



Sell Your Property in Nine Steps! Or Hire RE/MAX Innovation 😊

- 1. Prepare your property for sale**
- 2. Take Quality Photos**
- 3. Price Your Property to Sell**
- 4. Inspect Your Property Before You Sell**
- 5. Put up a Yard Sign and Marketing**
- 6. Qualifying Prospective Buyers**
- 7. Showing Your Property**
- 8. Negotiating Your Sale**
- 9. Prepare for Closing and Your Next Move!**



To Our Clients

Most ordinary real estate agents attempt to meet your needs alone, providing minimal service. In today's demanding marketplace, we believe it is impossible to provide adequate service without a team of specialists. Therefore, RE/MAX Innovation offers you the power of a multitude of home selling specialists for the price of one! We will provide you with:

- A lead REALTOR® to guide you through the entire sales process
- Customized marketing plan to uniquely promote your home
- Proactive communications to guide you through the selling process
- Professional negotiation talent to secure the optimal price
- Step-by-step involvement to ensure a smooth transaction

As a result of leadership and sales success, we have created an incredible team that offers unparalleled service and results. Our association with RE/MAX provides exceptional national exposure and a reputable partnership for your home.

Our powerful team is now available to serve you if you change your mind about selling it yourself.

The following booklet is both informative and useful when listing your home. Selling a home can be a complicated process; however, we are in the business to simplify your move by achieving the highest price in a reasonable time frame...with minimum inconvenience to you.

Please let me know if you have any questions about any of these steps. Also, if you decide to interview agents, I would love the opportunity. I have attached my resume and what you can expect from me as your agent.

Thank you for the opportunity!

Gina

*It is another reason why **RE/MAX®** stands*



"Above the Crowd®"

Resume

Gina Glidewell, Realtor ®

Specializations:

- *Residential Sales*
- *Relocation*
- *Accredited Buyers Agent*
- *Broker Associate*

Professional Experience:

- *Licensed since 2010, investing since 2002*
- *Full Time Realtor for 5 years*
- *Member: Orlando Regional Realtor Association*
- *National Association of Realtor*
- *Florida Association of Realtors*
- *Work History includes hospitality/customer service, computer programming, and financial positions*

Education & Professional Designations

- *University of Kentucky, Bachelors Business Administration Finance*
- *Accredited Buyers Agent*
- *Short Sales Specialist*
- *Real Estate Property Management*
- *Continuing Education courses including New Construction, Mortgage Updates, Relocation, and Negotiating.*

I grew up in Kentucky, graduated from the University of Kentucky, and have two boys who grew up here in Orlando. I have lived in Orlando for 25+ years, know all areas of town very well, and really just love it here!

I have always had a passion for business, real estate and home design/decor. Prior to becoming a Realtor, I spent many years investing in real estate, worked in the hospitality, computer, financial industries, and of course raising my boys.



I love watching my boys play lacrosse, reading, photography, and the beach! Someday I dream to live at the beach and maybe even sell real estate there one day!

Lastly. I have been told I am a human GPS. So if you ever need a shortcut in Orlando, call me! My friends do all of the time 😊

Guiding Principles

As your personal real estate consultant, I optimize your experience with the real estate process by adhering to the following seven principles:

1. Respect and Empathy

I believe that every man, woman, and child has dignity; therefore, I consistently treat others as I would like to be treated.

2. Assurance

I believe that most people feel out of control during the transaction; therefore, I constantly remind myself that people are silently asking for information and guidance.

3. Communication

I believe communicating with compassion is the greatest way to make an impact; therefore, I communicate with compassion or I don't communicate at all.

4. Service

I believe the word "service" means to put others ahead of ourselves; therefore, I always keep others at the center of our attention.

5. Goal-Focused

I believe that success comes to those who have well-defined goals and plans to attain them; therefore, I concentrate on helping people gain focus so that they can take trusted action.

6. Trust

I believe that trust is at the core of every relationship - business and personal. Honesty, integrity and genuine interest in others guide our daily interactions. I strive to create the best working environment for all involved in the daily activities of getting your house sold!

7. Education and Development



I believe that the development of positive people skills and a hopeful attitude is necessary to truly serve others; therefore, I have an ongoing program of personal and professional development.

My commitment to you is to *Do Whatever It Takes* to make every facet of your transaction as smooth and comfortable as humanly possible.



