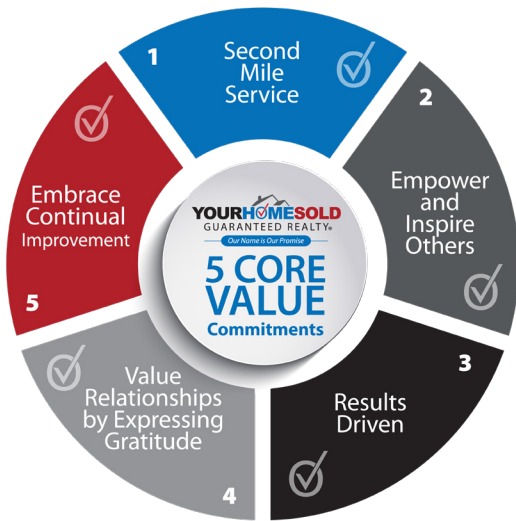




## HOME SELLER GUIDE

**A Proven, Repeatable  
System to Get Your  
Home Sold For Top  
Dollar, In Less Time &  
Without The Hassles!**



## Lisa Soloway

**Lisa Cell: 321-301-0824**

**[www.LisaSoloway.com](http://www.LisaSoloway.com)**

Lisa has a passion for real estate and a commitment to delivering excellent client satisfaction, and has established herself as a valuable resource to the buyers, sellers and investors she works with. Known for her professionalism, market expertise, and personalized approach, Lisa consistently goes above and beyond to help clients navigate the complexities of buying and selling homes. She backs up her promises with several "money back" guarantees for buyers and sellers.

Lisa is also on a mission to help teens aging out of foster care in Brevard County. With every home she sells, Lisa and her clients donate a portion of the income she earns. Her motto "I don't just sell homes, I change lives" is backed by her commitment to WAYS for Life in Melbourne, FL. She is on the Board of Directors and serves as Director of the LiftUp Life Skills program, which she brought to WAYS for Life in 2022.

As an experienced Realtor, Lisa Soloway understand that each and every client's needs are unique. That's why she tailors her services to match your specific requirements, leveraging her in-depth knowledge of the local market trends and a wide network of resources. Her goal is to ensure that every transaction is as smooth and successful as possible, by providing informed, strategic advice that aligns with your real estate objectives. Let Lisa help you make informed decisions and achieve your property goals in Brevard County today!

**I don't just sell houses, I change lives!**



*featured May 2022*





**Since the sale of a home is one of the most important financial transactions you participate in, you need a partner you can trust.**

The Realtor® who represents you can greatly influence the outcome from the sale of your home. Our Home Seller Guide booklet will equip you to make the right choice in a Realtor® and educate you about how we can help you get the most out of the sale of your home.

We don't believe in just satisfying customers, it is important to create life-long clients who become raving fans. What is the difference? A customer simply purchases a good or service from another person or entity. A client on the other hand, is part of a trusted relationship that receives benefits far beyond a simple business transaction.

Many agents strive for customer satisfaction, but for us, satisfaction isn't enough. We guarantee the sale of your home at market value or we will pay you the difference\*. We also offer several performance guarantees which include a monetary concession if we fail to keep our promises to you. Check out all our performance guarantees on our website.

**OUR OBJECTIVES ON YOUR BEHALF ARE QUITE SIMPLE.**

Our unmatched expertise, client-focused service, and proven marketing systems allow us to achieve these objectives time and time again with our clients.

