

SELLING Marketing Plan

THE REAL SWFL REAL ESTATE TEAM

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**JAY BERUBE IS YOUR SOUTHWEST FLORIDA
HOME SELLING EXPERT.**

MVP[®]
REALTY

Why Should You Hire Us? What Makes Us Different?

MVP REALTY® – Nationally & Internationally



- Over 50,000 online buyer leads generated
- Founded in 2014, MVP Realty is already one of the largest real estate firms in Florida with over 550 agents and 18 office locations.
- MVP Realty sells more homes than 99% of the other Brokerage Firms in Florida.
- Three Brokers who have over 50 combined years of real estate experience, will be part of your exclusive Home Selling Team.
- Out of nearly 1,800 Real Estate Offices in Southwest Florida, MVP Realty ranks #3 for residential closed transactions.
- Even though the market only increased by 2%, MVP Realty closed transactions increased by 97% in 2017. Our overall sales volume increased by 147%.
- When you hire MVP Realty, you are actually hiring a Global Marketing company with 550+ well trained agents experienced in online marketing: Google Adwords, YouTube Video Marketing, Facebook Ads & all social media platforms.

The Real SWFL Real Estate Team

Jay is the president and CEO of The Real SWFL Real Estate Team and Encompass Property Management, your one-stop resource for ALL real-estate related services, including, buying, selling, renting and more. Jay focuses on educating his sellers and sharing his extensive knowledge with them. He has 15 years of professional Real Estate experience, and has personally sold over 750 homes. In 2017, Jay outperformed the market with an average list price to sales ratio of 98.4% verses the market at 95%. Jay's average Days on Market for his listings was 87 days in 2017, verses the market average of 192. He procures buyers for 20% of his own listings, which means sellers save money by paying less commission.

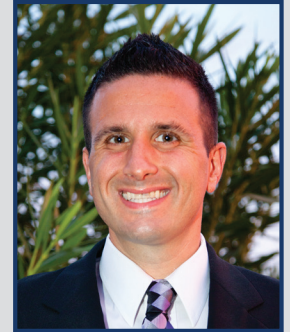
How MVP Compares to Other SWFL Brokers

Service	MVP	CB	C21	Re/Max	KW	BH
MLS	✓	—	—	—	—	—
Signage	✓	—	—	—	—	—
Professional Photos	✓	?	?	?	?	?
Virtual Floorplan	✓	?	?	?	?	?
Top 99% of Brokers in SWFL	✓	—	—	—	—	—
Drone Photos	✓	?	?	?	?	?
Matterport 3D	✓	—	—	—	—	—
Massive Social Media Presence	✓	—	—	—	—	—
Ultimate Open House	✓	—	—	—	—	—

Why Should You Hire Us? What Makes Us Different?

Why Hire Jay Berube?

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What Makes The Real SWFL Real Estate Team Different?

Jay created the Real SWFL Real Estate Team to merge together professionals who share his **company values**. The Real SWFL takes a **question based approach**, which makes them **client centric**. They are **value driven**, emphasizing **communication, integrity and honesty**. The Real SWFL Real Estate Team is **truthful** and takes pride in being **accountable**.



Why Should You Hire Us? What Makes Us Different?

