

# FOR SALE BY OWNER HELP GUIDE



**239.977.5642**

**Office@KnowledgeBaseFL.com**

**KnowledgeBaseFL.com**



**KNOWLEDGE BASE**  
KnowledgeBaseFL.com

# HELLO.

There are many reasons that folks choose to go the FSBO route when selling their homes. FSBO means 'For Sale by Owner' in the world of real estate. It sounds like 'fizbo' when said aloud, and the concept most definitely has some serious pros. With the recent appreciation in home prices, this spring might be a good time to sell your home. But which is the smarter way to do it, hire a real estate agent or list it yourself?

For someone experienced in the purchase, sale, and marketing of a home, selling a home as a FSBO makes good financial sense. On the flip side, for someone who is inexperienced in marketing and real estate, or who is short on time, the FSBO route could cost the seller a great deal of time and money. Making a mistake in pricing, marketing, legal compliance or paperwork can have serious repercussions, both financial and legal.

FSBO listings are more common today than in 2007, thanks to consumer-facing listing platforms such as Zillow and easier access to the Multiple Listing Service (MLS) for non-agents.

But FSBO is no walk in the park. A 2017 Zillow report found that 36% of homeowners attempt to sell their homes without an agent, but only 11% actually complete sales themselves. In other words, more than two-thirds of sellers who try FSBO fail.

*Many Real Estate Agents are protective of our "top secret" selling techniques, but I am not your average agent. In this guide, I will map out how to price and prepare your home, the showing process, and what to expect at closing. As always, if you get into this and decide a real estate agent is the way you would like to go, please call me anytime.*

*Kevin Bartlett*

Broker/Owner



# ASK YOURSELF...

BEFORE YOU READ ON AND EMBARK ON THIS JOURNEY, TAKE A FEW MOMENTS TO SOUL SEARCH AND ASK YOURSELF THESE 3 QUESTIONS.

1

Do I have the mental muscle to tackle a nerve-wracking project that demands loads of effort, time, and is one of the most significant investments of my life?

---

2

Have you got the tech-savvy skills to rock the online world and market your property to the 95% of folks who hunt for homes on the internet?

---

3

Ask yourself, am I willing to handle the nitty-gritty details of selling my home, including dealing with buyers who may scrutinize every corner, require intense financial screening, and haggle for the lowest price?

---

If you answered YES to each of these questions, great! Move on to STEP 1.

If you answered NO to any of the questions, consider the 4 statistics on the next page.

# CONSIDER THIS

IF YOU ANSWERED NO TO ANY OF THE QUESTIONS,  
CONSIDER THESE 4 STATISTICS:

1

A 2013 National Association of Realtors® study found that the typical sold price of an FSBO home is \$184K compared to \$230k sold by a licensed agent.

---

2

FSBO properties take on average 19 more days to sell than those listed with Realtors®.

---

3

A survey revealed that the top challenges for FSBO sellers were the paperwork, getting the price right, and preparing the home for sale.

---

4

It's been estimated that 80% of people who try the FSBO method, end up giving up and listing with a Realtor®. It doesn't hurt to at least have a discussion with a Realtor® before trying FSBO.

---

When you sell your home by owner, you're in charge of everything from setting the price and marketing the property to filling out the paperwork and negotiating with the buyer. You'll have to do practically all the heavy lifting of the sale yourself, but in return, you won't have to pay a listing agent.

Done correctly, selling your house for sale by owner can save you thousands of dollars and be a rewarding experience. Done incorrectly, going the FSBO route could lose you money and cause you a great deal of frustration.

# 01

## PREPARATION OF YOUR HOME

The key is to be properly prepared. If you are not, your home could remain on the market longer than you expect because you are not attracting and getting offers from qualified buyers. This can be the point where many homeowners become frustrated and consider giving up their dream of selling their homes themselves. However, there are sellers who successfully accomplish selling their own homes. You can be one of them!





# 01

## HOME PREPARATION

Our team has crafted a meticulous 20-step process designed to ensure a swift and profitable sale of your home. While 20 steps may appear extensive, we make it our priority to work alongside you throughout the process to ensure complete clarity and understanding every step of the way.



# PREPARING YOUR HOME

## MAKE REPAIRS

---

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and lanai screens that are in need of repair. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't.

## FINISH PROJECTS

---

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

## CREATE CURB APPEAL

---

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

# DECLUTTER

---

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

## DECLUTTER SOME MORE!

---

Don't overlook items on display on your shelves, tables, countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

## THINK NEUTRALS

---

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

## REARRANGE YOUR FURNITURE

---

Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.



## CREATE A WELCOMING ENTRYWAY

---

If your home doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

## REMOVE PERSONAL ITEMS

---

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

## FIX PET ISSUES

---

Did Fido leave a stain on the living room carpet? Does the guest room smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

## WASH THE EXTERIOR

---

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

## GET A HOME INSPECTION

---

Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

## **FIX FENCING**

---

A fence adds value to your property. If your vinyl, wood, or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

## **ROOF REPAIRS**

---

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

## **FIX CRACKS**

---

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

## **TOUCH UP ANY SCUFF MARKS**

---

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

## **CONDUCT A SMELL TEST**

---

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

# STAGING YOUR HOME

When potential buyers tour your home, what kind of experience will they have?

Purchasing a property is often a highly emotional affair, with buyers relying heavily on their instincts rather than rational reasoning. This is where the art of staging comes into play.

By paying a professional stager between 100-200 dollars, you can receive a comprehensive consultation on how to optimize your existing furniture and use strategic accessories to give your home an extra edge that will attract buyers.

While some For Sale by Owner home sellers wish to reduce costs, if you choose not to use a professional, imagine that you're hosting a state governor and their family for dinner. Consider what measures you would take to ensure your home is as presentable as possible.

To enhance the presentation of your home, consider purchasing some fresh flowers and temporarily removing any outdated furniture, such as an oversized chair that's been around for too long. Another effective strategy is to invite a guest who hasn't visited frequently and request their candid opinion on what they find appealing and what might be causing a distraction. It's best to choose someone who is willing to be truthful.

Bear in mind that staging your home is a crucial aspect of improving its overall marketability, which we will discuss further in the next section.





# 02

## PRICING YOUR HOME

If you want to sell your home by owner, you need to know how to price it correctly and fairly. That means finding a listing price that is neither too high nor too low for your market.