Marketing Plan

34 Point Strategy to gain exposure for your home

- 1) Take 100 high quality digital photos of the home.
- 2) Create a video/virtual tour of the home post to www.youtube.com .
- 3) Create a compelling description of the property including bullet points.
- 4) Identify a focus feature to highlight on all web pages.
- 5) Create an e-flyer for the property with links to web page.
- 6) Verify the accuracy of the listing data before entering into MLS.
- 7) Enter the data into the MLS system and Office Web Page.
- 8) Enter the listing on my personal website www.ginaglidewell.realtor.
- 9) Enhance the listing on www.realtor.com by adding photos and text.
- 10) Enhance the listing on www.zillow.com by adding photos and text.
- 11) Syndicate the listing to 50+ web partners
- 12) Create a webpage specific to the listing with a unique URL.
- 13) Letters, postcards, and other frequent mail outs
- 14) Provide “special feature” cards for marketing, if applicable.
- 15) Order “just listed” labels and reports.
- 16) Send an email blast to all top producers in the marketplace.
- 17) Mail out “just listed” notice to all neighborhood residents.
- 18) Inform Network Referral Program of listing
- 19) Add the unique URL to all signs, flyers, and marketing materials.
- 20) Post the listing to my www.facebook.com page.
- 21) Announce the listing using my www.twitter.com account.
- 22) Use the reverse prospecting feature in MLS to identify potential buyers.
- 23) Send an email blast to all top producers in the marketplace.
- 24) Use drip email technology to incubate all potential buyers.
- 25) Schedule an open house/sneak peak of the home
- 26) Use Call Capture Technology to offer instant information buyers.
- 27) Monitor all competition listing changes and email regular updates.
- 28) Post an ad to www.craigslist.com using www.postlets.com .
- 29) Provide marketing data to buyers coming through international relocation networks and referral network.
- 30) Convey price changes promptly to all Internet groups.
- 31) RE/MAX Institutional Advertising: TV, Billboards, Magazines, etc.
- 32) Team that will be on hand for all stages of your listing and closing to ensure an orderly and efficient transaction on your behalf.
- 33) Monitor all showings using electronic key box showing reports.
- 34) Email open house surveys to buyers and report results to seller.



Premier Quality Service

What to Expect from me and the RE/MAX team:

- Communicate with you on a consistent basis
- Promptly advise you of changes in the marketplace
- Present all offers to you and assist you in evaluating them
- Facilitate the negotiation process
- Monitor progress toward closing, when a contract is accepted
- Immediately advise you of events that may threaten closing
- Monitor the buyer's loan approval
- Stay in contact with the buying agent
- Be present at closing to ensure a successful conclusion

Things You Should Know About RE/MAX & Its Agents

- RE/MAX is a world leader in residential real estate with over 6,300 offices in 100 countries
- RE/MAX associates proudly number over 100,000 full time, professional agents worldwide
- RE/MAX agents are among the most experienced in the industry, averaging almost 13 years of service
- RE/MAX agents hold more professional designations than any other agents at any other company, showing a commitment to professional improvement
- RE/MAX agents outsell the competition by an incredible 3 to 11



What You Should Know About RE/MAX vs. Other Real Estate Companies

How is RE/MAX different?

Our Associates receive all calls from their advertising, yard signs and personal Web Pages.

Our Associates have the freedom to advertise wherever and when-ever they choose.

RE/MAX Associates average 13 years of experience and lead the industry in advanced designations.

Our Associates pay their own advertising and marketing expenses so they can have the freedom to work independently.

Each RE/MAX Associate has their own webpage, linked to www.remax-florida.com, a site that receives more than 13,000 hits per day.

RE/MAX advertises nationally and locally through television, radio, newspaper and billboards.

How do you, the client, benefit?

Your RE/MAX Associate is the direct contact for all inquiries regarding your home, making it easier and faster to find the right buyer.

Your RE/MAX Associate will design a unique marketing plan based on your needs.

Your RE/MAX Associate knows the ins-and-outs of the business and can help you get the most money for your home.

When a RE/MAX Associate lists a home, he or she makes a personal financial investment. If your house doesn't sell, your agent loses money!

More than 80% of homebuyers search for properties on the web. Your RE/MAX Associate will reach out to these tech-savvy buyers and will handle all leads personally.

To potential buyers, the RE/MAX yard sign represents one of the best known and highly-respected names in real estate.

How do other companies operate?

Call-ins are directed to the office and are answered by Agents who may know very little or nothing about your home.

Agents must follow office budgets and deadlines, which limits the exposure of your home.

Agents average only eight years real estate experience.

Agents have no direct/limited financial commitment to the sale of your home.

Leads are distributed by the office rather than going directly to the listing agent.

Most traditional companies are local and do not have widespread name brand recognition.



Our Feedback Program

THE PURPOSE OF FEEDBACK

The reason we call the agent who showed your house are:

1. To jog the Agent's memory that showed the house so that we may be able to get a second showing.
2. To answer any questions or concerns the Buyer expressed so the house may be reconsidered.
3. To get the impression of the Buyers or Agents so that we might be able to better market your home.

Don't expect Agents to give a full critique of the house. If they showed 15 houses, they honestly may not remember it in detail. Also, if an Agent doesn't call us back, it means the Buyers are not interested.

INTERPRETING FEEDBACK

When the Agent Says:

- "The Buyer thought the house was too small."
- "They liked the house but bought another one."
- "They like the house but I bought a new home."
- "They didn't like the carpet."
- "They thought the yard was too small, the street was too busy."
- "They didn't like the floor plan."

The Agent Means:

- The buyer found larger homes for the same price.
- They found other houses that were better values.
- Buyers will pay 10-15% more for a new home.
- The Seller should replace the carpet.
- They found other homes with larger yards, quieter streets...
- They didn't like the floor plan



Real Estate Myths and Realities

MYTH #1

You should select the Realtor who says they can get you the highest price.

TRUTH

This is the oldest scam in real estate: Tell the seller what they want to hear, act excited and compliment the home to get the listing. Then ask for a price reduction in a few days - or even a few weeks. Don't buy into that. Insist on a written, well-researched market analysis. Select your Realtor based on credentials and track record, and then use market data to decide on price.