The Real SWFL Real Estate Team

REALTORS®

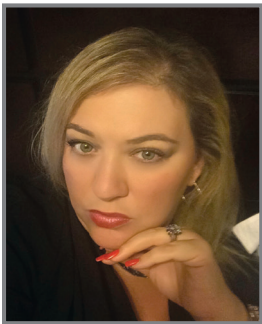


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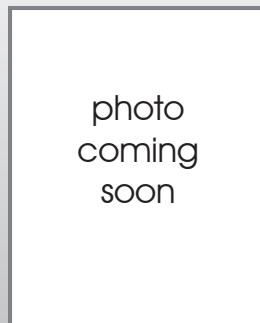
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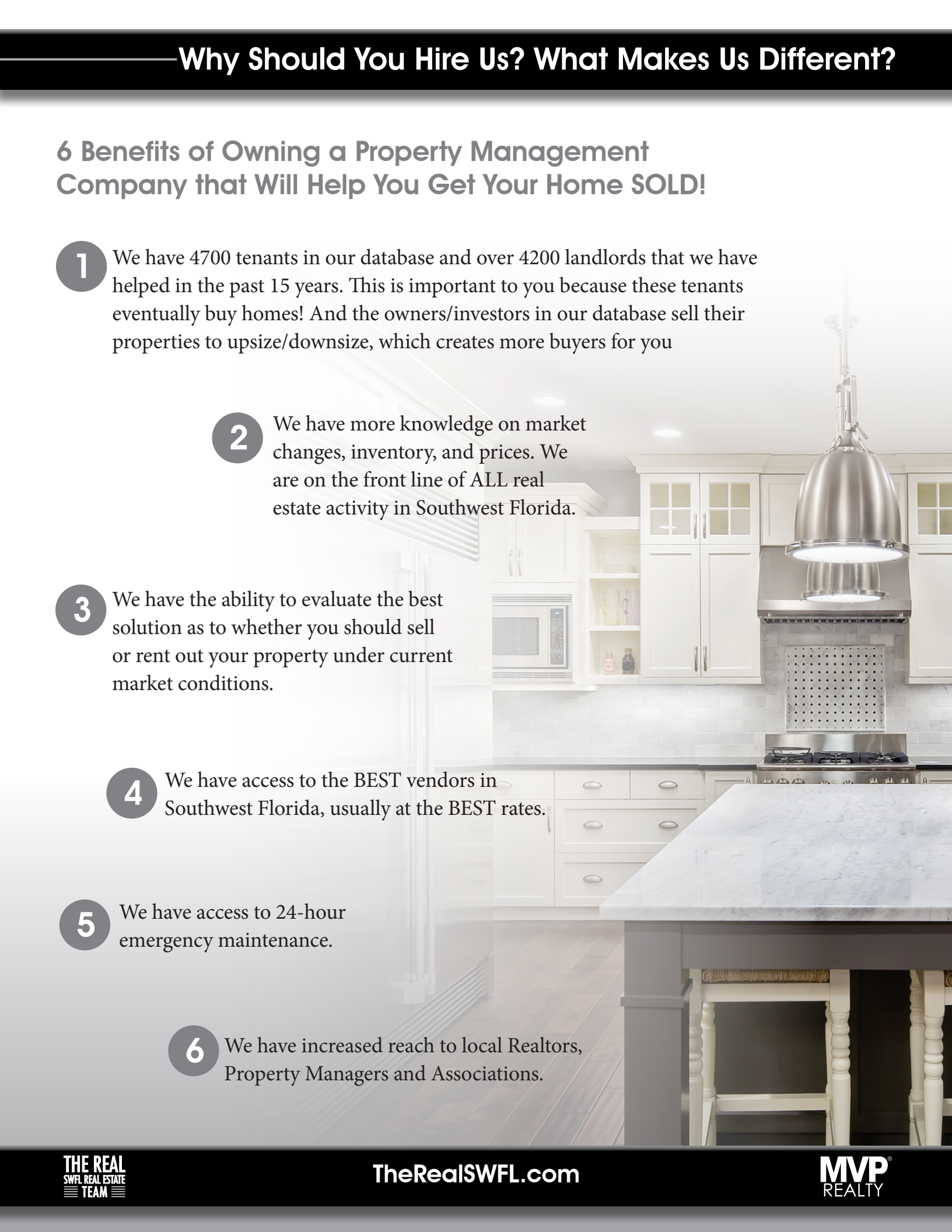
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Why Should You Hire Us? What Makes Us Different?

