

a guide  
to selling your home

Get to know us today



## Home Seller's Guide



*Honest, Hardworking, & We do what we say!*

[ForbesPropertyGroup.com](http://ForbesPropertyGroup.com)

a guide  
to selling your home

## Meet Your Realtor



**Lee Forbes**, is a graduate of the Realtor Institute and as a Certified Residential Specialist (CRS) he is among the top 1% of all Realtors nationwide. Lee is not just an agent, but a real estate broker-associate and Vice President for the Manatee Association of Realtors Board of Directors, Florida Association of Realtors Voting Director and the National Association of Realtors. Lee has also served as the Manatee Association of Realtors Technology Committee for the entire Mid Florida Regional Multiple Listing service and chaired our local boards Technology committees representing our Manatee service area on regional and state wide levels including induction to the Florida Realtors Honor Society for 2012.

As an Accredited Buyers Representative (ABR), Lee Completed additional training for working with and understanding the needs of buyers in today's market. Lee Also holds the "e-Pro" designation from the National Association of Realtors as a top internet and technology professional. In December, Lee was awarded the prestigious "Young Professional of the Year" award for 2008 by our local association of Realtors!

**"I strive every day to improve myself and  
to improve the service I give to others."**

-Lee Forbes

***Honest, hardworking, and we do what we say!***

### **Our Aim**

Our aim is for our clients to have such a positive experience that they become Ambassadors of the **Forbes Property Group**, compelled to recommend us to anyone with a real estate need. Honest, hard working, and we do what we say!



*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**

## Meet The Team

**TEAM LEADER Lee Forbes** is a technology wizard. CRS achiever, (Certified Residential Specialist) and holder of the E-Pro designation, along with his ABR, ( accredited buyers representation ) certification, Lee also serves on the Manatee Association of Realtors and serves on the MLS ( Mid Florida Regional ) as a regional technology director. In 2008 he was awarded the Young Professional Award from the Association of Realtors.



**Cheryl Shoultz** Buyer Specialist, Cheryl was raised in Manatee County and has been selling real estate in the area for over a decade. Cheryl is a Graduate of the Realtor Institute, Certified New Home Sales Professional, and Short Sales and Foreclosure Resource Certification holder. Cheryl is also a Certified **Feng Shui** Real Estate Practitioner as well as a private Feng Shui Consultant. "By handling every transaction as if it were her own, most of my clients also become very good friends."



**Richard Fitzsimmons** Richard brings corporate marketing career experience to our team with over 20 year experience working for L'oreal of Paris, last serving as VP of communications. Richard ushered in data communications with oversight of international computerization for the cosmetics division. Put Richards smile and wit to work for you as we market your property internationally.



**Todd Rentschler** Originally a native of Baltimore, MD, Todd has called Sarasota, FL home for over 25 years. He's married with one beautiful little girl, whom he's very proud of and only too eager to share photos of. A former student of architecture in college, Todd gradually switched his focus from designing custom homes to marketing them as a Realtor in 2001. Successfully closing over 1.5 million in transactions his first year, Todd was runner up for "rookie of the year" honors.



**Michael Bridges** Hailing from North Carolina, Mike brings over a decade of Corporate management skills and sales experience into your home. A father of four, Mike has strong family ties within the community and the desire to work hard for his clients. You will quickly find a new friend and a true professional working on your behalf.



*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**

*the home selling process*

There are a lot of details to be handled when selling a home. It is my job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible. This overview was designed to help you understand the various steps along the way.

