REALTY EZ

2026–27 EDITION

LISTING PRESENTATION

SOLD RIGHT.
SOLD SMART.

How a Realty EZ agent prices, prepares, markets and negotiates to put the most money in your pocket.

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FOR HOMEOWNERS

WHY YOUR CHOICE OF AGENT MATTERS.

Two identical homes can sell for very different prices. The difference is strategy — pricing, presentation, exposure and negotiation.

This guide walks you through exactly how we'll sell your home: what we do before it hits the market, how we reach buyers, how we keep you informed and how we protect your bottom line from offer to closing.

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STRATEGY

PRICING WITH PRECISION

01

The first two weeks on market are your highest-traffic window. Price to win them.

We build your price from a comparative market analysis of recent sales, active competition, pending deals and expired listings in your neighborhood — adjusted for condition, upgrades, location, flood zone, roof age and insurance considerations buyers in Southwest Florida care about.

PRICED	WHAT TENDS TO HAPPEN
Above market	Fewer showings, longer days on market, price reductions and lower final offers
At market	Strong early traffic, competitive interest, better negotiating position
Strategically	Maximum exposure and the best chance at multiple offers

WE REVIEW EVERY WEEK

Showings, online views and feedback tell us how the market is responding. We'll recommend adjustments with data, never guesswork.

FIRST IMPRESSIONS

02 PREPARATION & PRESENTATION

Buyers decide online in seconds. We make sure your home earns the click.

Walk-through & prep plan

A room-by-room list of quick, high-return improvements before photos.

Professional photography

Bright, wide, magazine-quality images — including twilight and aerial where they add value.

Video & 3D tour

Walkthrough video and virtual tour so out-of-area buyers can tour remotely.

Floor plan

A clear floor plan so buyers understand the layout instantly.

BEFORE PHOTOS

- [ ] Declutter and depersonalize
- [ ] Deep clean, including windows and lanai
- [ ] Touch up paint and fix small repairs
- [ ] Refresh landscaping and front entry
- [ ] Gather permits, roof, HVAC and insurance records

EXPOSURE

MARKETING THAT REACHES BUYERS

03

Your home goes everywhere qualified buyers are looking.

- **MLS syndication** to the major home-search portals and brokerage websites
- **Targeted social campaigns** to buyers searching your area and price range
- **Email to our agent network** and buyer database before and at launch
- **Just-listed mailers** to neighbors — who often know the next buyer
- **Open houses** with sign-in follow-up and real-time feedback
- **Relocation & seasonal buyers** reached through out-of-state and snowbird marketing

MORE QUALIFIED EXPOSURE MEANS MORE COMPETITION — AND COMPETITION SETS THE PRICE.

PROCESS

COMMUNICATION & NEGOTIATION

04

You'll always know where things stand.

01 **Weekly updates**
Showings, feedback, online activity and market changes — every week.

02 **Offer review**
We compare net proceeds, financing strength, contingencies and timing, not just price.

03 **Inspections & appraisal**
We negotiate repairs and credits and defend value with comparable sales.

04 **To the closing table**
We coordinate title, lender and buyer's agent so deadlines are met.

KNOW YOUR NUMBER

YOUR SELLER NET SHEET

05

Ask your agent to complete this with current figures for your home.

ESTIMATED SALE PRICE _____

BROKERAGE COMPENSATION _____

OWNER'S TITLE POLICY _____

PRORATED TAXES _____

REPAIRS / CREDITS _____

MORTGAGE PAYOFF(S) _____

DOC STAMPS ON DEED _____

TITLE / SETTLEMENT FEES _____

HOA / ESTOPPEL FEES _____

ESTIMATED NET PROCEEDS _____

FLORIDA CLOSING COSTS

Sellers in Lee and Collier counties customarily pay documentary stamp tax on the deed ($0.70 per $100 of price) and the owner's title insurance policy, though these items are negotiable in the contract.

Notes

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LET'S PUT YOUR HOME IN FRONT OF BUYERS.

Schedule a no-obligation pricing consultation and get a custom marketing plan for your property.

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