6 Benefits of Owning a Property Management Company that Will Help You Get Your Home SOLD!

- 
- 1** We have 4700 tenants in our database and over 4200 landlords that we have helped in the past 15 years. This is important to you because these tenants eventually buy homes! And the owners/investors in our database sell their properties to upsize/downsize, which creates more buyers for you
 - 2** We have more knowledge on market changes, inventory, and prices. We are on the front line of ALL real estate activity in Southwest Florida.
 - 3** We have the ability to evaluate the best solution as to whether you should sell or rent out your property under current market conditions.
 - 4** We have access to the BEST vendors in Southwest Florida, usually at the BEST rates.
 - 5** We have access to 24-hour emergency maintenance.
 - 6** We have increased reach to local Realtors, Property Managers and Associations.

The Marketing Plan to Sell Your Home

Our Objectives

- 1) Drive as many qualified buyers as possible to the property until it is sold.
- 2) Communicate with you weekly to discuss the results of our activities and update you on market conditions.
- 3) Negotiate the highest dollar value for your property.

The “Pro-Active Approach” to get a property SOLD

- 1) List your property on our local Multiple Listing Service servicing over 10,000 real estate agents in southwest Florida.
- 2) Price your property competitively, to open the market rather than narrowing the market.
- 3) Develop a list of features and benefits of your property to provide brokers and agents to use with their prospective buyers.

Local Agent Networking

- 4) Promote your property to five different board of realtors in southwest Florida.
- 5) Promote your property to hundreds of agents at MVP Realty.
- 6) Email a features sheet to the top 30 agent in the marketplace to share with their prospective buyers.
- 7) Call the top 30 agents in our marketplace to promote your property to their prospective buyers.
- 8) Invite cooperating brokers and agents preview your property.
- 9) Promote your property to other agents in a variety of networking groups to which Jay belongs and holds leadership positions.
- 10) Suggest and advise changes to be made to by our professional staging service to ensure the highest level of saleability.
- 11) Constantly update you as to any changes in the marketplace and how it may affect the sale of your property.

Reverse Prospecting

- 12) Prospect 3 hours per day and talk to 30+ people per day, looking for prospective buyers for your property.
- 13) Contact 100 of the surrounding neighbors to inquire whether they have a friend or relative who may want to purchase your property.
- 14) Contact our network of the most productive agents in North American to share your property with their prospective buyers.
- 15) Contact our buyer leads, sphere of influence and past clients for their referrals.
- 16) Contact our network of local contractors and affiliates to ask for buyer and seller referrals.
- 17) Add additional exposure through professional signs.
- 18) Pre-Qualify each prospective buyer prior to an offer being submitted.
- 19) Educate you on the type of financing the buyers is using.
- 20) Follow up on the salespeople who have shown your property for their feedback and response and then communicate this information to you.
- 21) Assist you in arranging interim financing.
- 22) Represent you on all offer presentations to assure you in negotiating the best possible price and terms
- 23) Handle all the follow up details upon a contract being accepting including mortgage, title and other closing procedures.
- 24) Follow up on all contact contingencies to make sure they are removed in a timely manner.
- 25) Make arrangements to have your check delivered to you at closing. We all love this one!

We do all of this – without charge to you – until the property closes escrow!

How We Sell Your Home For More Money

Featured on the 4 Most Popular Real Estate Websites

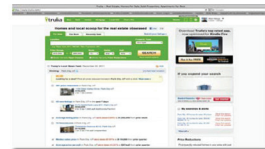
Nationally, these are continually the top 4 real estate websites. If you Google “Your City Homes for Sale” these are often the first sites to come up. When a buyer selects their search criteria, and gets a set of properties to browse through, our listings stand out on the page - highlighted by descriptive headlines, body text and the inclusion of many high quality photos. When they click on one of our listings, our contact information is included so they can easily call or email us.