# 02

## THE PROCESS OF PRICING.

*In this section, we will learn how to accurately price your home and all things to consider.*

The pricing of your home is the most important part of the entire process. A house that is priced too high will sit on the market for a long time. You'll lose money in carrying costs such as utility bills and property taxes while waiting for it to sell. Even worse, when buyers see a home sitting on the market too long, they assume something's wrong with it. You may have a hard time regaining foot traffic even if you cut the price.



On the flip side, FSBOs can also be prone to underpricing. Recent studies show that homes sold by owner typically sell for about 6% less than those listed with licensed real estate agents — meaning that these sellers came out at a loss even after saving on agent fees. This price difference isn't because FSBO homes are inherently worth less. It's because many sellers just don't price their homes high enough.

Remember, it's just basic economics. Your home will only sell for the price a buyer is willing to pay, no higher. When you set the price for your home, it must be based on similar or comparable homes sold (comps) in your real estate market. Depending on how soon you want it sold, you can price at market value or below market value. Licensed real estate agents have the training and experience to market your home at the right price to the right buyers.

## ANALYSIS

To do the research and analysis for pricing, you can use websites like zillow.com and filter results to be like your property and to see only sold properties. From there you can compare the similar properties that have sold, and adjust the price based on your added features or lack thereof. This isn't an exact science, and it works best in neighborhoods where owners buy and sell more often, and in homes that are similar in style and size to other nearby homes. If you have a unique home in a unique location (like a custom waterfront home for example), it becomes more difficult to price, but a proper analysis is still the key.



Consider:

- Does your house have the same number of bedrooms and bathrooms?
- Do you have less or more square footage?
- Has your house had any major updates or renovations in recent years?
- Is your home in a better or worse school district?

Honestly answering these questions will give you an idea of what you should charge.

# CMA vs. APPRAISAL

## WHAT'S THE DIFFERENCE?

CMAs and appraisals are both professional estimates of a home's value, but they fulfill very different functions in the home selling process.

A licensed real estate agent performs a CMA to recommend the best price at which a homeowner should list their property. To prepare a CMA, the agent takes into account both active and closed sales (and sometimes even pending and expired listings, too) for a holistic picture of the local market.

Usually, realtors perform CMAs free of charge. On the other hand, an appraisal is typically conducted by a licensed appraiser to help a bank determine how much to lend for a mortgage. It's concerned mostly with the condition of the property and the final prices for sold homes in the area.

Banks won't lend a mortgage for more than the appraised amount. This can cause your sale to fall through unless you adjust your price accordingly or the buyer agrees to cover the difference out of pocket. Licensed and/or certified appraisers carry out appraisals, and they're not free. Expect to pay \$250-\$450 for this service.



# PLACES TO RESEARCH

## YOUR HOMES VALUE

### 01.

#### SOLD LISTINGS

Compare the original list prices of the homes to the final sales prices to determine any price reductions. Compare the final list prices to actual sold prices to determine ratios. Ideally, compare to at least three properties that sold at market value. Your county appraiser should have a list of comps to view.

### 02.

#### PENDING LISTINGS

The ultimate sales prices of homes that haven't sold yet are obviously unknown until the transactions close. But that doesn't stop you from calling the listing agents and asking them to tell you how much a property is selling for.

Again, make note of the days on the market. That can have a direct bearing on how long it will take before you see an offer.

### 03.

#### ACTIVE LISTINGS

Tour these active-listing homes so you can see what buyers will see when they visit. Make note of what you like and dislike about the properties, as well as the general feeling you got when entering the homes.

These properties are your competition. Ask yourself why a buyer would or would not prefer your home over any others, then adjust your price accordingly.

## SQUARE-FOOT COST COMPARISONS

The buyer's lender will order an appraisal after you receive an offer, so you'll want to compare homes with similar square footage to come as close to the eventual appraised value as possible. Appraisers don't like to deviate more 25%, and they prefer to stay within 10% of net-square-footage computations. Comparable homes are those that are 1,800 to 2,200 square feet if your home is 2,000 square feet.

Average square-foot cost doesn't mean that you can simply multiply your square footage by that number, at least not unless your home is average-sized.





# 03

# MARKETING YOUR HOME

You've done all the work and are ready to hit the market. Don't misstep by not marketing your home in the best and most efficient way possible. In this section, we will guide you through all the most important marketing steps.



# THE VALUE OF PHOTOGRAPHY

When marketing any home for sale, the very first initial impression of a home for buyers is ALWAYS photography. Trust me on this, you do NOT want to breeze over this part of your marketing package.

For best results, a professional photographer is needed for bright, crisp, and well-angled photos that feature the house well. If you would rather not hire a professional, then take the photos with the best camera available with the widest angle lens available.

Open all the windows, turn on all the lights (even the little lamps), and make the home as bright as possible. If there is a time of day that you get more natural light, take the pictures at that time. Don't take photos when it's dark or cloudy.

When taking photos, don't be creative with portrait orientation photos, stick with landscape photos that match more closely to what your eyes see. Get Wide! When taking photos, back up as far back as you can in order to get the widest angle possible. This makes the room appear at least as large as they do in person. The closer you zoom in, the smaller the room appears.

The most important photo is the front exterior of the home. It's vital that this photo is taken excellently. The best times to take this specific photo are early morning or late afternoon. Choose a time when the sun is shining on the front of the home as opposed to having the sun behind the house, causing unwanted shadows.



**BEFORE**  
OWNER PHOTOGRAPHED



**AFTER**  
PROFESSIONALLY PHOTOGRAPHED

# INTERNET STRATEGY

## HOW TO MARKETING YOUR HOME ONLINE

Remember, you're competing with professional real estate agents who have lots of experience and marketing resources. Don't expect a yard sign and a Craigslist ad to cut it!

In fact, the NAR found that, in 2018, 52% of buyers found their homes via the internet, compared to 6% who were attracted by a yard sign.

To successfully reach prospective buyers, you'll need to work hard and spend some money to market your home on the internet. Here are some ideas to consider.