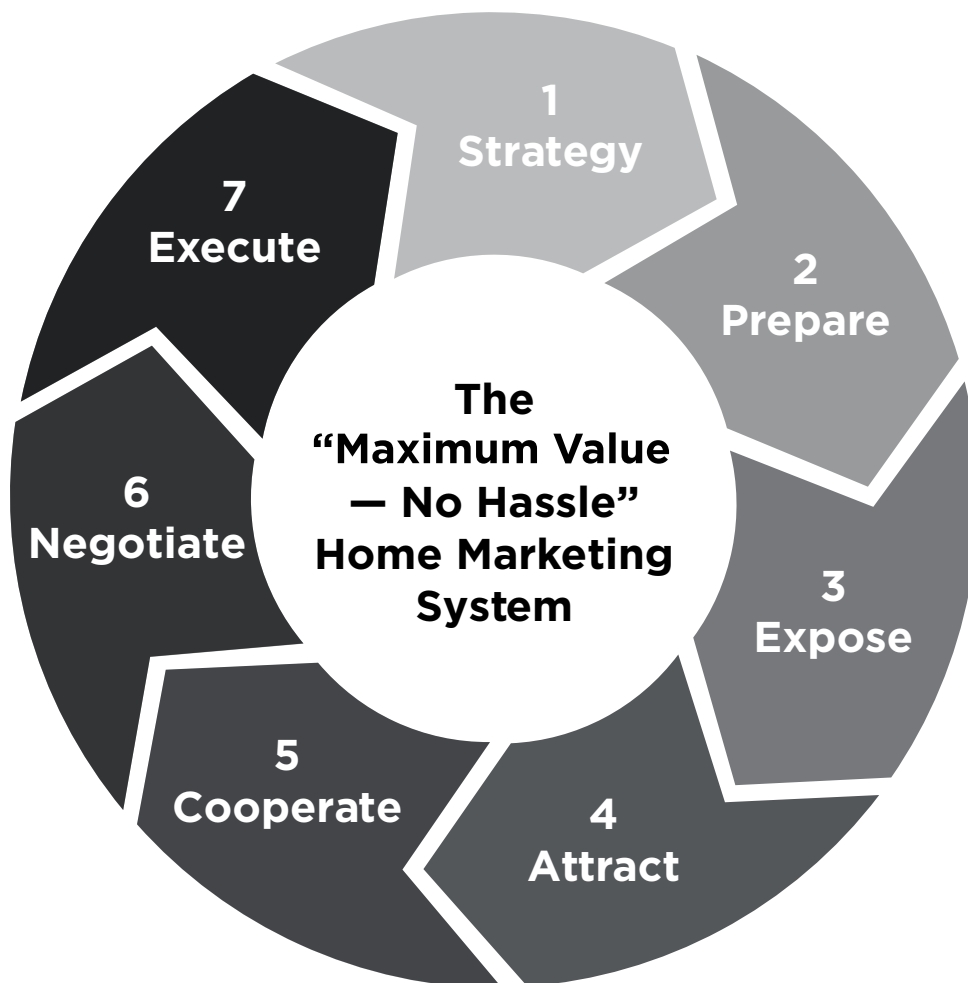
**Our mission is clear... to sell your home for the most amount of money, in the least amount of time, and... with the fewest hassles.**

*\*terms and conditions apply.*

# Our systems and tools to sell your home for top dollar.

**We cannot change your location, but what we can do is...**

- Advise about how your home can show in the best condition possible.
- Expertly help you price your home correctly.
- Finally, we will provide you with the most proven marketing strategies in the business.





# From Listing to the Sale.





## THE BENEFITS OF WORKING WITH LISA AND HER TEAM

### Selling Agents

- Professional, licensed, full-time real estate agents handling the selling of your home
- Experienced real estate agents handle all negotiations, professional photos, drone footage, property website and videos
- Upload photos, create virtual tours, make highlight sheets and input listing onto multiple websites and the MLS
- 24-hour recorded message
- Manage marketing programs across many channels and sources
- Manage any selling questions and details



# Easy Exit listing guarantee.

**What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.**

Well, worry no more. Lisa and her team takes the risk and the fear out of listing your home with a real estate agent. How? Through the sales and cancellations guarantees.