***Preparing for Sale***

Conduct comparative market analysis to establish a fair market value of your home  
Prepare and complete the listing agreement  
Recommend improvements to maximize your home's value  
Place a lock box on your property, if needed

***Marketing your Home***

Enter listing information into the MLS  
Place a For Sale sign on your property  
Notify top local agents of this new listing  
Schedule your home for office tour  
Schedule your home for MLS tour  
Distribute Just Listed flyers to your neighborhood  
Post your home information on the Internet  
Schedule and hold open houses if required  
Notify all potential buyers with details of listing  
Arrange showings for other agents  
Arrange advertising as required ie: Real Estate Books, Magazines, Internet (80 % of buyers come from the internet as of today's writings )



***Communicating with You***

Contact you weekly with feedback and after each showing  
Prepare and deliver regular progress reports to you  
Discuss all marketing activities with you

***Coordinating the Sale***

Pre-qualify potential buyers  
Present and discuss all offers with you  
Negotiate your transaction with the other agent  
Prepare and finalize the closing

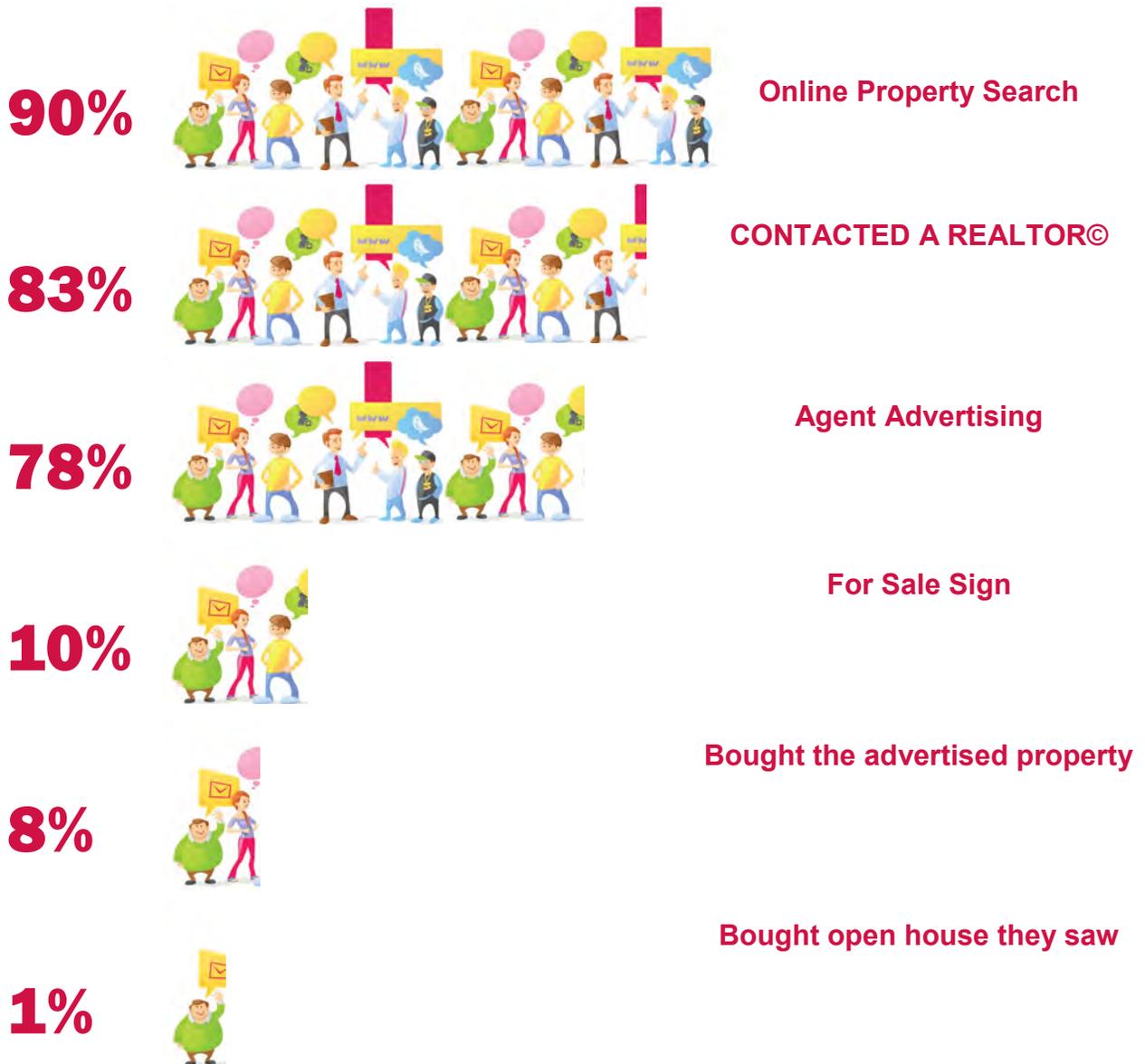
***Other Ways We Can Help***

Arrange for an agent to assist you in your relocation  
Recommend a moving company  
Provide you with a helpful moving checklist  
Recommend preferred companies for related services  
We will work hard to make the sale of your home as smooth and stress-free as possible!