MYTH #2

RE/MAX Innovation sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.

TRUTH

Just as superior restaurants are busy at dinner time and superior doctors have long patient lists, RE/MAX Innovation success in marketing homes provides us with many more homes to sell. Like good restaurants and doctors, we have set up a top-flight team to assist with the routine details to free up agents to devote the time and attention required to see your property successfully. We have, and continue to, build our business one satisfied customer at a time. For you to be another satisfied customer who spreads the word about how well you were served is our goal.

MYTH #3

Discount brokers can do an adequate job selling real estate.

TRUTH

Promotional costs such as photographs, brochures, newspaper, magazine, and TV ads, MLS insertion fees, printing, direct mail, personally distributed newsletters, professional support staff, Web-site maintenance and fees, signs, bus benches, and more are paid for by a full-service, full-fee agent.

Ask yourself:

- Will the discount broker offer a complete marketing campaign?
- Does the discount broker have a staff to personally attend to your specific needs?
- Does he/she have a proven track record of success, or is he/she using the discounted commission to win our business?
- Does he/she have the expertise to guide you through problems that may develop during the closing process?
- Will the discount broker be motivated during difficult times to go the extra mile for you, or will they move on to another deal that doesn't take so much of their time?
- Your home is an asset to a discount broker and makes their phone ring. If your home sells, they lose business. Why would they want to sell your home for a discounted fee when they can make more selling other properties?

Remember that you only pay a commission if and when your property sells successfully. The supply of buyers through your home will be very restricted if marketing is limited.



Real Estate Myths and Realities

MYTH #4

Property condition is not that important to buyers.

TRUTH

WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

MYTH #5

Empty homes are harder to sell than occupied homes.

TRUTH

Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair, and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH #6

Pricing a home for sale is a mysterious process.

TRUTH

Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. And because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. RE/MAX utilizes a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

NEVER SELECT AN AGENT BASED ON THE PRICE THEY RECOMMEND!



Home Seller Checklist

Are you looking to make your sale a little easier?

Before you begin the selling process...

- Locate your Abstract of Title or Title Insurance Policy
- Prepare your property for sale
- Inspect your property before you sell - hire an inspector
- Obtain contractor estimates if you have any major problems
- Determine your property's value by obtaining a market analysis or appraisal
- Locate your survey, utility & tax bills, most recent appraisal, tenant leases & expenses
- Determine the balance of your mortgage & home equity loans - calculate your net proceeds
- Measure your room sizes and advertise your property's most important selling features
- Complete your seller improvement form listing any recent major improvements
- Complete your seller property condition disclosure
- Take digital photos of your property & obtain a yard sign
- Have a lender prepare a free finance sheet with estimated closing costs
- Select a knowledgeable real estate attorney
- Post your ad online
- Print Property Profile sheets
- Buyer sign in sheet to record names & phone numbers of Buyers
- Qualify Buyers
- Review our open house checklist

Place this information on a table before your Buyer arrives!

- Buyer Sign in Sheet
- Property Profile Sheet
- Home Inspection Report
- Seller Property Condition Disclosure
- Seller Property Improvement Form
- Finance Sheets with Estimated Monthly Payment & Closing Costs
- Tax Bills, Utility Bills, Property Survey
- Additional Photos of your Property
- A copy of your Market Analysis or Appraisal, if helpful



Step 1 – Prepare your Property For Sale

HERE ARE SOME GUIDELINES TO DRESS YOUR HOME FOR SUCCESS AND GET IT SOLD:

GENERAL ITEMS

- Clean every room and remove clutter for a brighter look
- Find or rent a storage unit for items in crowded rooms
- Repaint soiled or strongly colored walls with a neutral shade
- Remove wallpaper and fix walls if necessary
- Repair cracks, leaks, holes and any signs of dampness
- Prime and paint any areas that have water stains
- Spruce up any stained cabinets with new hardware and Liquid Gold
- Organize closets and remove items from the floor
- Fix squeaky doors
- Remove family photos throughout your home and patch holes
- Remove or place any high value items, weapons or jewelry in a safe
- Pack up figurines or breakables
- Clean and dust ceiling fans and light fixtures
- Clean windows inside and out
- Leave screens off of the front windows
- Clean all A/C vents and intake grids, replace or clean filters
- Rearrange furniture or move furniture to make room look larger
- Clean all flooring professionally (if needed), scrub tile and grout
- Empty garbage daily “If we can smell it, we can’t sell it”
- Clean walls and doors of smudges and scuff marks, or touch up trim
- Buy new towels for kitchens and baths for display during showings
- Make sure blinds and drapes are working to open for lighting
- Check that all lights work
- Add lighting or lamps to rooms with no overhead lighting/dark spaces
- Remove energy efficient bulbs and us maximum wattage bulbs

KITCHEN

- Clear all unnecessary objects from kitchen countertops
- Remove anything stuck to the refrigerator or cluttering the top of it
- Repair broken tile or loose corners on counters
- Clean stovetop and oven. Replace burner pans, if stained
- Polish kitchen sink. Keep clean and empty
- Keep garage disposal clear and deodorized
- Remove all soaps, sponges, etc. and keep out of sight under the sink
- Pack up all other items in the kitchen, not often used to make room in cabinets for small kitchen appliances so counters are clear