Use a professional photographer

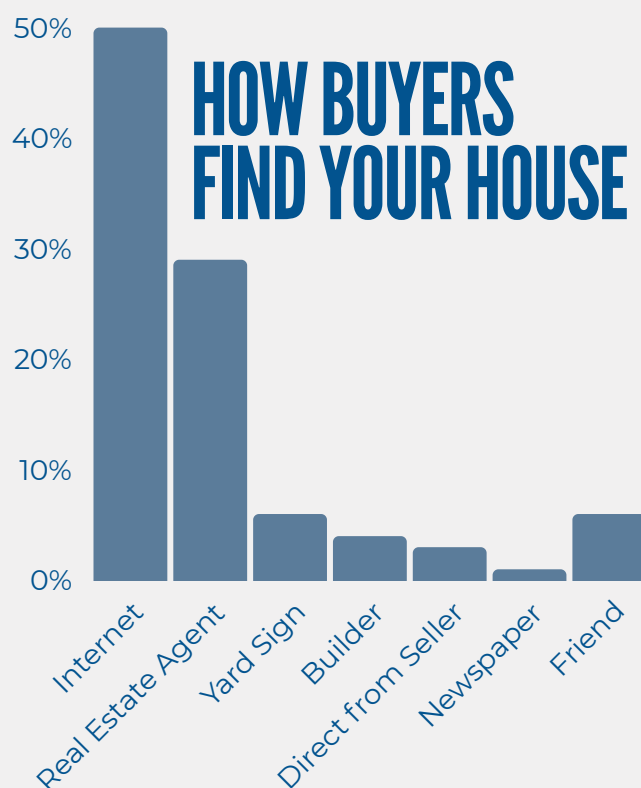
Attractive photos are key to selling your house. Most buyers begin their home search online. And according to the National Association of Realtors, 87% of buyers who used the internet found photos about properties for sale very useful.

Your safest bet is to hire a professional photographer (typically \$150-\$500) to take photos of your house and yard. Look specifically for someone with experience taking photos for real estate — they'll know how to do proper lighting and avoid beginner mistakes like leaving a cabinet open in the background.

After photographs, homebuyers rely on listing descriptions when shopping around. The National Association of Realtors found that 85% of people who used the internet to find a home in 2018 relied on detailed information about properties.

To write a compelling listing description, focus on information that the buyer could get only from the owner or a neighborhood local. Does your home have beautiful views? Are the neighbors friendly, and is the street safe for kids? Do you live in an area with great schools or great restaurants?

Write with a buyer in mind — try to picture the buyers who would be interested in your home, and highlight features you think they will find exciting.



# SOCIAL MEDIA

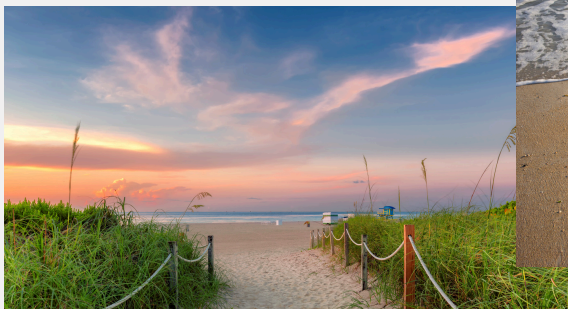
## SHOW IT OFF



If you use Facebook, that means you have a network of friends that might know just the right person who happens to be looking for a house like yours. When you have your listing up on a website, where the photos are presented nicely and all the information is accessible, share that page on your profile so that all your friends can at least be aware of it and possibly know just the right person to buy. Statistically, It doesn't happen very often but it's good not to leave any stones unturned.

You can also share the listing with different local communities and groups on Facebook. You can find these groups by searching on Facebook for "your city" then click search. When the results appear, click "Groups" to see all city-related groups.

If you use other social media platforms like Instagram, Tiktok, Pinterest, or something else, You should let everyone know you are selling your house. Many of your friends will "like" and even share the post out of courtesy to you.



# YARD SIGNS

## DON'T LOOK LIKE A DISCOUNT HOUSE

Directional signs to your home could help get a few more people to it who are just browsing around neighborhoods. Use the biggest ones your community allows, and make sure you have your phone number on it too!

A professionally branded “for sale” sign can bring up the perceived value of the house much better than a store-bought sign. Think about sneakers that have the Nike brand on it compared to a generic brand, even if they are the same shoe, which is more desirable? It works similarly when selling a home. People expect higher valued homes to be branded better.



# SHOWINGS & OPEN HOUSES

Before you show your home, make sure you create an inviting atmosphere. Turn on all of the lights, keep all of the interior doors open, and open blinds or curtains. Have your children at a neighbor's house, friend's house or with family so they are not distracting the buyers. Also, make sure pets are secure and not creating a nuisance with excessive noise. Some people are afraid of dogs and allergic to cats. Keep this in mind when showing your home. Cleanliness is of utmost importance and so is the lack of clutter. The smell of your home can be very important too. Make sure litter boxes are clean and the trash has been taken out. Get some potpourri or a nice smelling candle. Make sure it is not too strong and it is a light and pleasant scent. The smell of fresh baked bread or cookies can definitely help too.



# DO'S & DON'TS

## OF SHOWING YOUR HOME

### DO

---

Stop talking and let them look at the property

Let your home sell itself

Be friendly

Have printed home information ready

Keep emotion out of the sale of your home

Remain physically in the background

Prequalify buyers before you spend time showing your home

### DON'T

---

Follow them around talking

Try to sell the features of the home

Give too much information about yourself

Discuss price other than the asking price

Be defensive about your home

Waste your time entertaining buyers who could never afford your home



# 04



## CONTRACT & CLOSING

Great! You've done all the hard work and found a qualified buyer that has submitted a contract. Now what?







# CONTRACT GUIDE

To avoid wasting valuable marketing time, only negotiate price and terms with someone who can provide you with a pre-qualification letter. Most lenders can pre-qualify someone in a few hours. If the potential buyer is serious, they will be able to get this to you. If you are dealing with a cash buyer, they should be able to provide you with proof of funds such as a letter from their bank or bank statement.

The conflict between the buying and selling sides is quite common in a real estate transaction especially if you decide not to use an agent. The buyer obviously wants the lowest price possible and you obviously want the highest price possible for your home. The information listed below should help reduce the amount of possible conflict you may experience during the sale of your home.