Homes.com



REALTOR.com



Trulia.com



Zillow.com

Your Property Appears on Many Local and Nationally Popular Real Estate Websites

Your property will appear on over 100's of other Realtor and Brokerage Affiliate Sites. A few of those sites are listed below:



Your Home's Information Listed on All Company and Agent Websites

Over 98% of home buyers use the internet as a tool when searching for a new home! Now more than ever people are accustomed to using the benefits of technology to better gather information. Many home purchases start from surfing the web, where buyers can take a virtual tour of your home. It's like having a constant open house with no inconvenience on your part. Web use for the real estate market is growing rapidly.

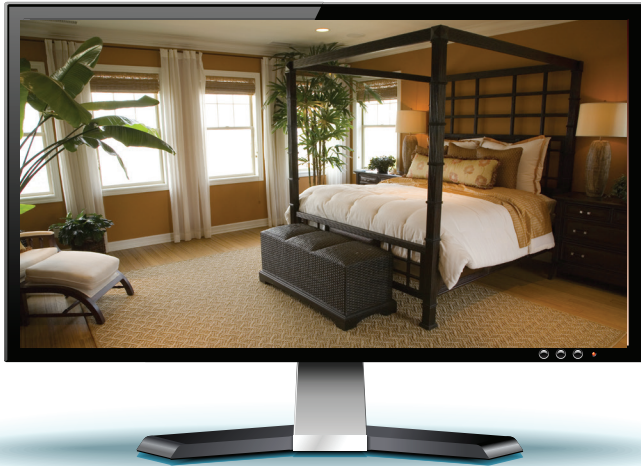
We have websites for the brokerage, each city in the area and most major communities. We literally have hundreds of websites at MVP Realty® that we use to market your property to anyone searching for real estate online. Our websites are found on the first page of Google for 1000's of search terms

- Ten's of Thousands of monthly visitors
- Millions of monthly property searches
- Hundreds of monthly buyer leads
- Listings appear on 20+ real estate partner websites!

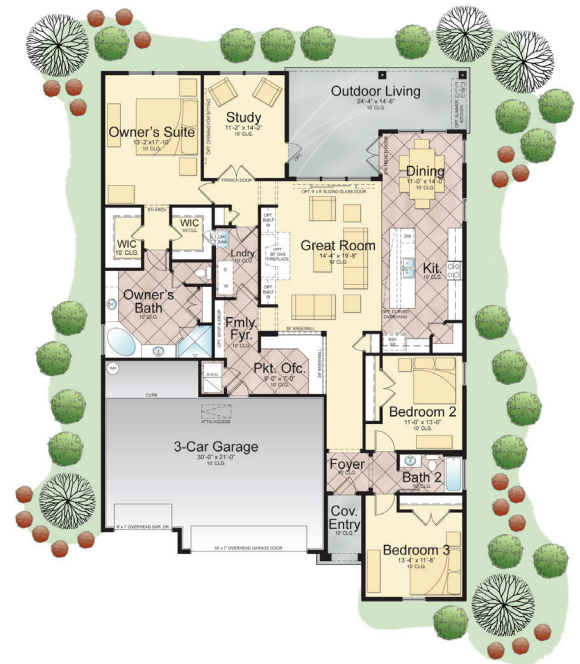
How We Sell Your Home For More Money

What is a Superior Home Illustration Package?

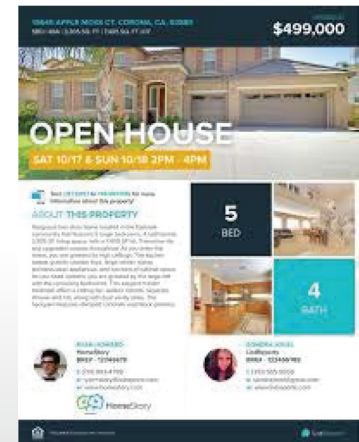
- ✓ Over 30 Professionally shot wide-angle photos.
- ✓ Digitally measured interactive floor plans.
- ✓ High definition narrated video tours.