DINING ROOM

- Remove any additional leaves in table to make room larger
- Clear off dining table but leave centerpiece (remove table cloth)

DEN, FAMILY ROOM, LIVING ROOM, SUN ROOM

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- Clear off all coffee tables and end tables
- Keep remotes, coasters, and magazines, etc. under table in a basket
- Remove any ashtrays
- Have a plan to remove pet beds and food bowls out of sight for showings
- If carpeted, remove any scatter or extra rugs

LAUNDRY ROOM

- Keep counters and sink clean and empty
- Put soaps, towels, etc. in cupboards
- If using area to put pet in crate, put a note on the door to warn buyers
- Plan for a place to store litter box out in the garage for showings

BEDROOMS

- Make beds daily and replace with neutral bedding, as needed (sometimes a comforter can be flipped over to a white or beige side)
- Store extra books, magazines, or miscellaneous items underneath the bed
- Keep closet doors closed. If you have a walk-in closet, keep the floor clean and free of laundry and clutter
- Keep tops of dressers and night stands empty except for necessities (clock, phone and lamps)
- Keep toys organized and in closed containers or toy box. This is a good time to purge and pack. It is like Christmas when the kids move and open the boxes

BATHROOMS

- Clean all surfaces and put toiletries in drawers and cabinets
- Leave out bottle of hand soap or clean bar of soap
- Make sure to leave out a clean hand towel
- Put out your new or fresh, neatly folded towels or hang on bars
- Clear all items out of shower stalls and tubs, except necessities
- Keep toilet lids closed (especially for showings)
- Hide garbage can and cleaning supplies (toilet brush out of sight)
- Clean shower curtain or replace if needed (neutral, like white)
- Repair any cracking or peeling areas and clean any mildewed areas
- Paint if needed
- Give your tub or shower a fresh bead of silicone caulking, to make it look neat and clean, if needed

EXTERIOR ITEMS

- Remove all garbage cans, wood scraps or building materials, etc.
- Make repairs to fences and paint, if needed
- Stain or paint front door to fix dings or dents (first impressions!)
- Make sure the front door is in working order
- Make sure keys work well and door is easy to lock/unlock
- Clean off any exterior residue on the outside of the house
- Check to see if paint needs touch-ups or caulking updates
- Remove any dead plants, weed and prune
- Keep your lawn manicured and watered
- Sweep all walkways, patios, and decks



- Add some potted flowers on the porch, if weather permits
- Clean pool and maintain chemicals
- Plan for kid's outdoor toys to be put away for showings
- Sweep out and organize garage
- Arrange garage tools and clutter in bins
- Store RV's and old cars elsewhere while house is on the market
- Consider pre-inspecting the home

Curb appeal can seal the deal. Make your porch and exterior look inviting and well maintained.



□

Step 3 – Price your property to Sell

If you want to sell your property fast, you must price your property to sell. Establishing a realistic price from day one will attract more buyers and bring more offers. Overpricing your property will deter buyers from looking at your property and will cost you valuable marketing time. So be realistic when setting your price and set a price that will attract to buyers.

Buyers purchase properties based on their specific needs. Here are some factors buyers frequently consider: Square footage, lot size, neighborhood quality, age of property, school district, taxes, drive time to work, grounds & landscaping, construction quality, floor plan layout (number of floors), household amenities, garage size, pool, appliances, countertops, closet space, family room size, decks, patios, windows, doors, exterior siding, hardwood & tile floors, light fixtures, kitchens & baths, roof, foundation, heating system, private or public utilities, storage space, workshop, water quality, maintenance required, etc.

It is important to note a buyer's needs, motivations and financial qualifications often dictate what a buyer will buy and how much he or she will pay. Selling prices on the other hand are often influenced by market supply, property condition and location