# NEGOTIATING

## TERMS AND PRICE

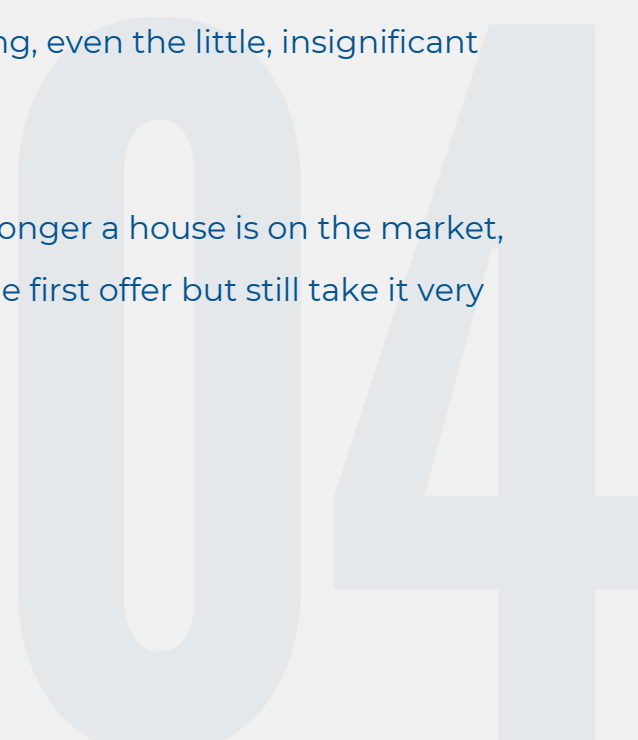
Once you find a potential buyer, get the help of an experienced third-party negotiator to negotiate the price and terms of the sale. An attorney or Realtor can save you thousands of dollars and lots of stress in dealing with unnecessary conflict.

If you choose to handle the negotiations on your own, start with features of your home that buyer seemed interested in and build on that. The buyer will start with the negative parts of the house and build on that with the hopes of reducing the price more than necessary. Do not get offended. Be patient, objective, and stay calm.

Create a temporary email address to conduct all communications regarding the deal. You don't want them to have your personal email in case the deal falls apart and they decide to be belligerent.


Everything agreed upon should be put in writing, even the little, insignificant details.

Oftentimes, the first offer is the best offer. The longer a house is on the market, the lower the offers become. Do not jump at the first offer but still take it very seriously.



# NEGOTIATING

## TERMS AND PRICE



Take your time in your decision-making process but not too much time. If you leave the buyer hanging too long, they will move on. If you do not make a decision and accept the offer or provide a counteroffer, the buyer can walk.

Contact a local title company to get title insurance. Without title insurance, the sale of the property will not close. Not sure where to start? Contact me for a referral. I have a few title companies I use for my clients.

Have the contract and any addendums written by an attorney or real estate professional. A little mistake could cost you everything.

Don't put all of your eggs in one basket. Keep a list of other potential buyers in case the deal falls apart.

Up to 48 hours before you close, perform a walkthrough of the property with the buyer. Exchange keys at the closing.

04



# PAPERWORK

- COMPLETED PROPERTY DISCLOSURES
- TITLE REVIEW & COMMITMENT
- COVENANTS, RESTRICTIONS, AND HOA
- PURCHASE AGREEMENT
- COUNTER OFFER FORMS
- AMENDMENTS
- INSPECTION RESPONSES
- DISCLOSURES
- FINAL WALK-THROUGH FORM

# INSPECTIONS

The signed contract will allow the buyer to inspect the property thoroughly. The buyers will normally use inspection companies that will go through the entire house from top to bottom looking for anything needing repairs or replaced—and unless your house is brand new, they will find things, trust me! If there are major repairs, you'll need to have those fixed and other findings may cause the buyer to want to renegotiate the price or cancel the sale altogether.

Inspections typically completed are:

- Septic – Is it clogged? Does the size match the number of rooms?
- Well, Water Test – Is it free and clear of bacteria, heavy metals, and other contaminants?
- Termite Inspection
- Full Home Inspection
- Radon Inspection
- Land Survey



**REMEMBER, ANY AND ALL REPAIRS ARE NEGOTIABLE BUT ISSUES WITH THE PROPERTY ARE NORMALLY TAKEN CARE OF BY THE SELLER (THAT WOULD BE YOU!).**

# CLOSING INFORMATION



## EXPECTED COST

- Title insurance
- Escrow or attorney's fee
- Transfer tax
- Survey costs
- Home warranty fee
- Mortgage payoff
- Outstanding utility bills
- Recording fee
- Survey costs
- Inspection costs
- Buyer's agent commission

During the closing, you will meet with your buyer and other necessary parties, such as your attorney, to transfer the ownership of your property. Sometimes closing is also referred to as a settlement. All paperwork is signed, agreements completed and details finalized at the closing. Normally, the whole transaction takes about an hour.

Exactly where and how your closing will take place simply depends on the customs used where you live. Quite often, the closing takes place at the closing agent's office. Make sure to stay in touch with this agent to make 100% certain that your sale doesn't get off track.

There shouldn't be any surprises at the closing. All expected costs should already have been covered and put into writing between you and the buyer.

# READY TO HIRE A PROFESSIONAL?

While doing the work yourself can save you the significant commission rates many real estate agents command, for many, flying solo may not be the way to go--and could end up being more costly than a realtor's commission in the long run.

Buying or selling a home is a major financial (and emotional) undertaking.

## 1. Better Access/More Convenience

A real estate agent's full-time job is to act as a liaison between buyers and sellers. This means that he or she will have easy access to all other properties listed by other agents. Both the buyer's and seller's agents work full time as real estate agents and they know what needs to be done to get a deal together.

## 2. Negotiating Is Tricky Business

Many people don't like the idea of doing a real estate deal through an agent and feel that direct negotiation between buyers and sellers is more transparent and allows the parties to better look after their own best interests. This is probably true--assuming that both the buyer and seller in a given transaction are reasonable people who are able to get along. Unfortunately, this isn't always an easy relationship.

## 3. Contracts Can Be Hard To Handle

If you decide to buy or sell a home, the offer to purchase contract is there to protect you and ensure that you are able to back out of the deal if certain conditions aren't met.

# WHAT MAKES KNOWLEDGE BASE DIFFERENT?



## ABOUT US

### **Born Here. Raised Here. Know Here.**

- Our agents and support staff work together as a true team.
- Relationships with real estate agents, appraisers, home inspectors, mortgage bankers, insurance agents, builders and contractors.
- Direct communication with us throughout the entire process.
- Extensive knowledge of the Southwest Florida real estate market, which enables sellers/buyers an extremely smooth experience.
- Philanthropy and involvement in the local community.
- Customer service focused, we aim for a stress free process.
- Proven track record.
- We always have someone available. If your agent is out with the flu, no need to worry- we have someone to step in to help out until they are back!





