

Selling Your Home with Us

Serving All of Northeast Florida

Welch  Team

KELLER WILLIAMS REALTY
ATLANTIC PARTNERS SOUTHSIDE

Welch Team

As a Keller Williams Mega-Agent office we are staunch believers in the growth and possibilities that come from continued education, perseverance, and teamwork - inspiring results that have helped thousands of individuals buy and sell homes across Northeast Florida since 2011, and what is now allowing us the opportunity to serve professionals within the Keller Williams Commercial division.



EXPERIENCE & EDUCATION

Professional Designations & Certifications



Five Star Real Estate Professional
2012-2023

Laurel Award- Brokerage of the Year
2012-2023

Top Selling Agents- NEFBA
2012-2023

Laurel Award: Top Selling Real
Estate Team
2012-2023

#1 Top Selling Team- NEFAR
2014-2023

Laurel Award- Excellence in Marketing
2012-2023

Best of St Augustine
2020-2023

Keller Williams Top Producer
NE Florida
2016-2023



ONE AGENT CAN'T DO IT ALL... WELL

There are **184 tasks** that a Realtor needs to complete to sell your home. These tasks fit into one of these categories:

Pre-listing activities | After the listing agreement is signed | Entering the property in MLS database | Marketing the listing | The offer and the contract | Tracking the loan process | Home inspection | The Appraisal | Closing preparations and duties | Follow-up after closing



Within each category, there are subtasks that make up a total of **184 tasks**. That is JUST to sell your home. This does not include the buying process, which consists of a similar amount of functions. If you have an agent that buys & sells, imagine their scattered workload.

We have specialists that are experts in their specific field of listing OR selling.

Listing with Us

First Impressions Count

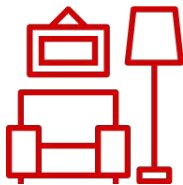
A Welch Team property gains immense exposure and generates worth leads to ensure your listing is viewed and visited frequently.

Welch Team goes above and beyond ensuring your house is showcases in the best and most professional light possible.

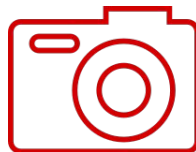
The result? A quicker sale at a more satisfying price!



Cleaning



Staging Consult



Photography



3D Imaging

FIRST THINGS FIRST

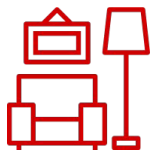


We will arrange for a complimentary, light, house cleaning to help prepare your home for professional photos and/or videos

YOUR FREE CLEANING WILL INCLUDE:

- Deep Clean Kitchen
- Deep Clean Bathroom
- Wipe Down Appliances
- General Clean of Bedrooms and Living Room
- Clean Floors (minus grout cleaning or carpet steam cleaning)
- Clean and Sanitize all surfaces





STAGED FOR SUCCESS

We will arrange a complimentary home staging consultation. You will learn what is and isn't important in staging your house for photos and showings.



BEFORE

AFTER

Quick Facts

- 83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home
- 44% of buyers agents say that staging a home increases the dollar value offered
- The most commonly staged rooms when selling are:
 - 93% Living Room
 - 84% Kitchen
 - 78% Master Bedroom
- 85% of staged homes sold for at least 6-25% more than their neighbor's un-staged home

2018 HSR Study of Over 4200 Staged Homes

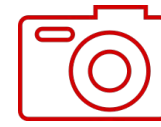
IT'S ALL ABOUT STANDING OUT



Professional photographs matter! Capture a potential buyers attention with professional photography.



IT'S ALL ABOUT STANDING OUT



PROFESSIONAL VIDEO WALKTHROUGHS

Increase the average time a visitor spends viewing a property online from a mere 48 seconds to a full 5 minutes, greatly increasing the exposure and interest level of the buyers.



VIRTUAL OPEN HOUSE ALWAYS OPEN!

Bring listings to life with 360° and 3D walk-through.

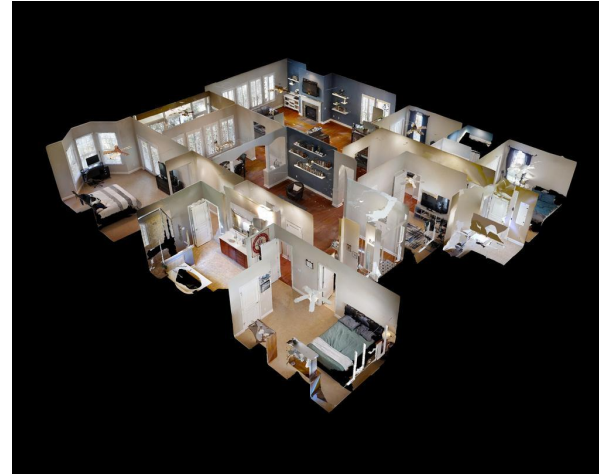


3D IMAGING TOURS



MATTERPORT

People are **300%** more engaged with a Matterport 3D virtual tour. 3D virtual tours can help you create better experiences and immerse potential home buyers in the experience of the property.













ONLINE MARKETING

Over 97% of buyers start their search online!

Your property is marketed 24/7 to over 740 of the most popular websites.

Fab 5:

Top sites used to search real estate in US

	Domain (10,000)	Traffic Share ↓
1	 zillow.com	21.41% 
2	 realtor.com	9.24% 
3	 redfin.com	7.31% 
4	 trulia.com	3.59% 
5	 apartments.c...	3.28% 



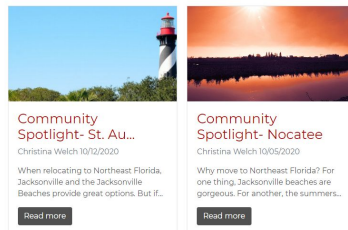
HYPER-LOCAL MARKETING

WE KNOW YOUR COMMUNITY AND WHAT MAKES IT TICK!