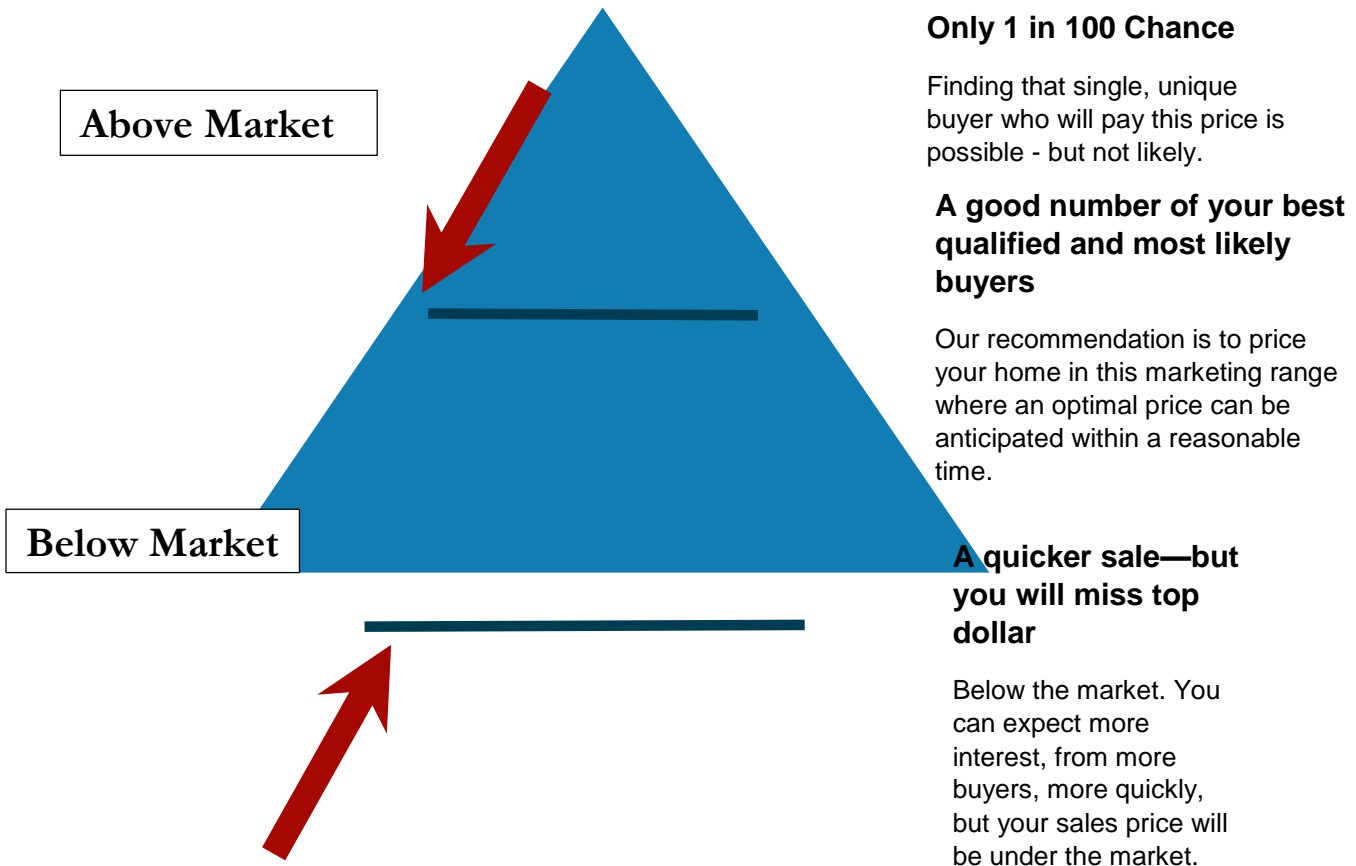


Price it right!

A well-priced listing is the most important factor in marketing the property for top price. Naturally, listing a property too low will preclude the opportunity for getting top dollar. On the other hand, setting the price too high discourages showings and tends to eliminate the most likely buyers from viewing the property.

Consider:

1. **The overall market**
2. **Past sales of similar properties**
3. **Time on the market**
4. **Present competition**
5. **Your requirements from a time standpoint**





Pricing: Most Common Reasons Sellers Overprice Their Property

Reason	Explanation
OVER-IMPROVEMENT	Seller has over-improved the property in relation to what the market feels are adequate improvements.
NEED	Owner's need for money (amount owed on the property, for example.)
BUYING IN HIGHER-PRICED AREA	Cost of new home where seller is moving is higher.
ORIGINAL PURCHASE PRICE WAS TOO HIGH	Seller paid too much.
MOVE ISN'T NECESSARY	Seller doesn't have to move, so decides to play the market.
CORPORATE BUYOUT	Seller has a guaranteed buyout.
LACKING FACTUAL DATA	Seller has a need but has no access to current data on recent documented sales.
INCOMPETENT AGENT	Some agents will accept a listing at whatever price the seller puts on it, and plans to adjust the price after obtaining the listing.
NEIGHBORS	Often neighbors who have sold their homes will lead the seller to believe that they got more for their properties than they actually did, which causes the seller to choose an artificially inflated price.
INFLATIONARY TIMES	The seller believes that prices should go up in kind with or ahead of the inflation rates because of economic factors.
RECESSIONARY TIMES	The seller does not acknowledge that prices tend to go down because of adverse economic conditions.
FEAR	Many sellers fear making a mistake in pricing that would lead to losing a significant portion of their equity.
LOSS OF PERSPECTIVE	The seller is not objective because they are too emotionally involved in the sale of the property.



Understanding the Market

1. If your house is not being shown, it means your price is too high for the neighborhood.

Recommendation: A significant price adjustment.

2. If your house is being shown, but we are not getting any offers, it means the buyers are finding nicer homes for their money.

Recommendation: A moderate price adjustment.

3. If your house is in the running, but the Buyers buy something else or if the Buyers view the house a second time but buy something else, it means we were close.

Recommendation: A moderate price adjustment.

According to the National Association of Realtors, if your house is priced correctly, you should get one offer every 10 showings. In a normal market, you should get 1-2 showings a week.



How to Prepare for Your Open House/Showing

Prepare your home as if you were expecting special guests. Have you ever visited a model home? It's warm, bright, clean, well-decorated and inviting. This is the same impression you want Buyers to experience when they come to your Open House/Showings.

General Preparation:

- Create a bright, cheerful and serene environment
- Open curtains, drapes and blinds, and turn on lights in all rooms and closets
- Add a welcome touch by baking some cookies and putting out some fresh flowers
- Water interior plants and throw away old plants and flowers
- Put away valuables, money, jewelry and medicines in a safe or concealed place!