# ABOUT US

The job of getting your home sold is one that should not be taken lightly. The tools I'm able to use to sell your home, we guarantee it will get more exposure than with any other agent. Globally, domestically and locally there will not be one potential buyer out there that doesn't see your home.

## Notable Accolades

- 400,000,000+ Sales Volume
- 5-Star Professional Award Recipient
- Florida Top Agent Magazine
- Golden Bear Award Recipient
- 2018 Bonita Springs-Estero Rising Star
- 2021 Chairman Award Realty World International
- 2022 Diamond Award Realty World International



# KNOWLEDGE BASE

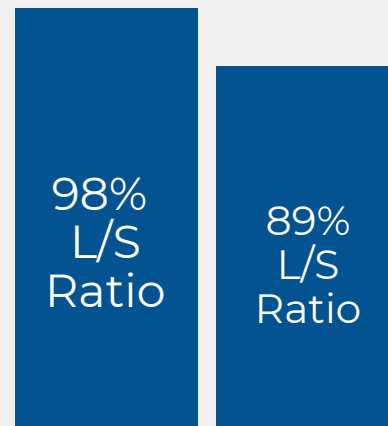
# TRACK RECORD OF SUCCESS

## HOMES SOLD PER YEAR



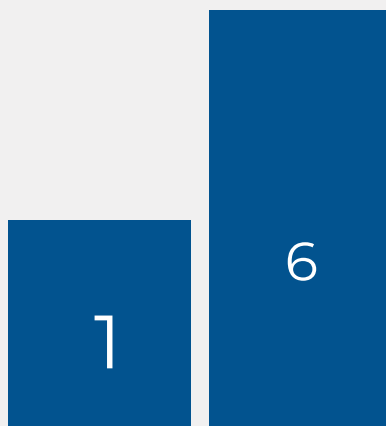
Knowledge Base      average agent

## LIST PRICE/SOLD PRICE



Knowledge Base      average agent

## PRICE REDUCTIONS



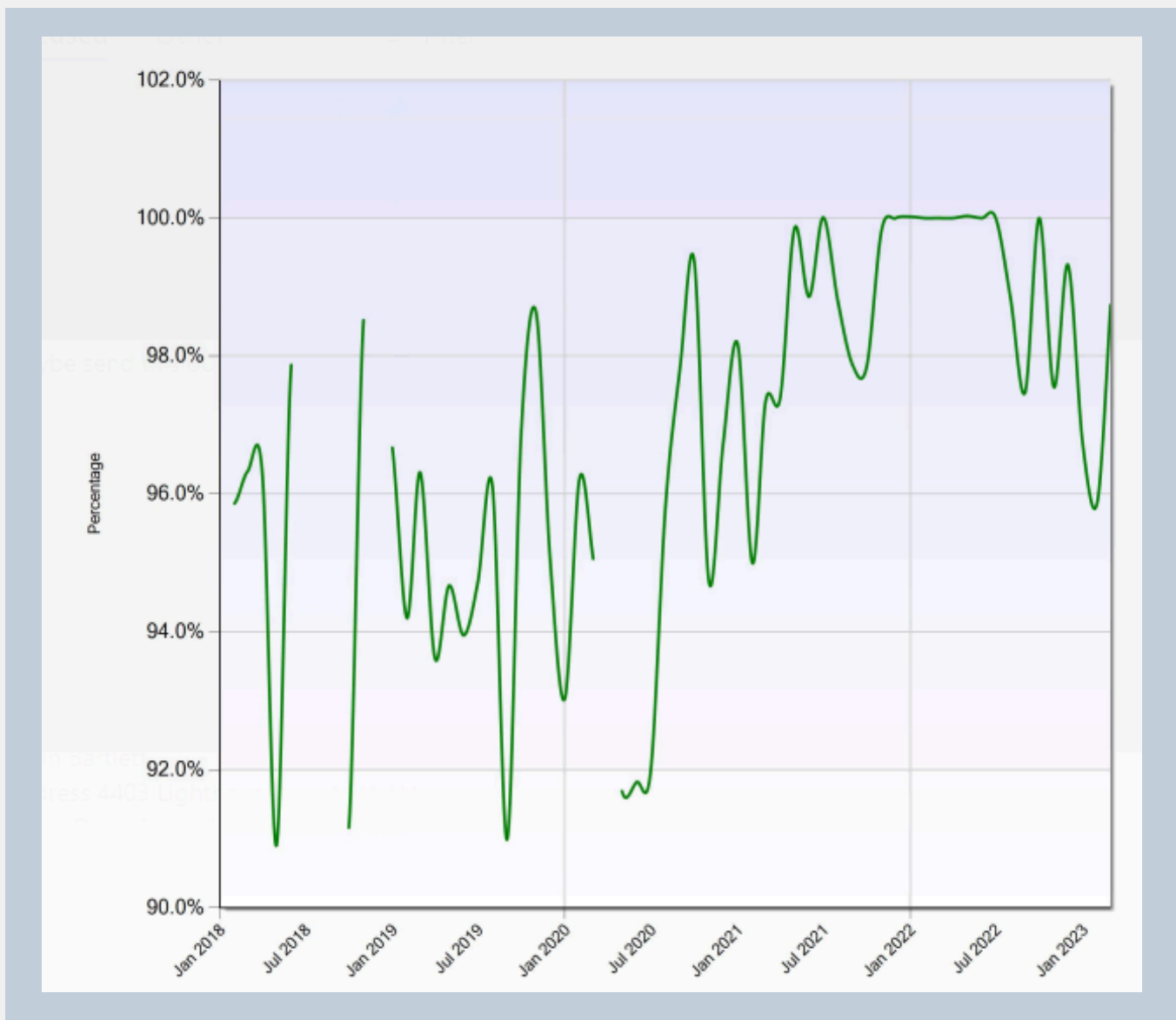
Knowledge Base      average agent

## DAYS ON MARKET



Knowledge Base      average agent

# Sale Price / List Price Ratios



Close Price to List Price Ratio

# WHAT TO EXPECT

1

## Communication

I will discuss with you exactly how our team works and what you can expect. This includes weekly reports and updates, including feedback from showings so you know what's going on as soon as we do. Communication with local brokers to gauge how the listing shows is also a vital part of the process.