When you work with Lisa, she and her team guarantee:

- You can cancel your listing anytime
- You can relax, knowing you won't be locked into a lengthy or binding contract
- Enjoy the caliber of service confident enough to make this offer to you
- No hassles. It's easy
- Our sales and cancellation guarantees are unique.  
For more info, scan this QR code

***If at any time you no longer want us to market your property,  
you may cancel the listing and pay nothing!***



# Our proven system, 151 Steps to the closing table.

**Our 151 Key Steps to the Closing Table has enabled us to sell 100s of homes fast and for more money over the years.**

- In-depth marketability consultation
- Advise you on “staging” your property for prospective buyers
- Have professional photographs and videos taken of your home to highlight the various marketable aspects to draw buyers to your property from MLS, listing sheets, property brochure, postcards and the internet
- Install highly visible yard signs for maximum exposure. We also have a sign directing clients to a House Talk - description of your home and property website
- We collaborate with Showing Time, which provides immediate notifications and feedback from agents for every showing
- Create a virtual tour of your home to be placed on multiple websites and the MLS
- During our consultation, we will provide cost effective ideas to get more money for your home
- Advertise your property on 100s of websites such as Zillow.com, Trulia.com, Realtor.com, Homes.com, Google, Yahoo, etc., exposing the home to thousands of potential buyers daily
- Expose your home to million of people through our Relocation Network
- Keep you updated with an activity report of the market conditions in your neighborhood
- Market to top 5 states that move to Florida through MyStateMLS.com





# Pricing your home for maximum value.

## WHAT ABOUT ALL THE MONEY WE'VE PUT INTO THE HOME?

In reality, it's rarely possible to recover all the value from an improvement. Consider the questions. The final question determines how many buyers would attach the same value to an improvement that you as the owner would. In most cases, very few buyers value your improvements as you do.



- When were the improvements made?
- At that time were you planning to sell or stay?
- If you had known then that you were going to stay, would you still have made improvements?
- If the improvements were removed, what percent of today's buyers would put them back and pay what you did?
- We will create a Property Features sheet which will be available to buyers during showings

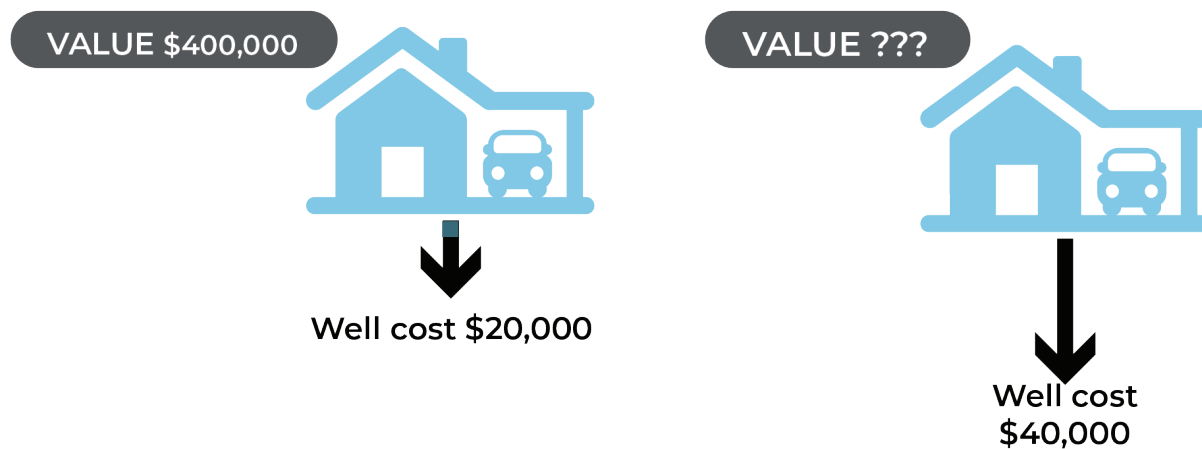
# Pricing your home for maximum value.

## SHOULDN'T I EXPECT TO GET OUT OF THE PROPERTY THE COST OF WHAT I PUT INTO IT?

A builder sold the first home below which included a \$20,000 well, for \$400,000. A similar home was built next door, but the well went through harder rock and to a deeper water table, so the well cost \$40,000. How much is this home worth? \$400,000. Even though the builder has an additional \$20,000 in the cost of building it.

