



KNOWLEDGE BASE

PREPARING FOR A SUCCESSFUL HOME SALE



KNOWLEDGE BASE
KnowledgeBaseFL.com

239.977.5642

Office@KnowledgeBaseFL.com

KnowledgeBaseFL.com






WELCOME,

I understand that there are many choices when hiring a real estate company to help you sell your home. I truly appreciate the opportunity for my team of agents to present our approach and showcase the proven results we've achieved for our clients.

Here are the services you can expect:

- Pricing your home to obtain a sale while securing you the best price.
- Providing unmatched marketing including resources for professional staging, photography, video and a custom property website.
- Securing a qualified buyer and guiding you through the process.
- Obtaining buyer feedback on open houses and showings.

Regardless of the price of your home, when you hire us, know we are always a text or phone call away to help you achieve a successful sale.

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 www.KnowledgeBaseFl.com

Broker/Owner



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ABOUT US

The job of getting your home sold is one that should not be taken lightly. The tools we are 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
- Best Of Collier 2023



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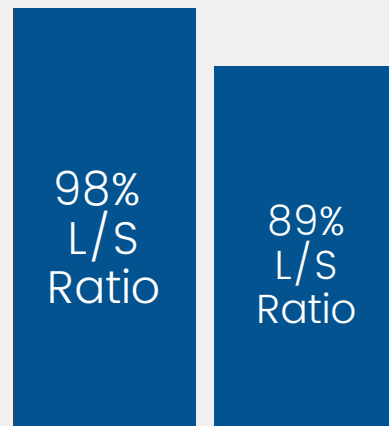
TRACK RECORD OF SUCCESS

HOMES SOLD PER YEAR



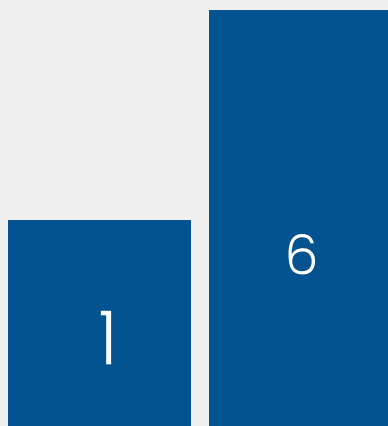
Knowledge Base Real Estate
average agent

LIST PRICE/SOLD PRICE



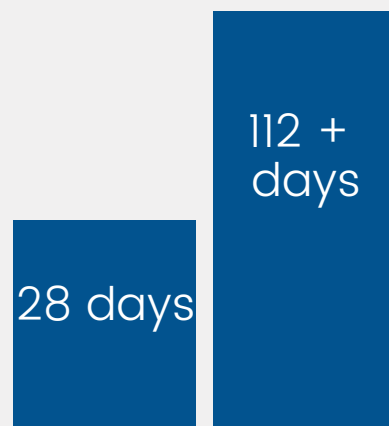
Knowledge Base Real Estate
average agent

PRICE REDUCTIONS



Knowledge Base Real Estate
average agent

DAYS ON MARKET



Knowledge Base Real Estate
average agent

WHAT TO EXPECT

when listing with Knowledge Base Real Estate as your real estate company.

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. I

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.

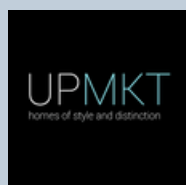




YOUR HOME'S U.S.A. WEB PRESENCE

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.



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][®]



COMPREHENSIVE MARKETING PLAN

Print Adversiting

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 home 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



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 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
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PRINT ADVERTISING

Once listed, your home will be featured on a mass postcard sent out to the neighborhood and a comprehensive list of potential buyers through the Luxury Portfolio™ & Leading Real Estate Companies of the World™ Database.


Postcard Examples



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

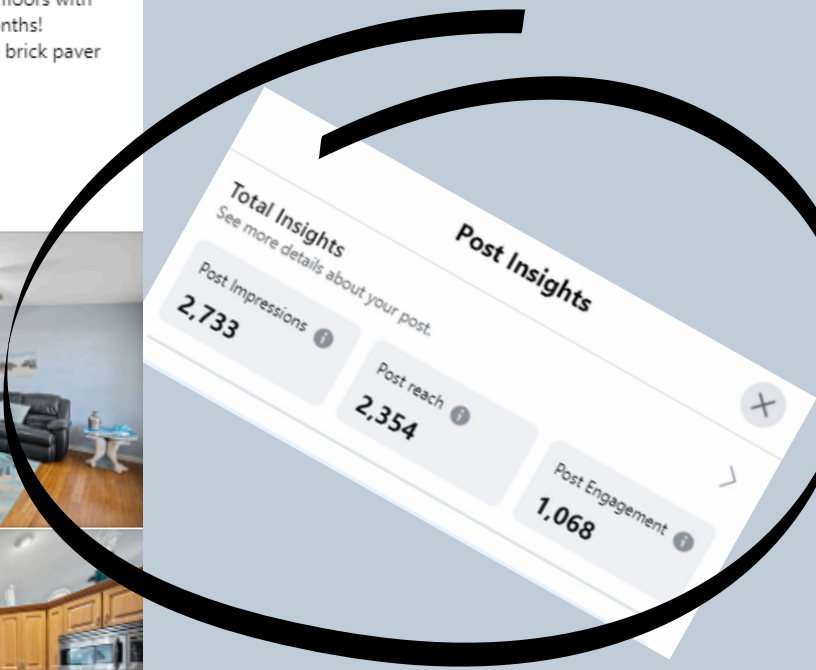
 **Kevin Bartlett**
Published by Kevin Bartlett · 3d · 🌐

