



DAVID CRAWFORD

Realtor

HOME SELLER'S GUIDE

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Tampa, FL

Outline of Topics

CONTENTS

01

About Us

02

Selling Process

03

Marketing

04

My Questions

05

Testimonials

06

Contract



OUR BRAND

About Us



When it comes to selling your home, our team of experienced agents is dedicated to getting you the best possible price. We understand that your home is a valuable asset, and we use our expertise & market knowledge to ensure that it is presented in the best possible light to potential buyers.

crawfordtampabay.com

[@crawfordtampabay](https://www.instagram.com/crawfordtampabay)

Your Agent

ABOUT ME

David Crawford



DAVID CRAWFORD:

As a seasoned real estate agent in the industry, I have a deep understanding of the local market & what it takes to get top dollar for your home. I pride myself on my ability to navigate the complex process of selling a property, and I am dedicated to providing my clients with the highest level of service & professionalism.



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Testimonials From

David Crawford

OUR CLIENTS



ALESSA M.

"David has been a blessing during 2 very stressful situations. We first needed David to sell my parents' home. He understood the sensitivity of the situation..."



JOSEPH L.

"I chose David Crawford as my Realtor to purchase and then sell my condo. He is very thorough and is on top of everything..."



ROMELO R.

"David Crawford has been one of the most knowledgeable professionals in their field that I've worked with..."

SELLING PROCESS

Step-by-Step

01

HOME PREP

Determine the value of your home. It's important to have a realistic understanding of what your home is worth in the current market.

02

GET AN AGENT

Receive selling expertise, save time, legal advice, negotiation power, and access to a network of individuals.

03

LIST!

Determine the homes listing price with your agent and decide to stage the home or not.

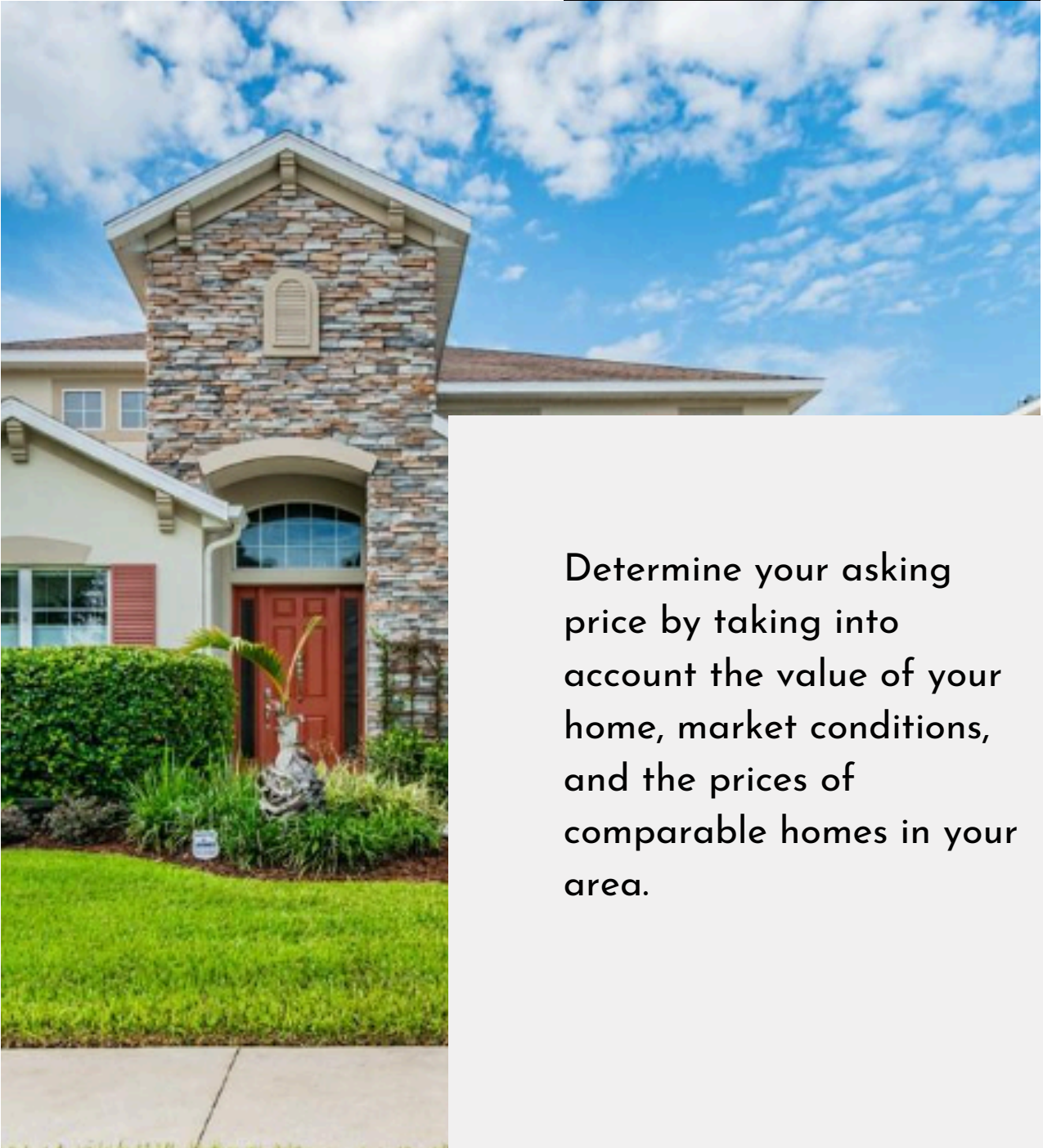
04

CLOSE!