Entry way

- Remove clutter from foyer/entry and make sure it welcomes you
- Have a clean welcome mat and clean all windows and mirrors

Bedrooms

- Make beds, organize clothes, toys and closets, straighten up pillows and bedspreads
- Clean wastebaskets, dust blinds, doors, shelves and floors, vacuum carpets
- Open all blinds and hang them to a uniform height

Bathrooms

- Hang clean hand towels, put out fresh soap in clean soap dishes
- Remove all personal hygiene products from vanity and close commode lids
- Put out a fresh box of tissues and toilet paper
- Clean bathtubs, shower stalls, vanities, sink areas, mirrors and medicine cabinets
- Install new shower curtains, if necessary
- Remove mildew from walls and caulking

Kitchen

- Clean countertops, stovetops, refrigerator doors and handles
- Clean the kitchen sink and put away all dishes, make sure everything shines including your windows

Dining Room

- Consider setting your dining room with table with linen and china



- Place an attractive centerpiece on your dining room table
- Dust the chandelier and replace all burned out bulbs, dust china cabinets

Living Room, Family Room, and Den

- Dust, polish, vacuum and clean floors and furniture
- Adjust couch cushions and pillows
- Dispose old newspapers and mail
- Organize bookshelves, reduce all clutter
- Attic, Laundry Room, Porches and Decks
- Reduce clutter, sweep, dust and organize all areas

Other Preparation Requirements

- Make sure all pet and garbage odors are removed from your property
- Make sure any annoying pets are placed out of the house
- Turn on all indoor lights, open all blinds and curtains, and be ready to welcome Buyers
- Remember a well prepared home and property priced home sells itself!



Step 9 - Prepare for closing and your next move!

After signing a contract with a buyer, a number of things must happen to complete your sale.

Inspection Contingencies If you chose not to perform property inspections before marketing your property, then be prepared for a few surprises. Like sellers, buyers are usually disappointed when deficiencies are found. If your property was not pre-inspected, be prepared to obtain estimates or negotiate items that need repair.

Ordering, completing and reviewing inspections can sometimes take 1 to 2 weeks. If inspection problems arise, additional time will be needed to obtain professional contractor estimates. After estimates are obtained, buyers and sellers can negotiate how repairs will be made and paid for. If you don't want delays, inspect your property before marketing it!

Most inspections will include a general home inspection, radon and termite test. If you have private sewer and water systems, then the buyer will probably also have your septic and well tested, too. Bad weather conditions and busy inspector schedules may cause inspection delays, so plan accordingly. Do not pump your septic tank prior to testing because doing so will invalidate your results.

The Lender's Appraisal Buyers usually take mortgage application as soon as the contract is executed. Even though they are pre-qualified today, most buyers are still required to take formal application within the time frame that is outlined in the sales contract. The normal time period is 5-10 days, unless the buyer has an existing home to sell. When taking application, buyers must provide the lender with a copy of the sales contract. After the mortgage application has been approved an appraisal will be ordered by the lender.

Sale Contingencies If the buyer has a home to sell, this is known as a sale contingency. When a sale contingency exists, appraisals are often delayed until the buyer has received a contract on his or her home. Sale contingencies should allow sellers to continue to market and show their properties to other potential buyers. Sometimes a new buyer will come without a sale contingency and bump the first offer.

Property Survey The mortgage process may also require a property survey. The purpose of the survey is to make sure there are no encroachments to your property.

Underwriting and Mortgage Commitment After a lender has received all the necessary information from the buyer, the buyer's application is submitted to the lender's underwriting department. The underwriter reviews all documents for accuracy. If all information meets the underwriter's approval, the lender will approve the loan and issue a commitment letter to the buyer outlining the terms and conditions of the loan. The commitment letter must be signed by the buyer and returned to the lender. All terms and conditions of the mortgage commitment must be met by the buyer before the loan is allowed to close.



Marketable Title Once the buyer has received his or her commitment letter, the next step requires examining the seller's property title. The seller's attorney is responsible for updating the title and making sure it is marketable. The title must be free of liens and other objectionable issues. A clouded title can delay a sale, so it is best to allow your attorney to review your title prior to marketing your property. The lender's and buyer's attorney will also examine the title to determine if there are any liens against the property

Prior to Closing All existing mortgages and home equity loans must be paid in full prior to or at time of closing. You should notify your lender(s) that you will be paying off your mortgage or home equity loans. Next, make sure all contract contingencies have been met and stay in touch with your attorney or closing agent until a closing date is scheduled. Once your closing date is scheduled, contact your cable, electric, gas, oil, and propane companies. Advise them of your final moving date. Check with your post office and have your mail forwarded to your new residence. Cancel any newspaper subscriptions and insurance policies. If moving out of town, obtain your medical records and review our moving checklist.

It is customary for a buyer to perform a final "walk through inspection" a day or two before closing. The buyer who will want to make sure all necessary repairs have been completed and will want to see that the property is delivered in acceptable condition. If problems arise at this point, your closing may be delayed, or you may have to hold some money in escrow until all issues are resolved.