According to the principle of substitution, value is determined not by what a seller puts IN a home, but by what a buyer gets OUT of the home — in both cases they get water.

### PRINCIPLE OF SUBSTITUTION





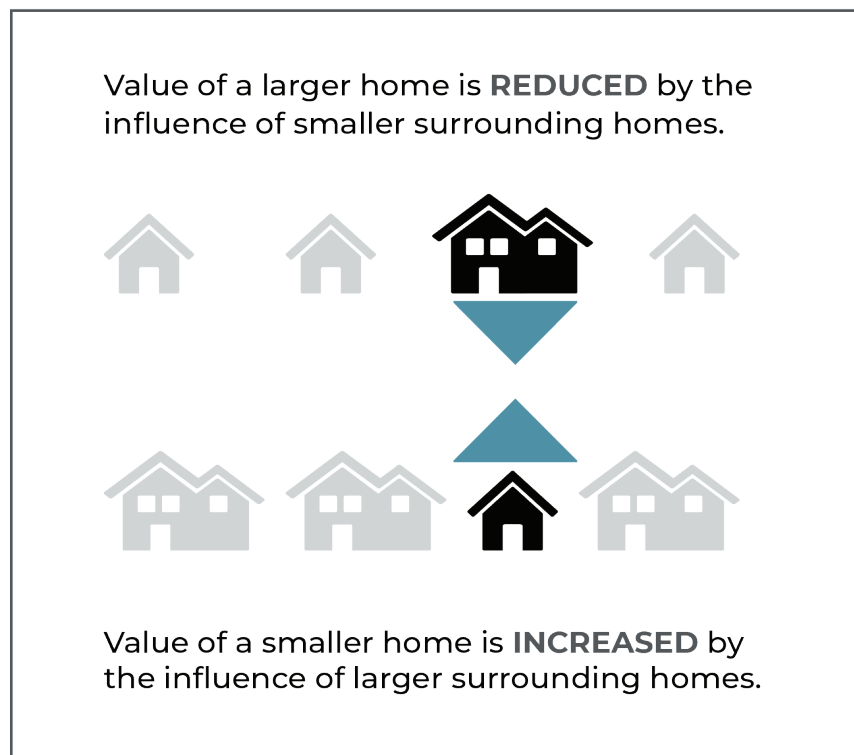
# Pricing your home for maximum value.

## HOW DOES THE PROPERTY IN YOUR NEIGHBORHOOD AFFECT THE PRICE OF YOUR HOME?

Sometimes owners will brag that their home is the “biggest on the block” as a way of puffing value.

Actually, when a property is oversized for the neighborhood, it often experiences the adverse effects of regression — the value is reduced through the influence of less expensive homes.

In contrast, progression demonstrates that value can be increased by the more expensive surrounding homes.