2

## Staging Ideas & Techniques

You only get to make a first impression once, we will review what needs to be done to stage your home for photography for our marketing efforts to showings. Unfurnished property? Virtual staging is available.

3

## Photography

With 95% of buyers using the Internet to search for homes, great photography is an essential part of any listing. Our photographers provide professional photography, virtual tour and utilize a drone feature to showcase the important parts of your home.

4

## Home's Web Presence

Once we're listed the MLS listing is first up, but there are many more critical places I place your home to increase your home's internet blueprint.

5

## Comprehensive Marketing Plan

Marketing starts from Day 1,, from being listed on my personal website, to direct mail postcards, to social media, we will review what will happen with our marketing efforts.

# COMMUNICATION

They say communication is key and it's for a reason. We want you to know what's going on with your property at all times.

## Weekly Reports & Updates

Each and every week myself and my team will check in with you to report in on how your property is doing. We will review how many showings you've had, what the plan is for your next Open House and any questions you might have for the week.

## Method's of Communication

We know not everyone likes a call, so don't worry if you prefer text or email that's an option too. Just let us know the method you prefer, because we work for you!



## Showing Feedback

When your property is shown, we strive to get you feedback in a timely manner. We aim for a 24 hour turnaround to give you a call to let you know how it went. This let's you know what the buyers are thinking and if something needs to be done to help the property show better.

## Handling Those Hard Conversations

When you get an offer, and it's not what you wanted that's where we step in. Negotiating is what we do, we will work hard to get you full price each and every time.



# STAGING SUGGESTIONS

*Did you know that a 63% of buyers would pay more for a house that is move-in ready? That's according to a statistic from Realtor.com.*

## Key Takeaways

- Make Necessary Repairs
- Clean Everything
- Remove Family Photos
- Focus on Curb Appeal

### 1. Fix small defects

Taking the time to fix small cosmetic issues can go a long way. According to an AOL Money & Finance Poll 87% of buyers responded that home presentation makes the difference in most sales. Need a vendor to help? Ask us for our preferred vendor list.

### 2. Clean & Paint

Organize and clean everything, this includes the garage and laundry areas.. Touch up any walls and remember to remove family photos. This helps buyers envision themselves in the home.

### 3. Furniture

Make sure the furniture looks nice, tidy, and inviting. You can use throw pillows to add contrast and a pop of color. Remove bulky furniture to increase space and make rooms appear larger.

### 4. Exterior

We know it's hot out there but curb appeal goes a long way. All you need to do is add a couple extra flowers, have the lawn mowed, fix any blown out screens and makes sure to clean any of the pesky cobwebs off the front door.

# PHOTOGRAPHY

"Buyer's perceive homes with professional photography to be worth, on average, 12 percent more than the asking price." - The Wall Street Journal

## Professional Photography

Our photographer will come in and photograph your home with the correct angles, lighting, time of the day and focus on the elements that matters to buyers.

## Aerial Photos

According to the multiple listing service (MLS), homes and properties with drone images are up to 68% more likely to sell than those without them. Aerial photos allow buyers to get a better understanding of what the property looks like, its dimensions, and the surrounding area. We do this with a drone.

## Virtual Tours

Virtual tours are a key component to promoting your home. The tour provides an abundance of visual information all with one click for a potential buyer. It let's buyers visualize themselves in the space, providing them with a sense of security, knowing exactly what they are getting into.

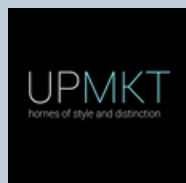




# YOUR HOME'S U.S.A. WEB PRESENCE

With 95% of buyers using the Internet to search for homes, having your property out on the correct sites gets you more eyes on your property than actually walking in the front door. Your home will be prominently featured and placed on the top real estate web sites in the nation.

Here are just a few of the sites where your home will be found in the United States, including our own website [www.KnowledgeBaseFl.com](http://www.KnowledgeBaseFl.com).





# YOUR HOME'S INTERNATIONAL WEB PRESENCE

When it comes to the web, we just don't place your home on United States placed platforms, we take it international. Why? Because international buyers matter. According to the National Association of Realtors, \$59 billion was spent on real estate from out of country buyers last year.

Here are a few of the places we'll place your home internationally:



The  
International MLS  
[IMLS]<sup>®</sup>



# COMPREHENSIVE MARKETING PLAN

## *Print Advertising*

Print advertising with your feature sheets and direct mail using postcards are a feature we use to add exposure to your listing.

## *Social Media*

Facebook and Instagram are two of our targeted social media platforms. Paid ads bring targeted buyers your way with the intent to purchase a home in Southwest Florida.

## *Designed Floor Plan*

A professionally designed floor plan is a must for every listing, this gives buyers the opportunity to have the square footage laid out visually for them the minute they walk in for a showing.

## *Open House*

Open house are a tremendous opportunity to bring in buyers that are looking for homes like yours, we'll talk about how many open houses we'll do to generate more interested and get you top offers on your home.

## *Email Marketing*

From our cultivated email lists featuring market reports to target buyers for your listings to being featured in our newsletters. You'll reach new buyers each week with our email marketing.

# Print Advertising

The listing brochure provides potential buyers a quick snapshot of what your property has to offer.

## Listing Brochure Example

### VINEYARDS COUNTRY CLUB



5773 Hammock Isles Drive  
Naples, FL 34119

**\$1,650,000**



**4 BEDROOMS  
+ DEN**

**5 {4 FULL, 1  
HALF} BATHS**

**2 CAR GARAGE**

**3015 LIVING  
AREA**

### *About the property*

Step into your own slice of paradise with this stunning pool home in the Vineyards Country Club. Boasting over 3000 sq. ft this stunning Seville model is located in the heart of Naples, the Vineyards offers many amenities including an optional membership to its private non-equity club with 36 holes of championship golf.



**Kevin Bartlett**  
Broker Associate

239.977.5642


Kevin@KevinWBartlett.com

www.KnowledgeBaseFL.com

# Social Media

“Social platforms have become another form of marketing, we'll stay engaged and relevant with active posts of your listing to target potential buyers and to increase your engagement metrics into tangible results.

