

YOUR HOME SELLER GUIDE

FROM JUST LISTED TO

Sold



A step-by-step roadmap to take the stress out of selling your home - from preparing and staging to marketing, negotiations, and closing.

[SULLYDELVALLE.COM](https://sullydelvalle.com)

YOUR HOME MATTERS

“I believe in going above and beyond to provide top-tier service & an exceptional client experience”

For me, it's all about you. Your goals, your needs, your timeline. I'm here to listen and lead, turning the usual stressful process of selling your home into a smooth, stress-free, and successful journey.

When choosing a realtor to guide you through the sale of your property, it's crucial to partner with someone who not only understands the market intricately but also brings firsthand experience as an investor to the table. With over 15 years of experience in real estate and a decade-long tenure as a licensed realtor. I am dedicated to maximizing your profitability while safeguarding your interests.



Sally Del Valle
REALTOR®



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THE FACTS

Exp Realty

01.



The Largest Independent Real Estate Company In the world

eXp Realty boasts over 86,000 agents across the United States, Canada, and various other countries worldwide. Our global reach extends beyond traditional MLS platforms—we showcase listings directly to our network of realtors through our internal websites, ensuring widespread exposure for your property.

02.



Ranks #8 in Forbes Americas Best Large Employer list

The highest-ranked residential real estate company and the fastest growing real estate brokerage in the world.

03.



Number 1 in Transactions

RISMedia Top 1,000 Power Broker Report for 2023.





Client Testimonials

MEET SOME OF OUR HAPPY CLIENTS

"Sully embraced the challenge of buying and selling and exceeded our expectations."

"Sully is an exceptional realtor! She demonstrated utmost responsibility, expertise, and patience throughout the entire process. Her dedication and positive attitude made the experience seamless and stress-free. Always available to address concerns and offer sound guidance. A true professional who exceeded expectations. Highly recommend"

STEPHANIE QUEVEDO



"We were so impressed with Sully and her team's knowledge of the market."

"I have known Sully for a long time and I can always count on her advice and knowledge for anything to do with real estate. She is very dedicated and willing to help anyone. I highly recommend her especially for real estate investors like me who are looking to grow their real estate portfolio"

JASON FAUCHER



OTHER CLIENT SUCCESSES

Client Case Study

OUR SIGNATURE PROCESS



Clients

The Morales Family



Client Goal

To quickly sell their home after retirement



Results

- 5% above asking price
- Multiple offers within three weeks
- Exceeded market expectations



Let me help you paint a vivid picture of how I assisted the Morales family in achieving their goals. Two years ago, I had the pleasure of meeting the Morales family as they began to envision their retirement dreams. Recognizing the importance of meticulous planning, we embarked on a journey together to enhance their home and prepare it for the market once they retired. With a tailored plan in place, we focused on strategic improvements to maximize the property's appeal and value. From minor renovations to staging recommendations, every detail was carefully curated to showcase their home in the best possible light. As retirement approached, we seamlessly transitioned into the selling process, leveraging my expertise and market insights to attract qualified buyers and secure a favorable outcome. Guiding the Morales family every step of the way, from initial consultation to successful sale, was a privilege, and I am honored to have played a role in helping them embark on this new chapter of their lives.