Closings frequently occur within 30 - 60 days after a contract has been signed. At closing, the closing agent or attorneys ensure all monies are properly collected and distributed and all taxes and utility bills are properly prorated. They make sure all existing loans are paid in full and they transfer the deed from seller to buyer.

Disclaimer: While each state or county may have different laws, it may be necessary to seek additional counsel in the county where you reside. For more professional advice refer to our Preferred Vendors Directory.



Seller's Closing Checklist

(Your Guide to a Successful Closing!)

- We will need to provide you attorney or title company with a copy of the final purchase offer, a copy of your most recent tax receipts, your title, deed, property survey, and any other documents or agreements pertinent to your sale.
- I will make sure earnest deposit has been made by buyer.
- We will review the home inspection report with the Buyer and eliminate all inspection issues.
- If an appraisal is required, allow the appraiser to gain easy access. Determine if the lender or buyer requires additional repairs or escrows. If repairs are required, complete the work or hire a contractor. Once the repairs are completed, have the lender and buyer re-inspect the repairs.
- Call a moving company and obtain a moving estimate. Reserve your moving date.
- Organize and begin packing for your move.
- I will obtain a copy of the Buyer's commitment letter and have the lender send a copy to your attorney or title company.
- If you have an existing mortgage or home equity loan, call your Lender and obtain the final pay off amounts. Make sure you have enough money to properly discharge your liens.
- I will call your or title company to schedule closing.
- Call utility companies to schedule turn off/transfer of service. I will let buyer know of utility companies that need to be converted. (Sewer, Water, Electric, Gas, Propane, Cable, Telephone, etc.)
- Cancel property insurance after sale has been completed and secure insurance for new property, if needed.
- Cancel subscriptions, telephone service and have forward your mail to your new address.
- Gather all important papers and leave them in the house for the new buyer. (Home warranties, security codes, and appliance manuals)
- Perform a final cleaning prior to the Buyer's walk-through inspection; remove all garbage and personal items from the house, attic, and storage sheds.
- I will schedule an appointment and perform a final walk-through inspection with the Buyer.
- Bring keys, garage door openers, and ID to closing.



Moving Checklist (Your Guide to a Successful Move!)

2-3 Months before Moving

- Contact moving companies for estimates

4 Weeks before Moving

- Decide which items to discard or donate to charity
- Call Doctors and Dentists for medical records, get copies of renewable prescriptions
- Arrange transfer of school records if needed
- Check homeowner's insurance for moving coverage
- Transfer personal insurance records if needed

3 Weeks before Moving

- Plan to use food items before your move
- Make arrangements for items difficult to move, including pets and plants
- Discard old paint cans, propane tanks, and flammable items
- Organize all extra items used to remodel home (tiles, wallpaper, paint)
- Place all appliance and repair warranties in a folder
- Notify post office of change of address for each person in household
- Notify all magazine subscriptions of address change

2 Weeks before Moving

- Make travel and hotel reservations for your move if needed
- Decide which items you will pack and which items your mover will pack
- Close or transfer all charge accounts
- Collect items you have loaned to other people
- Pick up times in storage, the dry cleaners, and lay-away items
- Arrange to discontinue utilities and delivery services
- Arrange for utility services for your new home
- Cancel Cable TV Service
- Contact Cleaning Service for estimates to help with final cleaning



1 Week before Moving

- Transfer bank accounts
- Set aside items you will take in your car: maps, flashlight, medicine, important papers
- Arrange for phone, cable, and utilities at new home
- Start packing suitcases
- Drain gas from lawn mowers, and power equipment

1 Day before Moving

- Put cleaning supplies, toiletries, coffee pot in box to be loaded last, unloaded first
- Broom sweep and clean all rooms in house
- Clean out final items in refrigerator

Moving Day!

- Be available to answer any questions your mover may have on packing day
- Confirm new delivery address and date with mover
- Check every room to make sure everything is packed for your move
- Make sure all windows, doors and garage doors are locked
- Give keys to new Owners or Title Agent



Testimonials

Dallas, TX – Selling Avalon Townhome - **Highly recommend Gina Glidewell as your next realtor! Gina is very professional and highly knowledgeable. She helped sell my property quickly and worked to get me the best price for my property. Gina went out of her way to help close our property while we were out of state. Call Gina today to buy or sell your property.** Cynthia

Calabasas, CA – Leasing and selling Dr. Phillips Home, **“Thanks for everything..you are wonderful.” “Thank you for being so accommodating and efficient and caring!”** Jeff and Dorah, Owner - Dear Ms Figueroa, I am one of Gina's clients who you represented and not only managed but sold my home recently on Abelia Drive in Orlando. I just wanted you to know that Gina is the best. She is a pure professional and always has a pleasant disposition ready and willing to put up with any email or any question.