## Social Media Example

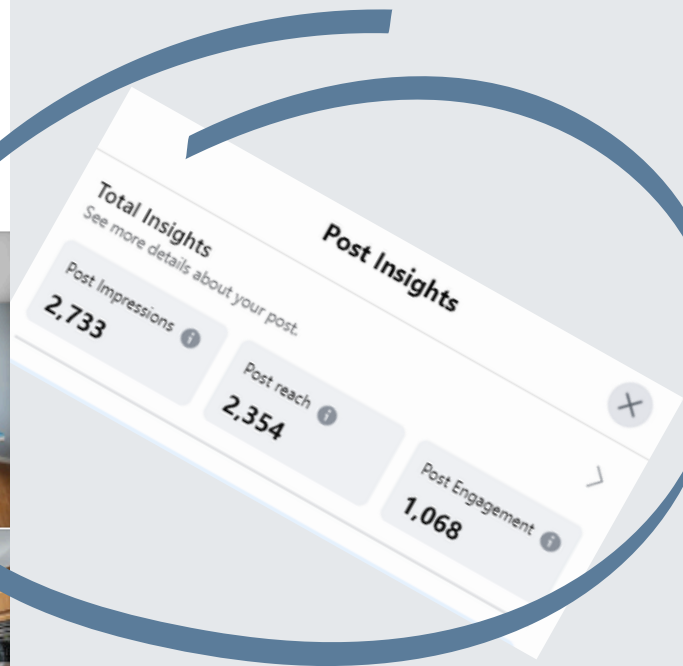
 **Kevin Bartlett**  
Published by Kevin Bartlett · 3d · 🌐

🌱 **NEW LISTING** 🌱 | \$499,900

Come enjoy your 3-bedroom pool home with a South Fort Myers location! Featuring a new roof, a new A/C unit, new electrical panel, this owner spared no expense when it came to upgrades including an electric and solar panel pool heater, an A/C in the garage with epoxy floors with cabinets, and additional insulation in the attic to keep you cool in the Summer months! Additionally, this home features a covered lanai and a man cave in the back with a brick paver patio!

📍 Fort Myers, Florida  
💰 \$499,900  
🏠 3 Beds • 2 Baths • 1640 Living Area • 11,326 sqft lot

Interested, let's chat 📧 [www.calendly.com/kevinbartlett](http://www.calendly.com/kevinbartlett) or 📞 239.977.5642





# Professionally Designed Floor Plan

Floor plans add to your marketing portfolio, this creates a complete listing presentation to engage more buyers, and ultimately lead to a sale.

## Floor Plan Examples

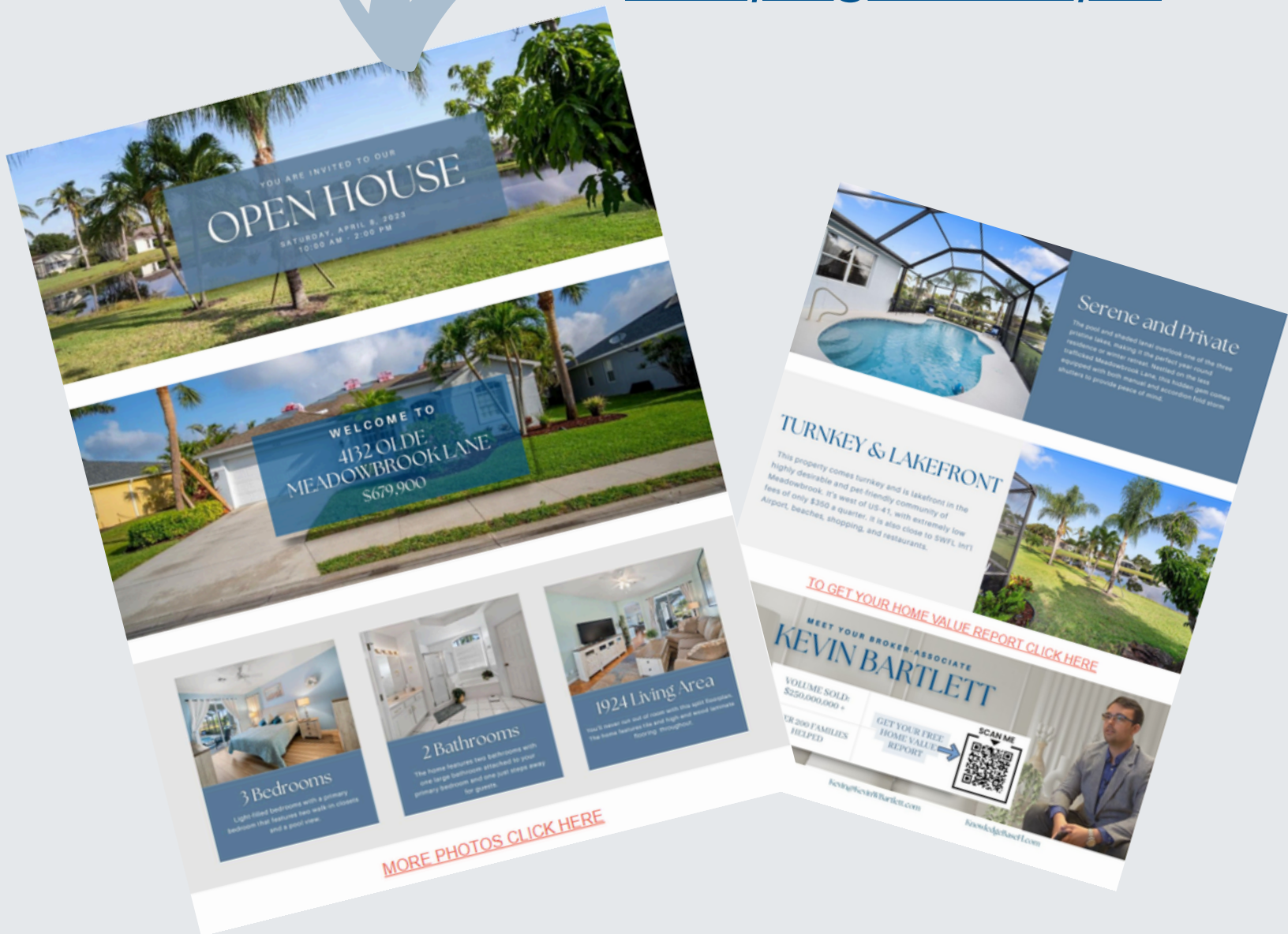


# Open House

When hosting your open house, the goal is to not only find out what buyers are saying but who is walking in the door. We'll call you with the Open House feedback within 24-48 hours so you can know what the potential buyers are saying. Your open house will always be on the top of every realtors mind with a customized email campaign before the day of the event.