# a guide to selling your home

## today's Buyers

Let's take a moment to understand where buyers are finding homes today and understand the effectiveness of specific marketing techniques employed to sell property across Florida.



**So Where should we spend our efforts?**



Source: 2013 National Association of Realtors Profile of Home buyers Report

*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**

# a guide to selling your home

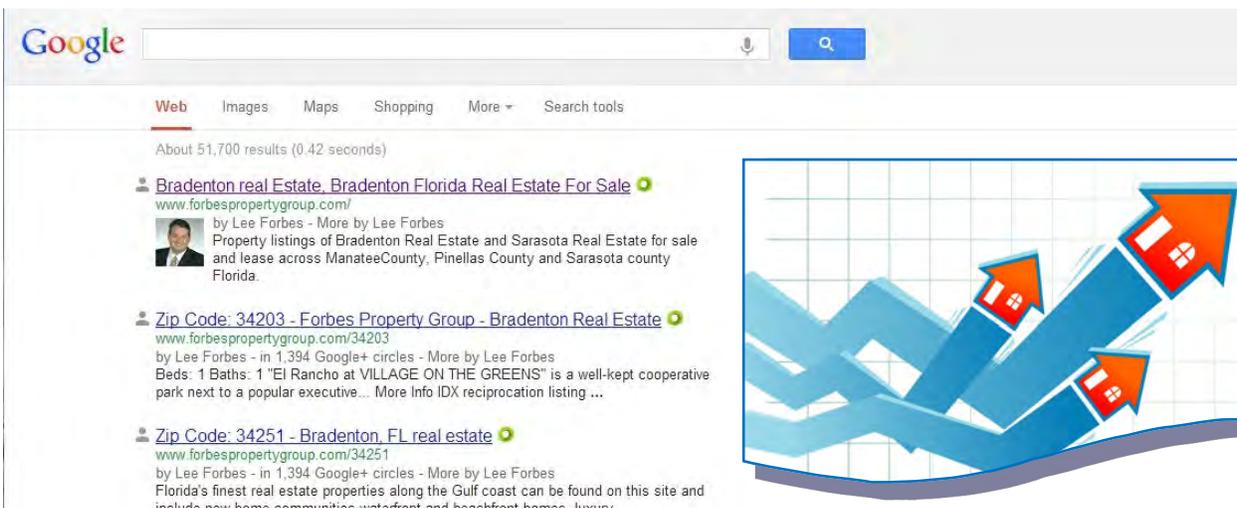
## Getting connected

### Marketing to today's Buyer has changed...

Connecting your property with it's next owner has evolved drastically in just the last few years. Just like your old car phone, changing technology has really widened the gap between the "old way" Brokers use to market your home and the viral/social



marketing systems we employ.



*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**

# a guide to selling your home

## Global Exposure

We harness the power of technology using syndication to get your property in front of today's hottest buyers!



*And MANY, MANY MORE.....*

Just Real Estate Listings



Honest, Hardworking, & We do what we say!

ForbesPropertyGroup.com

## Our Promise

### What we do for you

**ALL** real estate agents will claim they can sell your house...

We promise to sell your house at the **maximum** price, with **minimum** hassle.

Selling a home successfully requires experience, time and resources.

#### **Experience**

From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

#### **Time**

Selling a home involves hours of phone calls and paperwork that you shouldn't have to worry about. I will take care of it all for you.