Drone Photography



Property Flyers



Post Card Mailings



How We Sell Your Home For More Money

We're on Social Media

Social media is the new wave on how people are viewing real estate. That's why we pay for ads on sites like Facebook and Instagram.

facebook

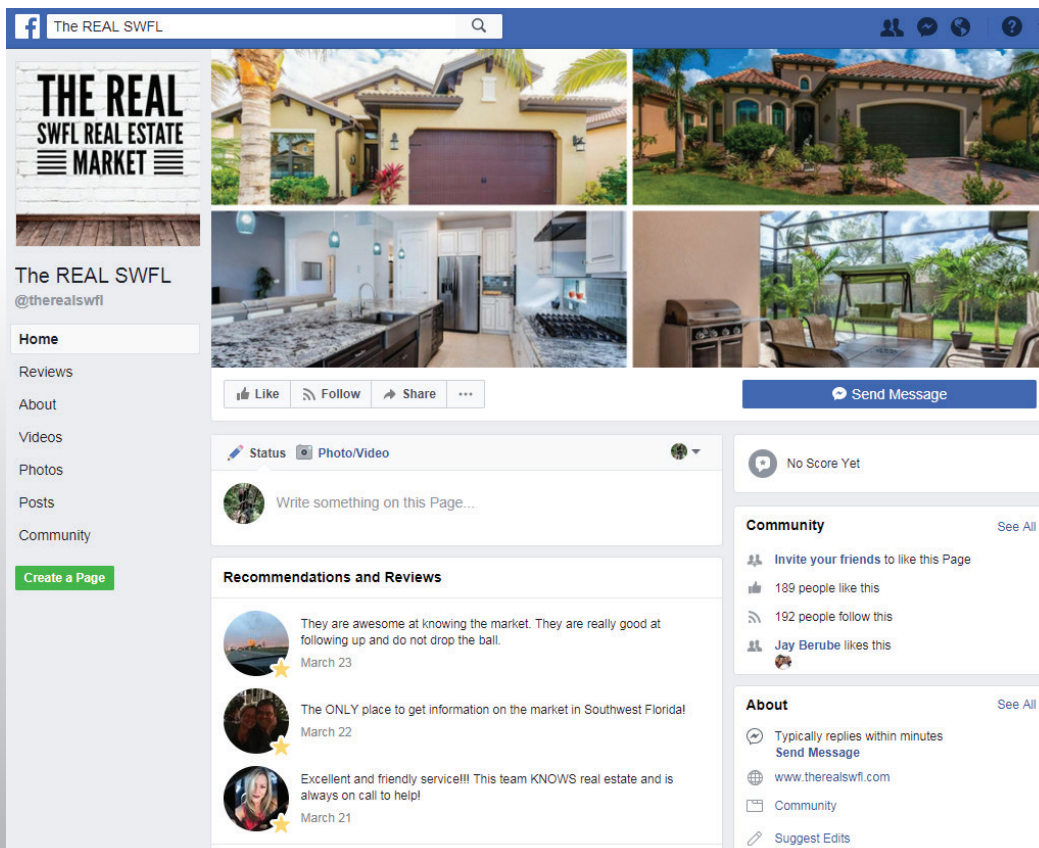
LinkedIn

Instagram

YouTube

We also Blog twice per week and send weekly video Newsletters to over 11,000 people to help educate buyers and sellers.

blog



What our Social Media Presense Does

- Reach the Influential
- Find "Hidden Buyers"
- Create Excitement
- Invitations to Open Houses
- Coming Soon Listings

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How We Sell Your Home For More Money

Taking Open Houses Beyond The Basics

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.



Be Treated Like a VIP



We understand that many of our clients may be selling a second home or an investment property, and many of our clients live out of state without access to the most reliable service providers. With this in mind, Jay provides the following lists of services – **free of charge** – ONLY to our valued clients. Don't see something you need? Call us right away so we can add it to our list of services!