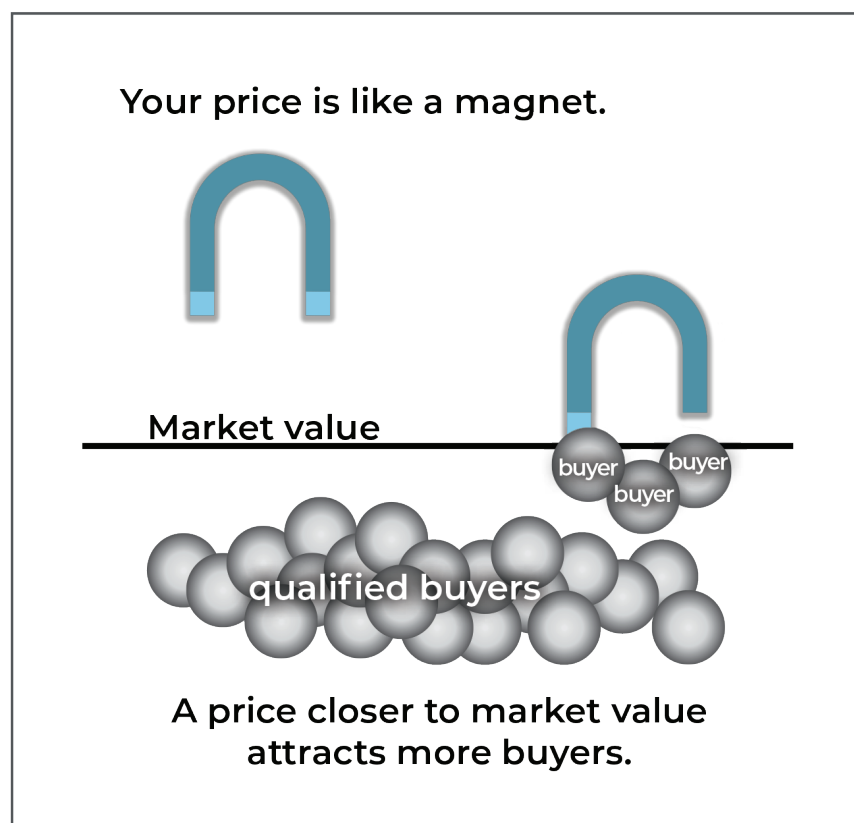


# Pricing your home for maximum value.

## HOW CAN THE CORRECT PRICE ATTRACT BUYERS?

Think of it in terms of this simple illustration. When the magnet (price) is too high, it doesn't attract buyers (steel balls). As the magnet moves closer to market value, it attracts buyers in that price range.

As you move your price closer to market, it will reach the point at which it attracts buyers and produces a sale.







# Pricing your home for maximum value.

## WHAT EXTERNAL FACTORS AFFECT THE VALUE OF A HOME?

A common mistake that many owners make is to focus solely on their home when determining value. Yet in dynamic markets, many influencing factors are completely out of their control.

We've witnessed recent dramatic market change in which the economy, interest rates and financial markets have negatively affected values.

The simple act of a neighbor reducing a price can lower street values. A subdivision of new construction can lure buyers away from existing homes and lower their value.

### **EXTERNAL influences on value**

- Interest rates
- New listing
- Area competition
- Local economy
- Builder offerings
- Neighbor's price

## WHAT ABOUT INTERNAL INFLUENCES ON HOME VALUE?

The classic determinants of value are the intrinsic characteristics of location, size and amenities. The cliché “the three most important factors of value are location, location, location” has basis in fact.

Again, many sellers cite their home's amenities and conditions as a reason to overprice.

### **INTERNAL influences on value**

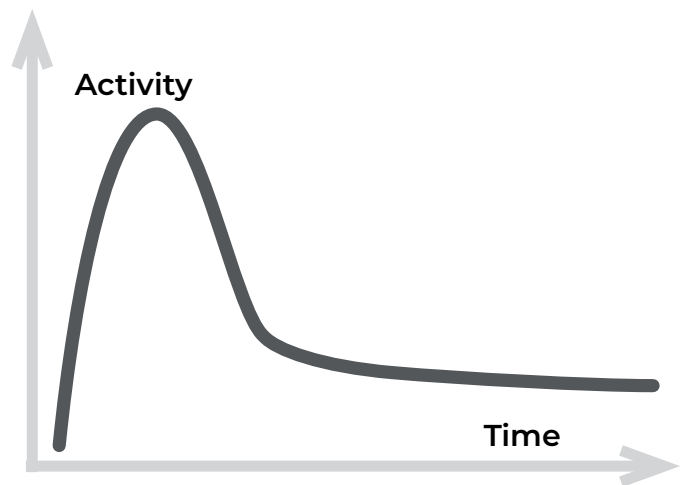
- Location
- Size
- Amenities
- Condition

# Pricing your home for maximum value.

## WHY NOT TRY A HIGHER PRICE FOR A COUPLE OF WEEKS?

If you knowingly chose to overprice your home, you would be overpriced during the period of highest potential for buyer activity. You would then lower the price after buyers have already seen your home and decided not to preview it.

Price it right during the initial phase of exposure in order to capture the best buyers.