#### **Resources**

**Internet dominating technology**, Yard signs, brochures, ads, direct mail Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.



Selling your home can be a daunting task. We work hard so our clients can enjoy having their homes sold worry-free and profitably. We would love the opportunity to earn your business.



*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**

## Photography

### Professional Marketing makes ALL the difference!

#### Double Cheeseburger

You really will be seeing double. Two 100% Aussie beef patties, melted cheese, tangy pickles, mustard and sweet ketchup. Delicious.



VS



#### Which home do you want to see?



VS



#### Our Professional Photography

#### Other Agents

**The two home photos above are of the same property.** As a professional advertiser, we often see other agents work using poor photography techniques that quickly turn off today's buyers before they ever see inside your property. We use cutting edge technology and equipment to ensure that your home's presentation is appealing and inviting to buyers! Which home do you want to go see from above?

## Our Marketing Plan

Our **10-step** marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to the right people that can either buy your home or help us find the right buyer: *Prospective homebuyers, local real estate agents and investors and Global Syndication across the web.*

1. **Price your home strategically** to be competitive with the current market and current price trends.
2. Suggest the staging of your home ideas to showcase features that buyers are most interested in.
3. Place *For Sale* signage and printed flyers, accessible to drive-by prospects on the go.
4. Distribute *print* marketing to neighbors in the community, encouraging them to tell their family and friends about your home.
5. Optimize your home's Internet presence by posting it on local and global / international ML systems and adding the maximum amount of photographs and creative descriptions.
6. Create a virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
7. Targeted marketing to active real estate agents that specialize in selling homes in your neighborhood.
8. Advertise your home on the back of our other listings flyers for cross exposure, neighborhood newsletters and direct mail campaigns to our database of local buyers.
9. Create an Open House schedule if requested to promote your home to prospective buyers. \* we will discuss further with you at our personal meeting. \*
10. Provide you with bi-weekly updates detailing our marketing efforts, including comments from prospective buyers and agents that have visited your home, and internet activity.



## Don't List Your Home With Anyone Until You Read This!

The specific **agent** you choose—not just the **company**— makes all the difference in whether your house sells or not, and affects the net proceeds from your sale. Take a minute to read the following comparison between The Forbes Property Group and other agents to see all of the extra benefits you receive from our Home selling system when you hire us!

### What Some Agents Offer

#### Availability

Once you have listed they contact you occasionally. You can call and leave a message and get a return call, when they are in between appointments, or perhaps not until the next day.

#### Service After Showings

No calls or follow-up after each showing.



#### Staff

One agent tries to do everything to manage the sale of your home or they enlist the help of a very limited staff.

#### Advertising

The agent may place a classified ad in the newspaper. Their office chooses the media and which homes will be advertised. They may type up a feature sheet, or copy an interoffice form to advertise your home.

#### Technology

The agent places your listing in the Multiple Listing Service computer and waits for someone to bring them a buyer.

### What the Forbes Property Group Offers

#### Availability

We are accessible! If all of our agents are out of the office your personal Client-Care Manager is available. You can always reach one of us through the office or by cell phone.

**Benefit to you: Availability! You can always reach a helpful team member.**

#### Service After Showings

The Forbes Property Group provides you with a multiple agents who helps monitor each showing. They request feedback about your home from the showing agent and email a written report to you every other week. In addition, you receive market reports and updates about our marketing efforts towards your home. Copies of ads and flyers are sent to you on a regular basis.

**Benefit to you: You are kept up-to-date on the marketing of your home. You are not left in the dark, rather are a priority to us and our helpful team..**

#### Staff

The Forbes Property Group has chosen select professionals, each working within their area of expertise, and work exclusively for you. Your interests become their goal in order to sell your home quickly, for the most money and with the least amount of hassle.

