-selling process and the benefits I can offer you. I look forward to speaking with you, getting your home sold, and helping you, your friends, and your family with all of your real estate goals.

Sincerely,

John D Stehmeyer

Pro Players Realty  
Tallahassee, FL

## **Tallahassee Home Sellers Guide**

### **My 10+ Customer Service Commitment**

**As the Tallahassee REALTOR® you have chosen to exclusively represent you in the purchase of your new home, I promise that I will:**

1. Provide you with 10+ Customer Service during the entire selling process including, taking the time to understand your wants, needs and expectations, returning your calls and emails the same day and being honest with you at all times.
2. Help you obtain the highest possible price for your house in the shortest amount of time.
3. Advise you on pricing and assist you with staging your home.
4. Implement the 10 Point Marketing Plan to market your house through as many channels as possible.
5. Coordinate the home showing process.
6. Present all offers in person and advise you on the terms and contingencies.
7. Negotiate offers on your behalf.
8. Schedule and coordinate completion of contingencies and inspections.
9. Monitor the buyer's loan process.
10. Coordinate and supervise the preparation of all closing documents and guide you through the closing process.

**I look forward to selling your Tallahassee property! \_\_\_\_\_**

## Tallahassee Sellers Guide So Many Decisions

*There is so much to think about when selling your home:*

- Is it a buyers' market or a sellers' market?
- How can I price my home so that it sells quickly?
- What marketing strategies are effective and will sell my home quickly?
- What's this thing called "curb appeal?"
- What should I do to have my home in top-selling condition?
- How much should I fix? How much should I leave as-is?
- How much of a hassle is involved in showing my home?
- Should I try to sell my home all by myself? Or should I use a real estate agent?
- What about all the paperwork and legalities?
- What about my next home? Should I buy or rent?
- And more!

### ***I Can Help!***

I am more than happy to answer any of your questions. Please put a check  next to any of the above that you want to discuss.

## Tallahassee Home Sellers Guide

### Benefits of Using a Tallahassee Real Estate Agent

#### ***Time is Money***

How much is your time worth? \$\_\_\_\_\_ per hour. If you don't use a real estate professional, expect to spend *at least* 100 hours selling your home – assuming there are no problems! Considering your work, family, and personal commitments, is that the best use of your time?

#### ***It's a Big Deal***

Selling (and buying) a home is a big deal. Most people don't sell more than two homes in their lifetime, so it's not something they develop expertise in. There are ever-changing laws, ethical practices and practical considerations that you don't want to learn on your own through trial and error or relying on a book or information off the Internet. It's just not worth the risk.

#### ***I Can Help!***

My goal is to give you a 10+ experience!

What Benefits I provide to you:	Because...
1. Consult with you on how to get your home in top-selling condition.	We want to WOW prospective buyers during the first 30 days that your home is on the market.
2. Give you up-to-date information on what's happening in the marketplace.	Having up-to-date market information helps us strategize.
3. Provide you with information on competing properties; e.g. list price versus actual <i>SOLD</i> price, financing terms, condition and more.	The fair market value of your home is determined by what competing properties are selling for right now.
4. Market your home to other real estate agents and the public using research-based marketing strategies.	There is a misconception that advertising sells real estate. Research conducted by the <i>National Association of REALTORS®</i> shows that 41% of homebuyers first learned about the home they purchased from an agent; only 7% from a newspaper ad.
5. Help you objectively evaluate and negotiate every buyer's offer without compromising your position.	An offer is just the beginning of a process of appraisals, inspections and financing – a lot of possible pitfalls. I can help you write a legally binding win-win contract that is more likely to make it through the process.
6. Help you close on the sale of your home.	The paperwork alone is overwhelming and it is not unusual for questions or unexpected problems to occur during closing (settlement).

## Tallahassee Home Sellers Guide Seven Real Estate Truths

1. Having an **agent** represent you has its advantages:

**Professional representation...** I am your personal representative and I'm required by law to represent your best interests to the best of my ability.

**Personal specialist...** it's similar to hiring an accountant to help you file income taxes or a mechanic to fix your car. If you had the time to master those specialties, you would be doing your own taxes and fixing your car. But who has that sort of time? Besides, most people will sell only two homes in their lifetime – two real estate transactions in a lifetime will not turn anyone into a real estate specialist.

**Objectivity...** my job is to point out all the pros and cons for all the decisions you will be making throughout the home-selling process. I will even tell you things you may not want to hear because as your agent, I want you to make informed decisions, not emotionally-based decisions.

**Convenience...** these days, it's nearly impossible to sell a home all by yourself without it turning into a part-time job.

2. Not all real estate professionals are REALTORS®. Only licensed real estate agents who are members of the *National Association of REALTORS®* can call themselves REALTORS®. REALTORS® are committed to treat all parties honestly – they subscribe to a strict code of conduct and are required to maintain a high level of real estate standards. It is to your advantage to work with a REALTOR® because of the training and standards this professional designation requires.

3. The price of your home should be based on the price of sold properties in Vcmj cuuggl'Ngqp'Egwpv than the list price of properties now on the market – this is how we establish your Vcmj cuugg'home's *h:k 'market value*.

If it's priced OVER its fair market value it will...

- Not attract as many buyers because they'll think it's out of their price range.
- Take longer to sell.
- Make competing properties look good.
- Become “shopworn.”
- Be overpriced in everyone's minds (agents and buyers) and they tend not to forget.
- Cause you to lose valuable time and miss out on buying your dream home.
- Cause advertising dollars and marketing efforts to be wasted.
- Cause negotiations to stall.
- Cause appraisal problems.
- End up selling below market value in order to make up for all of the above.

