**Don't overprice your home during the period of highest activity, only to lower the price after the buyers are gone.**

## THE BENEFITS OF PRICING YOUR HOUSE TO SELL.

Remember your last move? How long was your home on the market? What was it like to keep your home ready for showings all the time?

Did you know that up to 60% of sales are generated by cooperating agents? Overpricing will deter them showing it to their prospects. Proper pricing increases the response we get from the internet.

When a home is priced right, buyers get excited and make higher offers.

### **ADVANTAGES of proper pricing**

- Faster sale
- Less inconvenience
- Increased salesperson response
- More Internet response
- Better sign and ad response
- Avoids being "shopworn"
- Attracts higher offers
- Means MORE MONEY to sellers

# A guaranteed marketing approach.

**Our team approach employs proven systems and resources to aggressively market and sell your home.**

We work in an environment that demands quality service and guaranteed results. Therefore, we expertly handle every detail from initial contact to closing. Each person on the team has a specific responsibility to you, our client, in the process of selling your property. Our team approach makes the possibility of getting your home sold fast, and for top dollar, a reality.

## **EXPERT ADVISORS**

Ensure your home sells for highest price possible



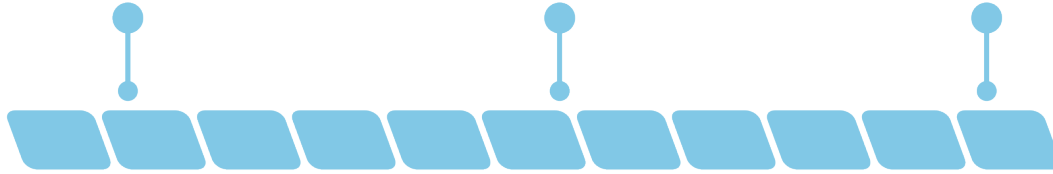
## **ADVANCED PROPERTY MARKETING SYSTEM**

Maximize saleability



## **PROFESSIONAL COPY**

Compelling copy for your home in all advertisements



## **EXPERT NEGOTIATORS**

Ensure a win-win situation for all parties, especially you



## **SOCIAL MEDIA AND MULTI-MEDIA SYSTEM**

Effective in reaching consumers

# Drone photography.

## Location. Location. Location.

Photographs of your home can often make or break the sale. When your unique location possesses features that need emphasizing, we offer drone technology that highlights your home in a unique and effective manner.





# Professional photography.

**Other than the price, the most important thing to sell your home is photography!**

We have professional photographs taken of your home to highlight the various marketable aspects and complete floor plan for added exposure in ads, highlight sheet and the internet.



# Preparing your home for peak showing condition.

**Ensure that your property shows at its very best! Your house is being “interviewed” by the potential buyer. Use these tips to ensure that your home’s best features are displayed.**

## **Curb Appeal**

- Keep grass mowed
- De-weed flower beds and trim shrubs
- Front door (painted not chipped)
- Remove cobwebs on front porch

## **Entering Home**

- Keep entryway clear. Remove any shoes or accessories from walkway
- Have a rug for buyers to wipe their feet on
- Fill the house with pleasing scents, such as potpourri or air fresheners, but keep as subtle as possible – nothing too overwhelming

## **Kitchen**

- Keep counter tops clear of clutter and items that can be stored in cabinets
- Keep all dishes washed and put away
- Clean appliances
- Store food items out of sight
- Clean around faucet for rust and deposits
- Keep sink clean
- We recommend the use of Old English on wood cabinets to diminish scratches and help them look new again

## **Family/Living/Great Room**

- Keep coffee and end tables cleared off
- Remove excess furniture to make the room look larger
- Organize clutter (toys, magazines, papers, etc.)
- Keep furniture dusted and mirrors cleaned

## **Dining Room**

- Remove extensions from tables if not needed to make room appear larger
- Place seasonal centerpiece on the table

## **Bedrooms**

- Make beds and smooth bedspreads
- Put away clothes and shoes
- Store any personal items (jewelry, bills, etc.)
- Keep top of dresser cleaned off
- Don't have excess items around the sides of rooms
- Clean out closets and organize them