**Benefit to you: Several real estate professionals working for you for the price of one!**

#### Advertising

We advertise your home in the media Buyers are looking at. 84% of today's buyers are looking for homes on the internet. We DOMINATE the World Wide Web attracting buyers looking for property in the Bradenton—Sarasota area. Your home is marketed around the clock!

**Benefit to you: Your home receives much more exposure and calls are responded to by professional sales people whose goal is the same as yours—GETTING YOUR HOME SOLD!**

#### Technology

Our advertising is cutting edge and our innovative real estate system on the Internet ECLIPSES what any other agent does. Your home can be selected from an international market as well as locally through the Multiple Listing Service.

**Benefit to you: Your home gains maximum exposure to local, regional, national, and international buyers.**



*what our clients say*



**“It’s always wise to hire a professional when you consider that a quick sale saves thousands in payments, time and not to mention the hassle of keeping your home show -ready for an extended period.”**

**Read on to see what our past clients are saying about their experience.**

After six weeks of searching for "the right house" with a different REALTOR, my wife happened across the Forbes Property Group website and contacted Cheryl. In less than 24 hours, Cheryl had selected 10 homes to show us that matched our criteria. Our first day out with a "pro" agent we found the home we wanted, wrote the offer, and are now happily settling in. Cheryl was with us every step of the way, promptly answering calls and the questions we had. We could not be more satisfied with the service we received.  
**-Gregg & Lori Bittner**

The Forbes Property Group always came through. They went above and beyond the call and really was the closer to the deal. Closings always have their bumps and bruises but Lee Forbes was Always there to facilitate the process. Extremely Professional!!  
**-Paul Thompson**

Lee met our Family at the Hotel the afternoon we flew in from out of state for what we thought would be a stressful four day house hunting trip. Lee Forbes was always "low key" and calm; never pressuring us, but rather, actually made us comfortable with the whole process. We enjoyed his knowledge and professionalism when he "went to bat for us" at the last minute to dispute extra costs that arose just before closing. Great job from start to finish!  
**-Kim & Sally Schoeffel**

After talking with two other REALTORS, Todd was the first to listen to what we were looking for, was considerate of our "spendable" monies, and showed us the properties we wanted to see. I commend Todd Rentschler highly for his excellent communication and listening abilities and his follow through. I recommend Todd to all my relatives and friends.  
**-Peter & Kathy Tortolano**



*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**

*frequently asked questions*

***Are there things we should do to our home to help ensure the maximum price?***

**Yes.** There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. We can advise you about specific improvements that will increase your home's marketability and value.

***How often will you advertise our property?***

**We don't just list homes; we market them.** We will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. We will customize a marketing plan to reach the types of buyers most likely to purchase your home. We know how to maximize the power of the Internet for our clients, while also using traditional methods including: brochures, yard signs and direct mail.

***Will you be present at all showings?***

At open houses a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home, and if possible a member of the team will be there as well. Most buyers prefer only their own agents be present when evaluating a prospective new home.

***What if another agent tells us they can get us more for the house?***

**Some agents will quote a higher listing price just to get your business,** but an overpriced house will not sell. If you choose to work with us, we will conduct a comparative market analysis prior to recommending an asking price for your home. We will explain how we arrived at the price, but ultimately the decision is up to you. We will offer our professional opinion on how the market will value your home.

***Do we have any responsibilities during the marketing of our home?***

Your primary job during the sale of your home is to keep it neat and clean for showings. \* we will discuss open houses when we meet with you \* we have specific thoughts on these. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. We will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

***What happens once we get an offer?***

We will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, we will guide you through the entire closing process and ensure everything proceeds smoothly for you.



a guide  
to selling your home

**Ready to Go?**

## **How do you feel about listing your home with Forbes Property Group now that you know us?**

Selling your home is a huge financial decision. We hope that this information will prove helpful as you select the agent that is responsible for this task. Our helpful team at **Forbes Property Group** is ready once you select us for this awesome responsibility. We promise to provide all of the above services and more in order to get your home sold quickly, for the most money and with the fewest hassles.



*Honest, Hardworking, & We do what we say!*

**ForbesPropertyGroup.com**