Negotiate the sale price with the buyer and finalize the sale through the use of a purchase agreement. Complete any necessary paperwork and transfer ownership of the property to the buyer.

PRICING STRATEGY

WHY PRICING IS
CRITICALLY
IMPORTANT



Determine your asking price by taking into account the value of your home, market conditions, and the prices of comparable homes in your area.

PRE-LISTING STRATEGY

Step by Step

01

DETERMINE THE VALUE OF YOUR HOME:

You can do this by looking at comparable properties, or by getting a professional appraisal.

03

STAGE YOUR HOME FOR SUCCESS:

Decluttering, rearranging furniture, & adding decorative touches to make your home look its best.

02

MAKE NECESSARY REPAIRS AND IMPROVEMENTS:

This can include things like fixing any leaks or damages, painting, or updating fixtures.

04

CHOOSE THE RIGHT REAL ESTATE AGENT:

Finding a reputable & experienced real estate agent is crucial to the success of selling your home.



How to Promote

MARKETING STRATEGY



A market strategy is a plan of action for effectively promoting & selling real estate. It involves identifying target markets, analyzing market trends & conditions, & determining the best approach for reaching potential buyers.

WHEN THE LISTING GOES LIVE

ONLINE EXPOSURE

OPEN HOUSE

This can include things like setting a competitive price, promoting the property through various channels (such as online listings, open houses, & targeted advertising), and negotiating with buyers to get the best possible price. A market strategy should be tailored to the specific property and the local market conditions, and may involve the use of various marketing tactics and sales techniques.

CURRENT LOCAL MARKET

FACTORS AFFECTING YOUR MARKET VALUE

LOCATION:

The location of a property is one of the most important factors that affects its market value. Properties in desirable neighborhoods or areas with a high quality of life tend to have higher market values.

CONDITION OF THE PROPERTY:

The overall condition of the property, including the age and quality of the structure and any necessary repairs or renovations, can also impact its market value.

LOCAL MARKET CONDITIONS:

The state of the local real estate market can also affect the market value of a property. Factors such as the demand for housing in the area, the supply of similar properties, and economic conditions can all impact the market value of a property.

THE SITUATION IN CURRENT MARKET

With low inventory & high demand driving up home prices. Homes are selling quickly & often above asking price due to a lack of available properties. The demand for housing in Florida is being driven by a combination of factors, including the state's favorable climate, strong job market, and growing population.



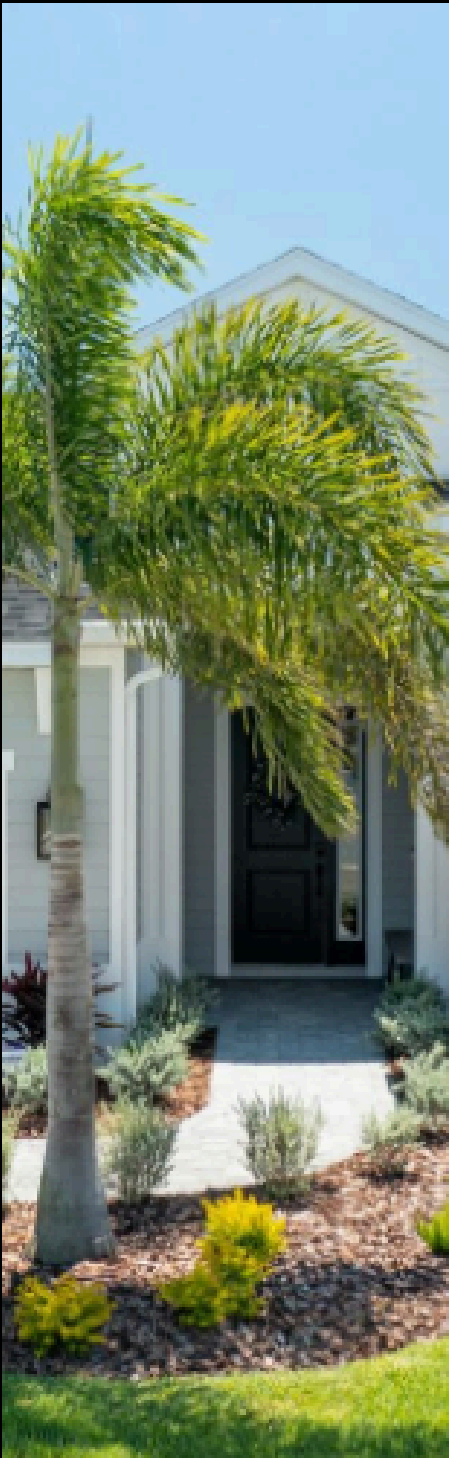
BUYER OR SELLER MARKET?