- ✓ Assist in selling personal items, such as vehicles, furniture, etc.
- ✓ Assist in packaging and delivery of personal items.
- ✓ Provide access to professional stagers and FREE Home Staging. We want your home to be shown in the best possible light to net you top dollar in the shortest amount of time. We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.
- ✓ Assist our buyers and 1031 exchange clients in finding the right investment properties with the right return for their investment portfolio.
- ✓ Provide our well-versed expertise on the Foreign Investment in Real Property Tax Act (F.I.R.P.T.A.).
- ✓ Coordinate Lease Backs.
- ✓ Provide access to creative financing experts.
- ✓ Access to first-rate property management: Vacation rentals and Annual rentals.
- ✓ Instant complimentary market analysis... Upon request with comparables in your neighborhood for selling property, tax evaluations, or refinancing.
- ✓ The best service companies, including electricians, building contractors, landscaping contractors, pool contractors, pool service, cleaning companies, window coverings, gardeners, painters, handymen, architects, structural engineers, and many more!



- ✓ Network of quality Real Estate agents, nationwide referral network.
- ✓ Preferred, licensed appraisers and loan officers that we have found to be the best in their profession.
- ✓ Escrow officers and title companies that we have found to provide excellent customer service.
- ✓ Reputable Real Estate attorneys and local insurance brokers.

Testimonials

“Jay helped us prepare our house and it sold fast! He handled every detail of the selling process. We would have honestly been lost without him. We highly recommend Jay Berube.” –*Sue and Dick*

“Jay was very professional and reliable! He showed genuine interest in what we wanted and helped us find the perfect investment property. AND, he found renters for us quickly so we started netting good returns right away! –*Carol and Jose*



“We used Jay to sell our old home and buy a new home! He was a real pro and working with him was a pleasant experience. Jay found exactly the type of home we wanted at a lower price, and sold our old home in under 60 days! We highly recommend Jay Berube without hesitation.” –*Susan and Herb*

“Jessica is amazing! She was patient and made our first home purchase a breeze. Jessica held our hand through the entire process and even afterwards. I cannot recommend her enough.” –*Bob and Sue*

“We were new to the area and the whole process was smooth and fun. Jay was invested in finding us exactly what we wanted. He is honest, respected, knowledgeable and a pleasure to work with. He treats his clients like family.” –*Carrie and Mika*

“I cannot be more satisfied with our relationship in selling my home. In every aspect Jay went above and beyond to every detail. I'm very please and would highly recommend Jay Berube to any of my friends. Thank you for a job well done!” –*Kelsey*

“Jessica is one of the most thorough, caring Realtors we have ever dealt with. We whole heartedly recommend Jessica and The Real SWFL Real Estate Team. Their professionalism and dedication to serving their clients' needs is the ultimate real estate experience.” –*Alex*

“Jay and his staff managed to sell our unit in just a short period of time. All staff were very professional and expedited the process. An overall good experience.” –*Anthony*



“Jay came highly recommended and after working with him it was obvious why. Not only does Jay know his stuff, he listens. By doing so he knew what we wanted before we did and saved us time and money. A pleasure to work with. 5 stars all the way!” –*George*

“Jay and staff were awesome! Listed our condo and he sold in 1 day! He never stops! Such a pleasure working with him!” –*Shawn & Dave*