## **Bathrooms**

- Keep towels hung up
- Keep sink counters cleared of items - put excess items under sink
- Keep toilet bowl clean and lid down
- Showers, tubs and sinks are very important to buyers. Try to remove water stains and lime buildup

## **Laundry Room**

- Keep appliances clean and cleared
- Organize dirty laundry and keep out of sight as much as possible

## **Exterior**

- Porches, steps, balconies and patios should be uncluttered, swept and in good condition
- Gates, fences, sheds and other outer buildings should be cleaned repaired and painted
- Clean and repair all gutters and downspouts
- Keep toys and sports equipment put away
- If you have a pool - keep it sparkling

## **Final Touches**

- Clean carpets
- Keep trash cans emptied
- Keep pet boxes clean and fresh
- Open blinds to let light in
- Turn lights on throughout the home for showings



# Active buyer lead generation.

**Our innovative *Buyers-In-Waiting* program gives buyers priority access to hot new listings that match their home buying criteria.**

Our *Best Fit Leads* and *Opportunity Wall* allow us to find buyers registered in our database that may be a potential fit for your home.



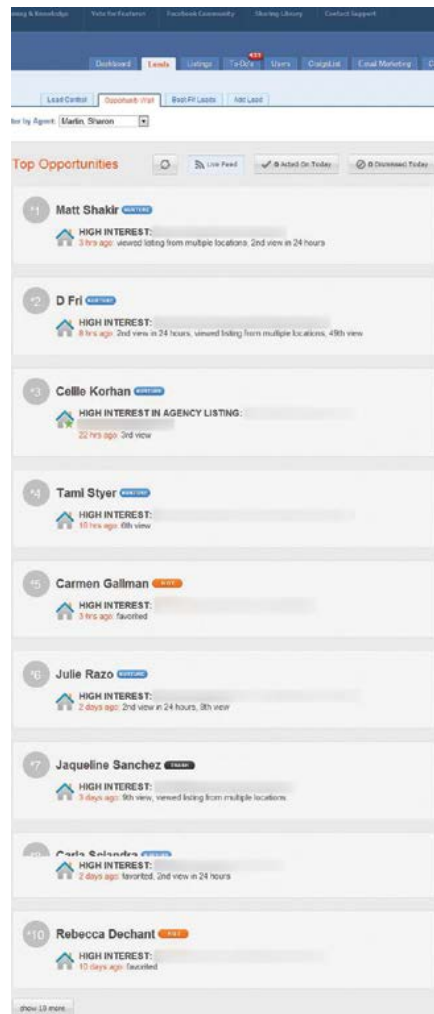
Rank	Name	Phone	Email	Lead Type	Interest Level
1	John Doe	(555) 123-4567	john.doe@email.com	Hot Lead	High
2	Jane Smith	(555) 234-5678	jane.smith@email.com	Warm Lead	Medium
3	Mike Johnson	(555) 345-6789	mike.johnson@email.com	Cold Lead	Low
4	Sarah Brown	(555) 456-7890	sarah.brown@email.com	Hot Lead	High
5	David Wilson	(555) 567-8901	david.wilson@email.com	Warm Lead	Medium

## Best Fit Leads



Rank	Name	Phone	Email	Lead Type	Interest Level
1	John Doe	(555) 123-4567	john.doe@email.com	Hot Lead	High
2	Jane Smith	(555) 234-5678	jane.smith@email.com	Warm Lead	Medium
3	Mike Johnson	(555) 345-6789	mike.johnson@email.com	Cold Lead	Low
4	Sarah Brown	(555) 456-7890	sarah.brown@email.com	Hot Lead	High
5	David Wilson	(555) 567-8901	david.wilson@email.com	Warm Lead	Medium