For sellers, a buyers market can be a good opportunity to sell their property. With fewer properties on the market, a seller's property may stand out more to potential buyers & be more likely to sell. Additionally, a buyers market can sometimes lead to more motivated buyers who are eager to make a purchase.

HOW TO OVERCOME

1. PRICE YOUR HOME COMPETITIVELY: IN A BUYERS MARKET, IN ORDER TO ATTRACT POTENTIAL BUYERS. THIS MAY INVOLVE SETTING A SLIGHTLY LOWER PRICE THAN YOU MIGHT HAVE IN A SELLER'S MARKET, IN ORDER TO MAKE YOUR HOME MORE APPEALING TO BUYERS WHO HAVE MORE NEGOTIATING POWER.
2. MAKE YOUR HOME STAND OUT: STAND OUT FROM THE COMPETITION. THIS CAN INVOLVE MAKING MINOR REPAIRS OR IMPROVEMENTS, STAGING YOUR HOME TO HIGHLIGHT ITS BEST FEATURES, AND SHOWCASING YOUR HOME THROUGH PROFESSIONAL PHOTOS AND VIDEO.
3. WORK WITH A SKILLED REALTOR: AN AGENT WITH EXPERIENCE IN THE LOCAL MARKET AND A PROVEN TRACK RECORD OF SUCCESS CAN HELP YOU PRICE YOUR HOME COMPETITIVELY, MARKET YOUR PROPERTY EFFECTIVELY, AND NEGOTIATE WITH BUYERS TO GET THE BEST POSSIBLE PRICE.

MEDIA & DISTRIBUTION



1

SOCIAL MEDIA

2

DIRECT MAIL

3

**CONTENT
MARKETING**

4

**BUSINESS
WEBSITE**

5

NETWORKING

MEDIA & DISTRIBUTION

1

M.L.S

6

EMAIL
CAMPAIGN

2

DIRECT MAIL

7

FACEBOOK ADS

3

CONTENT
MARKETING

8

FACEBOOK
MARKETPLACE

4

BUSINESS
WEBSITE

9

INSTAGRAM
ADS

5

NETWORKING

10

TIK TOK ADS

MEDIA & DISTRIBUTION

SOCIAL MEDIA:

Create and share high-quality visual content (photos, videos, virtual tours) that showcases the property on social media platforms such as Facebook, Instagram, and Twitter.

DIRECT MAIL:

Develop a mailing list of potential buyers who may be interested in the property, based on factors such as income, age, location, and lifestyle.

CONTENT MARKETING:

Utilize content marketing techniques such as blogging, email newsletters, and forum postings to reach a wider audience.

BUSINESS WEBSITE:

Create a property-specific website or landing page to provide more detailed information and visuals about the property.

NETWORKING:

Utilize personal and professional networks to spread the word about the property.

FACEBOOK ADVERTISING:

Utilize Facebook's advertising platform to target specific demographics and increase exposure.

VALUES

David Crawford



**CUSTOMER
SATISFACTION**



**SHREWD
NEGOTIATOR**



**BEST MARKETING
IN THE BUSINESS**



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MY QUESTIONS

1 1. How should I prepare my home for sale?

2 2. How should I price my home?

3 3. How long will it take to sell my home?

4 4. Should I make any repairs or improvements before selling?

5 5. How can I make my home stand out in a competitive market?



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01

OFFER CONTRACT

The buyer submits an offer to the seller, outlining the terms of the proposed sale, including the purchase price, closing date, contingencies, and any other relevant details.

ACCEPTANCE

The seller accepts the offer and signs a purchase agreement, which outlines the terms of the sale and serves as a legally binding contract between the two parties.

02

EARNEST MONEY

The buyer provides an earnest money deposit, which is typically held in an escrow account until closing. This deposit shows the seller that the buyer is serious about the purchase.

03

04

HOME INSPECTION

The buyer hires a home inspector to evaluate the property and identify any issues that may need to be addressed before closing.

05

APPRAISAL

The buyer's lender orders an appraisal to determine the fair market value of the property and ensure that it is worth price.

06

TITLE SEARCH

A title company performs a title search to verify that the seller has clear ownership of the property and that there are no outstanding liens

07

CLOSING DISCLOSURE

The buyer receives a closing disclosure that outlines the final terms of the loan, including the interest rate, fees, and closing costs.

08

CLOSING/RECORDING

The seller and buyer meet with a closing agent to sign the final paperwork and transfer ownership of the property. The buyer provides the remainder of the purchase price and any additional closing costs

09

POSSESSION

The buyer takes possession of the property issues are resolved, and the transaction is complete.

I NOTES