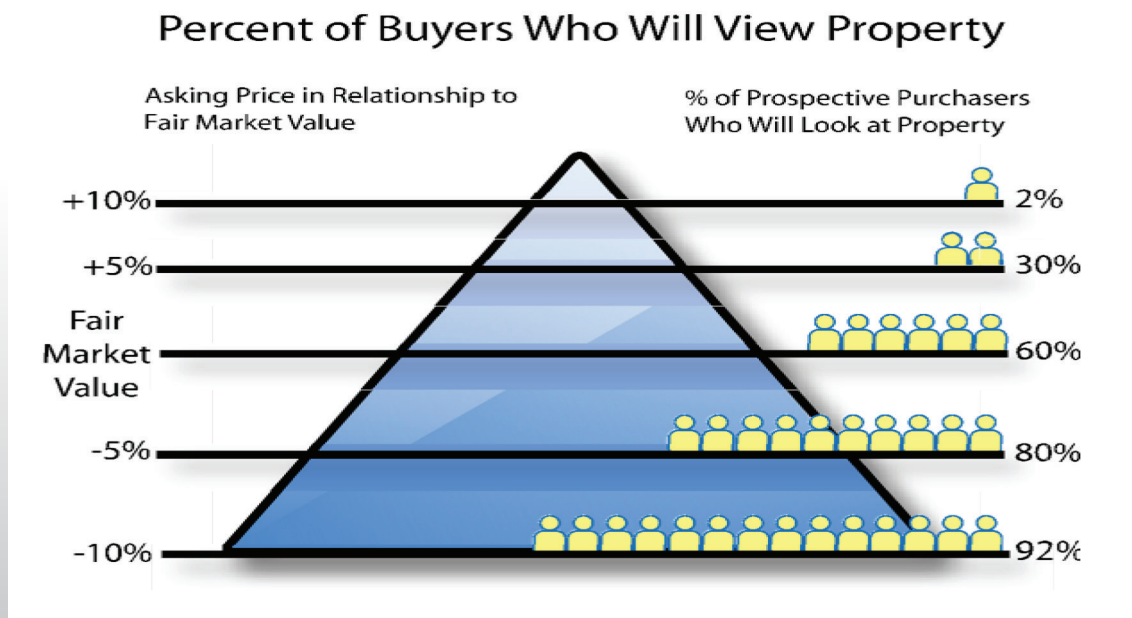
3 Step Process: From Offer - To Contract - To Close

Using a Comparative Market Analysis as a Guide

- A **Comparative Market Analysis (CMA)** is the **strongest tool we use** when estimating the potential selling price for your home. As a member of the Board of REALTORS® with access to the Multiple Listing Service, we can prepare a report that analyzes comparable homes in your area. Using this valuable information, we can assist you in determining an attractive, yet realistic price for your home.
- A **Comparative Market Analysis highlights similar homes in your area that are:**
 - **Active Listings** - Homes that are currently competing with yours for the attention of buyers.
 - We can see what comparable asking prices are, but remember these homes have not yet received an acceptable offer.
 - **Under Contract** - Homes that have received and accepted an offer and give a good indication of realistic pricing.
 - Properties SOLD within the past 120 days.

The Risks of Pricing Too High

If you price your home at “**Fair Market Value**” you will see good activity and a good amount of buyer interest. The higher you go above Fair Market Value to “**Test the Market**” the less showings you will have. If you get really aggressive and price below Fair Market Value, you will get an increase in showings, and may end up receiving multiple offers with buyers trying to outbid each other for your home.



An asking price that is beyond market range can adversely affect the marketing of a property

3 Step Process: From Offer - To Contract - To Close

Evaluation of an Offer - Does it meet your needs?

An offer for your home will come in the form of a Real Estate Purchase Contract (REPC) - a state approved form that is used to present an offer. The REPC should be thoroughly read and reviewed before any decisions are made. Once we receive an offer for your home, we will carefully review all terms of the offer with you. All accepted terms of the REPC must be carried through the life of the contract. The signed, accepted REPC (with all addenda & counteroffers) is a LEGALLY BINDING CONTRACT.

Below are some of the items that we will need to pay close attention to:

Purchase Price - Be sure to factor in all the terms of the offer before getting excited or disappointed.

Included Items - What is included - Refrigerator, Washer & Dryer, Hot Tub, Furniture, Artwork, etc.?

Excluded Items - What is excluded - Refrigerator, Washer & Dryer, Hot Tub, Furniture, Artwork, etc.?

Water Rights - Do they apply? You may need to employ the services of a Water Lawyer.

Earnest Money - This is the initial deposit. The importance of this item is often overlooked.

Method of Payment - Is this a cash sale, conventional mortgage or seller financing? How much down payment?

Special Assessments - Are there any outstanding or upcoming HOA assessments? Who pays, Buyer or Seller?