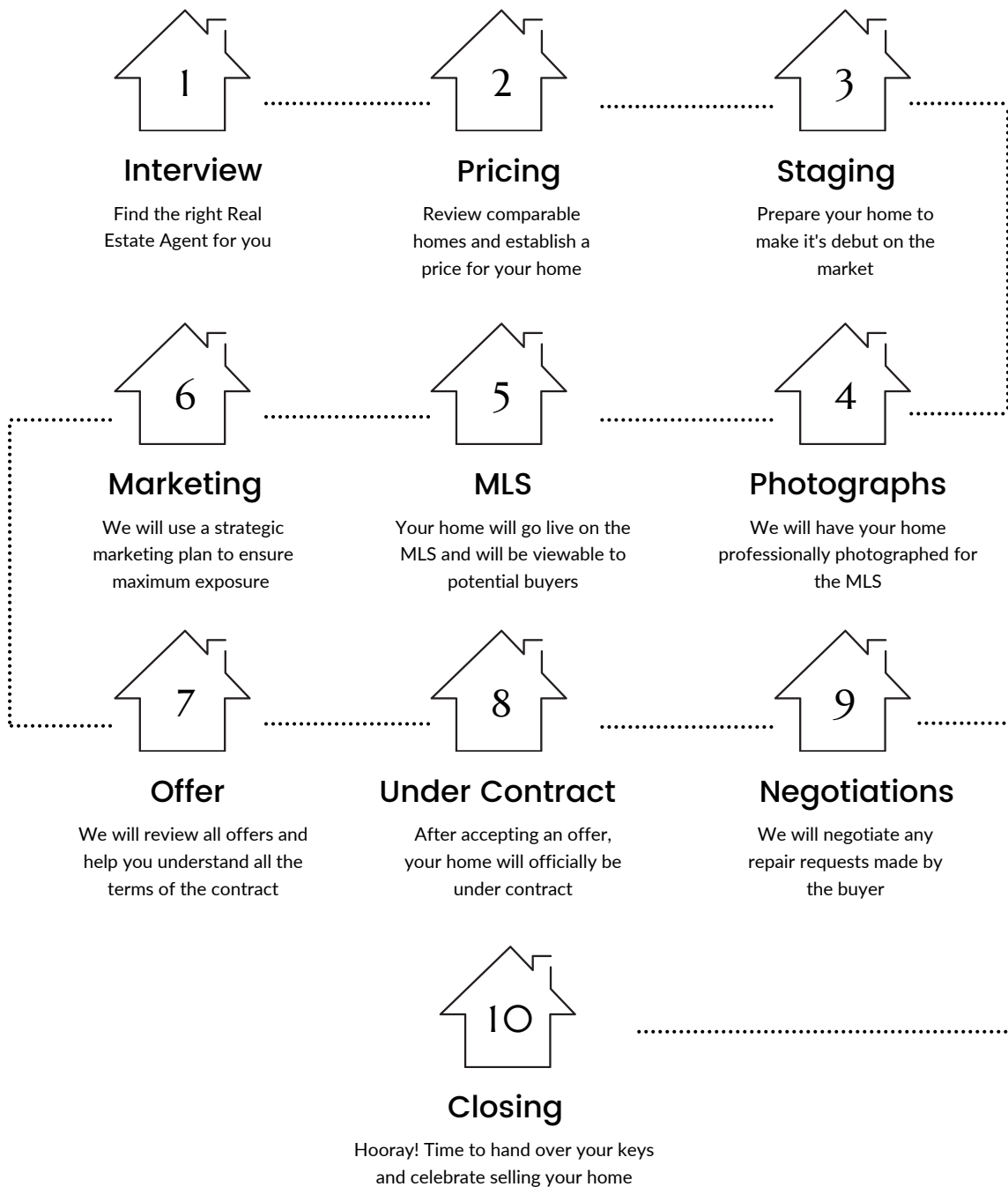
Testimonial

"She is a very intelligent, professional and pleasant Realtor. She takes you by the hand step by step which made my home sale very easy for me. I totally recommend her"

FINDING YOUR HOME

Our Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

Our Proven Home Selling Timeline

OUR SIGNATURE PROCESS

STEP ONE

1

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

2

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

3

Our Marketing Plan

I will create a customize marking plan based on your home and location. I also collaborate with Zillow through their Listing Marketing Program, enabling me to optimize the exposure of your listing on their platform to attract a maximum number of viewings and showings. Through this partnership, your home is prominently featured on their website as a top selection, ensuring it receives the attention it deserves.

STEP FOUR

4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



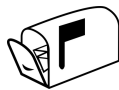
Create a professional
listing flyer & in-home
marketing book



Informative &
engaging MLS listing
description



Expose to my associates
at bimonthly business
meeting



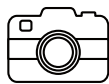
Strategic & targeted
post card campaign



Hold Open House 1-2
weeks after placing
property on the market



Promote at a Realtor
Open House
Luncheon



Use high resolution,
professional quality pictures
and drone photography



Target one-to-one social
media advertising



Door-knock the
neighborhood & pass
out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

MULTI-CHANNEL MARKETING

Marketing Deep Dive

Signage

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- High-quality signs designed to stand out
- Generates interest in your property

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Showcase your property with drone footage
- Create engaging video tours
- Develop immersive virtual tours
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of every property corner



*I'm going the extra mile to get your home **sold** fast*



Internet Exposure

- 47% of buyers start looking at homes online
- We list on every leading real estate websites
- Utilize social media platforms for a broader reach
- Exp realty will market your listing directly to all of our 86,000 agents
- Targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate local and international leads

Exclusive Services

- Provide weekly status updates for consistent communication
- The team is available for appointments seven days a week
- Maximum flexibility and accessibility
- Guarantee an open house every weekend until it's sold
- Include complimentary professional home staging consultations
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

MY SPECIAL APPROACH

What Makes Me Different

My approach with you will be honest and straightforward: you come first. I'm here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I'll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail.



YOUR FLORIDA REALTOR®

Helping buyers, sellers & investors in:

• Tampa • Orlando • Miami



Over 60+ Million sold



100+ families served



Over 10 years of experience



< 1 hour response time

"Working with Sully was a pleasure! Her local market knowledge, attention to detail, and exceptional communication skills made selling our home a breeze. We highly recommend her as a top-notch realtor."

- John and Lisa S.

"Sully is an exceptional realtor. Her dedication, care, and expertise guided us in finding our dream home. Her professionalism, responsiveness, and strong negotiation skills ensured the best deal. Highly recommended!" - Flor D..

WHAT YOU NEED TO KNOW

About Commission

01.



Commission is Negotiable

My commission rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are not set by law. **We can set a commission rate that reflects the value you will receive and the results you're aiming for.**

02.



What Does it Pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

03.



Keeping it off the MLS

NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage. We can still offer buyer concessions on the MLS.



SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



About Your Home

HELP ME UNDERSTAND YOUR HOME

-
- ✓ What drew you to this home when you bought it?
-
- ✓ What is your favorite feature of your home?
-
- ✓ What do you like most about your neighborhood?
-
- ✓ What are your favorite nearby attractions and amenities?
-
- ✓ What don't you like about your home?
-

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?



Additional Notes



YOUR HOME MATTERS

"Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals"

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