## Open House Email Campaign Example



# Email Marketing

Our newsletter goes out each month to our client book, that features over 30,000 clients who are in the market for Southwest Florida real estate. We also have a Market Report that specifically targets your neighborhood and showcases your property to potential listings.

## Newsletter Example



Monthly Newsletter 4.1.2023

**\$759,900**

**JUST LISTED in Tuscanv Points in Naples | 3 Beds • 2 Baths**



### Things To Do In April

What's there to do in April in Southwest Florida? Plenty, including free concerts, farmer's markets, Easter egg hunts, pickleball tournaments and more. [READ MORE](#)



### Five Tips On What To Do When Your Insurance Company Doesn't Want To Pay Your Claim

After Hurricane Ian hit Southwest Florida, a lot of insurance claims happened and a lot of insurance companies decided not to pay. What do you do when you are a homeowner and this happens to you? [READ MORE](#)



### Five Tips On What To Do When Your Insurance Company Doesn't Want To Pay Your Claim

After Hurricane Ian hit Southwest Florida, a lot of insurance claims happened and a lot of insurance companies decided not to pay. What do you do when you are a homeowner and this happens to you? [READ MORE](#)



### Home Staging Can Sway Budget-Conscious Buyers

Move-in ready appeal is important for many clients looking for properties in which they don't have to sink extra money into. [READ MORE](#)



### Goodbye Hurricane Ian, Name Officially Retired

It's been announced that there won't be another Hurricane Ian. [READ MORE](#)



**LISTED** Golside II condo in Fort Myers  
\$269,900 2 Beds • 2 Baths



**LISTED** villa in Esplanade Lake Club in Fort Myers  
\$849,900 2 Beds • Den • 2 Baths



Do you want to know what your home is worth? This **QR code** lets you do just that! It's simple all you have to do is open your camera on your phone, point it at the code and tap the link on the bottom of the screen and you are on your way to getting your free home valuation.



# WHAT CLIENTS ARE SAYING ON GOOGLE



*Kevin was extremely professional and acted in our best interests. He was not only interested in doing a sale but rather finding us a home that fit our needs exactly. I would recommend him to any of my friends and family who are looking to purchase a home.*

*-Maria McWalters*



*Kevin is a true class act! His expertise and professionalism is extraordinary. Extremely knowledgeable and helpful, he will help you meet any real estate goals you may have with superior results. Thank you for everything!*

*-Tadas Izdonavicius*



*I recently called Kevin after 10 p.m. on a Friday night. I was able for Kevin to text me right away letting me know that he was able to help. We met the next morning after his first appointment. KNOWLEDGE BASED agent! He knew about everything that was going on in the market. I ended up purchasing a home from Kevin that was located in Bonita. I would always recommend my friends to Kevin Bartlett, he's a top notch agent who doesn't pressure you into a decision.*

*-Kaitlin Rurka*

# WHAT CLIENTS ARE SAYING ON REDFIN



*Best customer Support I ever received. Extremely knowledgeable, never felt like he was selling me something. Superb experience*

*-House Buyer Closed Mar '21 20809 Torre Del Lago St, Estero, FL \$600K 4 Bed, 4 Bath, 3872 Sq. Ft*



*Kevin was excellent. We were in a unique situation and with Kevin's professional guidance and understanding our home was sold within 30 days at the asking price. He was always courteous and communication was outstanding. He made our transaction less stressful and efficient. We will definitely have Kevin represent us as our realtor agent in the future as he provided above and beyond professional service. We will highly recommend him to others as well. Thank you Kevin for all that you do!*

*-House Seller Closed Jan '22, 8281 Arborfield Ct, Fort Myers, FL \$480K • 3 Bed, 2 Bath, 1996 Sq. Ft.*



*We are so fortunate to have worked with Kevin Bartlett again. He is always prompt with his responses and does not hesitate to go above and beyond for us. Kevin made the selling process so easy for us, that it wasn't stressful at all and that is priceless. We will be using him again to buy our next home shortly!*

*-House Seller Closed Jan '22 25501 Springtide Ct, Bonita Springs, FL \$515K • 3 Bed, 2.5 Bath, 1906 Sq. Ft.*

# WHAT CLIENTS ARE SAYING ON ZILLOW



*Kevin has represented us for multiple million-dollar listings. He is a wealth of knowledge, easy to communicate with, and, most importantly, gets the job done for the most money! His experience shines through every step of the way. His negotiating skills are superb and honest. He grew up in SouthWest, FL and knows every area better than any realtor we have dealt with. We have had different types of homes and locations that he approached differently in the selling process. One home had been for sell for 2 years with another, more mature realtor who had years more experience. This person's approach was not appropriate for our home. Kevin came in and knew how exactly how to market the home, paying for separate advertising to out of town arenas. Within 45 days of listing with Kevin we were not only under contract but closed! - Donita diamond*



*Kevin has been pleasure to work with! After interviewing 3 agents, his data driven research made him the obvious choice to list my home... receiving an above asking offer within the timeframe Kevin predicted. Responsive, thoughtful, and measured, are just a few key words that describe Him. Kevin has my thanks as well as my highest endorsement. - Justin Chris-Tensen*



*Kevin helped us every step of the way. From showing us homes remotely to recommending specific homes after learning our likes and dislikes. We didn't make any offers the first couple of months that he helped use, but he helped us to learn more about the area. Finally, after we made an offer and it was accepted he helped us navigate the closing process and keep us on track. He returned all our calls and texts during the whole process promptly. He came deservedly highly recommended by a friend. I will use him again if I am looking for property again in SWFL. - William Whiting*

# WHAT'S NEXT?

Knowledge Base Real Estate is here to help! We are committed to providing exceptional service throughout all of Southwest Florida and offer extensive market knowledge of the area.



Take a minute to read everything over and please do not hesitate to contact me any time!



Email us your questions, even if it's just for a free home valuation.



If you are are ready to start preparing your home for the market give me a call at 239.977.5642!



*Kevin Bartlett*  
Team Lead

 239.977.5642

 [Office@KnowledgeBaseFL.com](mailto:Office@KnowledgeBaseFL.com)

[www.KnowledgeBaseFL.com](http://www.KnowledgeBaseFL.com)