I felt safe and secure with her at the helm managing all details and wanted you to know that you should keep a keen eye on her as a Gina does not come by anyone's office just happenstance. It also speaks well for your office. She gets ten stars and no she did not ask me for a recommendation. I insisted she give me her super's email that being you because how else can you really know how your staff is doing if you never hear from your customer. Thank you for everything, Jeffrey Fine

Orlando, FL –Sale of Lake Nona Home-**“Gina helped us through the difficult experience of having to short-sell our home. Her contacts in the industry and knowledge of the market allowed us to move through a painful experience quickly and efficiently. In addition she negotiated a very fair deal for all parties involved resulting in minimal impact to our personal lives. She is a fantastic Realtor and someone I would highly recommend to others in the area.”**

Jeremy, Owner

Paducah, KY, Sale of Village Walk Home – **“We hired Gina from 1000 miles away based upon her résumé. It turned out to be the right decision. She was trustworthy, hard working, very knowledgeable and extremely easy and effective to work with. After she sold our property, we recommended her to our son who signed a contract with her recently to sell his home in Orlando. My wife and I would hire her again.”** Mark, Owner

Los Angeles, CA – Leasing of Dr. Phillips Home **“Thank you for helping us find the perfect home.”** Angela, Tenant

New York, NY – Leasing UCF Area Townhome, **“I really appreciate you taking care of this!”**, John, Owner, “

Tallahassee, FL -**“Thanks so much for your help and time.”** Eric, Tenant

London, England – Leasing and Sale of Avalon Home - **“Thank you for your hard work.”** Rick M., Owner

Baltimore, MD, Located Rental for Relocation **“Thanks, and we really appreciated everything that you did for us!!!!”** Jeff, Tenants

Fort Bragg, NC – Leasing of Lake Nona Townhome, **“Thanks so much for all of your hard work on our behalf!”** Kris, Owner



Testimonials

Orlando, FL – Located Rental, **“Thanks for expediting the lease for us, your help is so appreciated”, “Gina is always courteous, prompt and professional. She is knowledgeable with the region, home values and negotiating. Her knowledge of the Lake Nona developments and home layouts is top notch. We will definitely be recommending her services in the future!”**, Mitchell, Tenant

Orange City, FL – Leasing and Sale of Avalon Home, **“Thanks helping me with all of this. I don't know what I would do without you! Gina was there everytime I needed her. She knew who to call when the house needed repair and took care of the whole thing. She found the tenant for my house quickly and got a fair rental rate.”** Ron H., Owner

Orlando, FL Located Rental - **“We appreciate your quick response to our problems!”** Santos, Tenant

Chanhassen, MN – Leasing of Ocoee Home, **“By finding a tenant for our home, we now can focus on our move to MN.”** - Andrew, Owner

Orlando, FL- Located Rental - **“Thanks again for all the help.”** Tenant – Chris

*Reference provide upon request.



Agent Comparison

	GINA	AGENT B
1. Are you a licensed Real Estate Broker?	Yes	
2. Are you FULL TIME?	Yes	
3. Do you specialize in existing home sales?	Yes	
4. Do you have a Personal Brochure & Resume?	Yes	
5. Do you have personal associates?	Yes	
6. Do you have a 30 Day Marketing Plan?	Yes	
7. Do you have a negotiation strategy?	Yes	
8. How soon can my home appear on the MLS?	Today	
9. Do you have verbal follow up/feedback programs?	Yes	
10. What percentage of your listings sell?	95%	
11. What is your list price to sales price ratio?	97%	
12. How long does it take for your average listing to sell?	57 Days	
13. How many transactions did your office have in last year?	543	
14. Do you have transaction fees?	No	
15. Do you have virtual tours?	Yes	
16. Are you on the internet?	Yes	
17. Does your company have national and local name recognition?	Yes	
18. Is your company International?	Yes	
19. Does your company accept all ad calls?	Yes	
20. Do you offer an Easy Exit Listing Agreement?	Yes	
21. Is your office open 7 days a week?	Yes	
22. Are your services 100% guaranteed?	Yes	
23. Does your company have a full time appointments desk?	Yes	
24. Can you sell my home?	Yes	
25. How soon can you start?	NOW	



Easy Exit Listing Agreement

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. I will take the risk and the fear out of listing your home with a real estate agent. How? Through our Easy Exit Listing Agreement.

When you list your home through our Easy Exit Listing Agreement, you can cancel your listing with us at any time. No hassles. It's easy.

- You can cancel your listing anytime
- You can relax, knowing you won't be locked into a lengthy contract
- Enjoy the caliber of service confident enough to make this offer

Only one restriction applies...we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within the seven day period, you are free to withdraw your listing.



Preferred Vendors

Attorneys

Quinones & Oliver (407) 249-5050
Karen R Spell PA (321) 270-2122

Title Company

Aloma Title Co (407) 671-5514
Foundation Title (407) 706-7668

Appraisers

Kelly Kellogg (407) 644-8885 kkellogg@appraisal-experts.com

Appraisal Services
Karen Marie Chminitzky (321) 624-0812

Russell Cheezum (321) 460-0590 rcheezum@cfl.rr.com

Home Inspectors

Home Inspections of
Ctrl Florida/Jim Klien (407) 274-3456

Home Pro Inspectors
Tony Harrell (321)278-1940 homeproinspect@gmail.com

Pillar to Post
Brian Bentley (321) 277-3475 brian.bentley@pillartopost.com

Mortgage Broker

Home 1st Lending
Zach Bleznick (407) 276-5332 zbleznick@myhome1st.com

Landscaper

Lawn Share (888) 868-8838
Green is Good (407) 435-4391
Jack and Nick Lucas (407) 580-7452
Dependable Property Care (407) 860-9459



Hope this helps with the sale of your home! Let me know if you need help or just have questions with anything!