Possession - When does the property legally change ownership? (Buyer receives keys and moves in)

Seller Disclosures - What information about the property is the Buyer asking for? Do we have it ready?

Due Diligence Condition - What "outs" will the Buyer have?

Appraisal Condition - Is the sale contingent on the home's appraisal amount?

Financing Condition - Is the sale contingent on the Buyer securing financing?

Additional Earnest Money - Will the Buyer offer an additional deposit of earnest money?

Additional Addenda - Are there any additional terms or addenda attached to the offer?

Home Warranty - Is the Buyer asking for a home warranty? Are they asking for you to pay for it?

Mediation - If a dispute arises, how are you and the Buyer directed to handle it?

Seller Disclosure Deadline - What is the deadline date for you to provide all seller disclosures?

Due Diligence Deadline - What is the deadline date for the Buyer to complete due diligence?

Financing & Appraisal Deadline - What is the deadline date for the Buyer to cancel based on loan denial?

Settlement Deadline - What is the deadline date for you and the Buyer to complete closing?

Response Deadline - How long do you have to respond to the offer, or counteroffer?

Multiple Offers - As great as it is to have multiple buyers for your home, we need to negotiate strategically.

After considering all terms... Do you Accept, Counteroffer, or Reject the Buyer's Offer?

3 Step Process: From Offer - To Contract - To Close

Providing the Seller's Disclosures & HOA Disclosure

This is the process where you as the Seller are legally required to provide information relating to your home.

- Seller Property Condition Disclosure - filled out, signed and dated from Seller.
- Commitment for the policy of Title Insurance, showing easements, encroachments and liens.
- HOA information, budget, minutes, assessments, CC&R's, and survey, water rights if applicable.
- Copy of any leases, rental, and property management affecting the property not expiring prior to closing.
- Notice of any claims and/or conditions relating to environmental problems & building or zoning code violations.

Buyer's Due Diligence (Evaluations and Inspections)

This is the time period provided to the Buyer to learn, review, inspect and decide if acceptable.

- The Buyer will carefully review all items provided in the Seller's Disclosures.
- The Buyer may schedule physical condition inspections, tests and evaluations of the property.
- The Buyer will review the costs, terms and availability of homeowner's insurance for the property.

Buyer's Right to Cancel or Resolve Objections

If the Buyer determines the Evaluations and Inspections to be unacceptable, the Buyer may:

- No later than the Due Diligence Deadline, cancel the contract by written notice to Seller.
- Or no later than the Due Diligence Deadline, resolve in writing any objections.

Remaining Contingencies and Financing

In the final steps of the transaction we will coordinate and complete any remaining details.

- Is the sale contingent upon an appraisal? At what amount did the property appraise?
- How is the Buyer's financing going? Are there any last minute issues for securing their mortgage?
- Was the sale contingent upon the Buyer selling their previous home?
- Final pre-settlement walk-through inspection.

Settlement (Closing)

Settlement, and then Closing shall take place only when all of the following occur:

- Buyer and Seller have signed all documents required by REPC, Title, Lender, etc.
- Any monies required to be paid have been delivered by Buyer and/or Seller.
- The proceeds of the new loan have been "funded", then all closing docs are "recorded" at the County Recorder.
- Hand off keys, garage door openers, manuals, warranties.
- Help you to find a new home in this area or offer relocation assistance.



The REAL SWFL Guarantee

If for any reason you are not satisfied with our services, we will not hold you to a lengthy contract. Cancel your Listing Agreement at any time with No-hassles and no long-term contracts!

We believe so strongly in the quality of our service that we confidently put this in writing.



Thank You

Thank you so much for taking the time to review my services. Please call today to schedule your home evaluation. I'm happy to answer any questions you may have on why hiring The Real SWFL Real Estate Team to sale your home is the right decision!



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BUYING • RENTING • SELLING • MANAGING PROPERTIES

Contact a REAL professional today to serve your lifetime real estate needs!

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