## Buyer Dashboard



Rank	Name	Phone	Email	Lead Type	Interest Level
1	Matt Shafir	(555) 123-4567	matt.shafir@email.com	Hot Lead	High
2	D Fri	(555) 234-5678	d.fri@email.com	Warm Lead	Medium
3	Celle Korhan	(555) 345-6789	celle.korhan@email.com	Cold Lead	Low
4	Tami Styer	(555) 456-7890	tami.styer@email.com	Hot Lead	High
5	Carmen Gallman	(555) 567-8901	carmen.gallman@email.com	Warm Lead	Medium

## Opportunity Wall

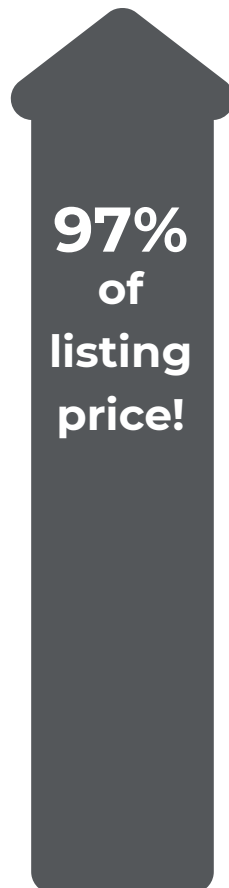
With our dashboard of registered buyers we can see if any buyer who has visited our site has EVER showed interest in your home.

# Getting you more money.

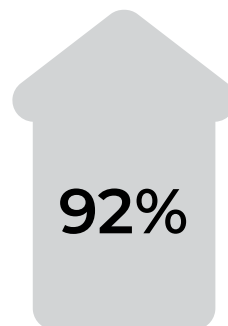
## When you list your home, how close will it sell to the original asking price?

When you hire us to market your home and negotiate your contract, we will net you MORE MONEY for your home than other Realtors® in the area.

We focus on proven principles for selling real estate for more money than the average agent. Our proven, repeatable marketing system will get your home sold for the most amount of money, in the least amount of time and with the least amount of hassles.



**Average agent**





# Another option to sell your home

*Get a **GUARANTEED**  
CASH OFFER on Your HOME Today!  
At a Price Agreeable to You!\**



## Exclusive Cash Offer Program

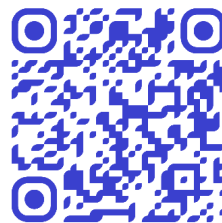
No Gimmicks! Call Today!!

- Get Cash Offers Today!
- No Showings
- Make no repairs, sell as is
- Super convenient
- You decide when you move



## Call Lisa

**321-301-0824**



**SCAN  
ME**  
with your  
phone  
camera



## Hear what others say about Lisa



Lisa is committed to providing a great experience for the buyers and sellers she works with. She is committed to providing second-mile service and her reviews back up her promise. It is not uncommon for situations to arise during a real estate transaction which Lisa works through to ultimately resolve with and for her clients. It is incredibly important that everyone she and her team work with become lifetime friends and come back for help again when they need it.

We look forward to hearing from you to show you how we can sell your home for top dollar, in the least amount of time in any market while making it an enjoyable experience.

**Check our reviews for words of praise from our happy clients**



## Getting homes SOLD.

**How important is the number of homes your Realtor® sells per year?**

Success in real estate equals getting homes sold. The track record of your Realtor® is the only measure for future performance.

While the average Realtor® only sells 6-8 homes every year. Lisa and her team will average 40+ homes per year.



# YOUR **HOME** SOLD

## GUARANTEED REALTY®

*Our Name is Our Promise*

## Proud Community Sponsors

### Mission

WAYS for Life provides wraparound youth services for young adults formerly in foster care and those experiencing homelessness. In addition to supporting the successful transition to adulthood, we promote awareness of the needs of our members in our community and beyond.



### Vision

We are a diverse, family-like community that supports, inspires, and empowers the young adults we serve



## GO SERVE BIG!

We are committed to investing in the needs of our community. Through our Go Serve Big mission we donate a portion of our income from real estate sales to WAYS for Life, LiftUp Life Skills.

**LiftUp**  
**Life Skills**



To learn more, go to [WAYSforLife.org](http://WAYSforLife.org)



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