🌱 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

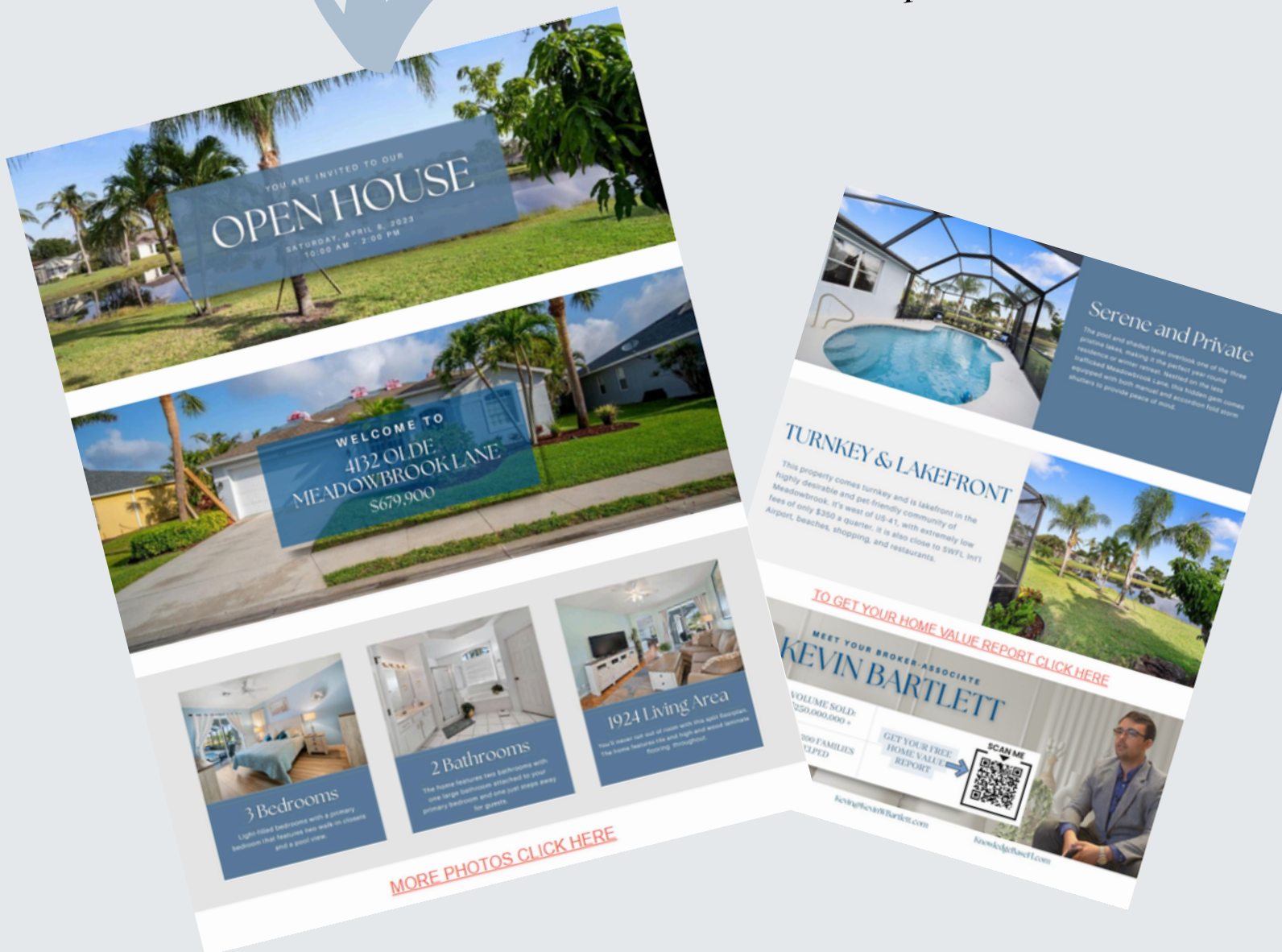
Interested, let's chat 🗨️ www.calendly.com/kevinbartlett or 📞 239.977.5642



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 Tuscany Pointe 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](#)



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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 GOLFside 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



I can't say enough how extremely professional and how they acted in our best interests. They were not only interested in doing a sale but rather finding us a home that fit our needs exactly. I would recommend them to any of my friends and family who are looking to purchase a home.

-Maria McWalters



Knowledge Base Real Estate is a true class act! Their 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 Knowledge Base Real Estate after 10 p.m. on a Friday night. I was able for them 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 them that was located in Bonita. I would always recommend my friends to this real estate company, they are a top notch firm 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 Knowledge Base Real Estate again. They are 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 and his team 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 diamomd



The team 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

THANK YOU!

Thank you for taking the time to consider Knowledge Base Real Estate as your real estate firm. As always, feel free to call or text me if you have any additional questions.

We look forward to meeting with you and helping you achieve a successful sale.



Kevin Bartlett
Broker/Owner

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✉ Office@Knowledgebasefl.com