- What restaurants make living in your community the best?
- Where are the best places to shop?
- What schools and activities are in the area for the kids?
- How about local parks where you can see your neighbors and their kids too!
- Are there any special landmarks to visit?
- Is there something unique or quirky in the neighborhood that makes it stand out?

WE ARE YOUR LOCAL NEIGHBORHOOD EXPERTS TO THE WORLD

Blogging about the property or community helps the property rank higher in the search engine results and get more views!



PROACTIVE MARKETING STRATEGIES

We use a variety of marketing strategies to ensure word goes out via multiple channels and pinpoint who may be interested in purchasing your property

- Email Outreach
- Reverse Prospecting
- Buyer/Listing Matching
- Circle Prospecting
- Text Sign Rider
- Text for Info Display
- Postcard Mailers



SOCIAL MEDIA

Networking sites offer a more personal approach to marketing and advertising. Here we regularly promote our active listings, and hone in on the individuals most likely to purchase your property. We also are highly engaged on social media to keep our follower count growing to promote YOUR listings. We do this through:

- Attention grabbing posts
- Interacting with comments
- Monitoring effectiveness
- Targeted ads
- Weekly series such as Ask the Agent & more!



FOLLOW US:




OPEN HOUSE

While Virtual Open Houses are great, an Open House is a great tool to get more eyes on your property! This gives the casual potential buyers to get a feel for the property & the community whom may not book a showing appointment. This captures a segment that may have been otherwise missed.

WELCH TEAM GOES ABOVE AND BEYOND WHEN HOSTING AN OPEN HOUSE

- Social media and event invitations
- Flyers
- Door knocking
- Email and phone campaign to brokers and agents
- Advertising on all top websites

2510 MICHAELSON WAY, JACKSONVILLE, FL 32223
4 BD | 3 BA | 2,299 SQ. FT.




OPEN HOUSE

To get listing and finance info about this property, text **WELCH** to **904-999-0000**


ABOUT THIS PROPERTY

Wow! Impressive home w/ plenty of room for everyone in the Flynn Oaks community of Mandarin. Located on one of the largest lots, this home offers a quiet setting and huge backyard! Both interior AND exterior have been repainted in past 3 months. Spacious 4 bedrooms & 2.5 baths, with open concept floor plan. Entry foyer flanked on either side by dining room & living space (with french door entry). Large family room w/ hardwood floors, vaulted ceilings & fireplace. Kitchen was remodeled to open up the space with a large peninsula/island. Large breakfast nook attached. ROOF redone in 2012. A/C replaced in 2013. Indoor laundry w/ cabinetry.

4
BED



3
BATH



WE KNOW OUR MARKET

Market Stats:

- Jacksonville metro area ranked #16 place to live - 2023 US News and World Report
- St Johns Cty - 2nd ranked County in State for families; 2nd ranked County for Outdoor activities
- Home appreciation ranks in top 5 Nationally
- Ponte Vedra named best place to live on the coast by Coastal Living in 2018
- St Augustine named best place to live in Florida by Money Magazine in 2018
- Jacksonville was the 3rd best city for owning a rental home
- St. Augustine is the 2nd best city for owning a vacation rental & Jacksonville made the top 100 list
- St. John's County is the top school district in Florida



BALANCED MARKETING



Why be limited by pinpoint local marketing or only cast a wide marketing net? With Welch Team you get both!

BUYERS COME FROM ALL OVER THE WORLD

Jacksonville is the #14 Fastest Growing Places in America 2023

- US News and World Report

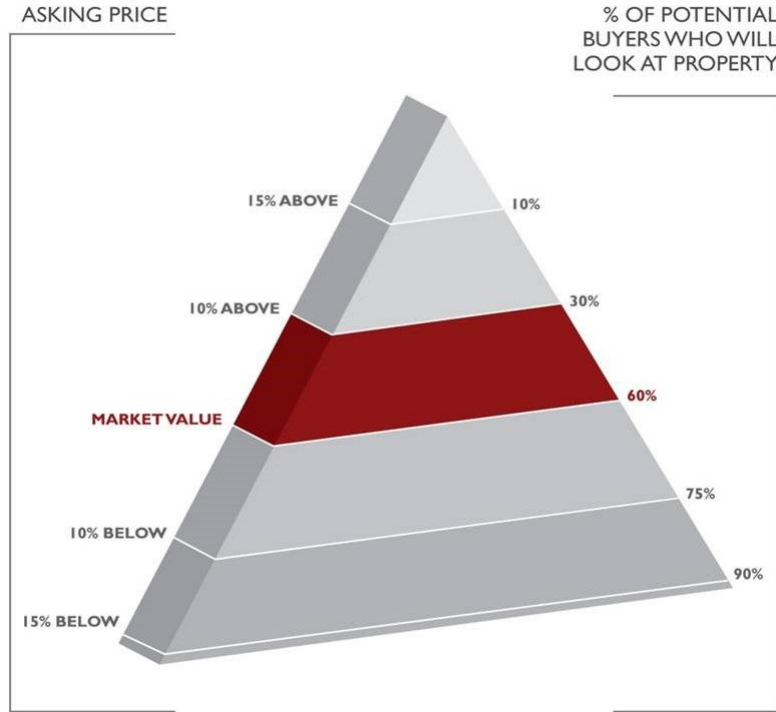
HYPER LOCAL AGENTS AND MARKETING ARE IN DEMAND

National Association of Realtors reports that Hyper-Local Agents and Marketing are top criteria Buyers and Sellers are looking for.

BALANCED MARKETING SELLS HOMES!

UTILIZING THE Power of Keller Williams, we are able to cast a wide marketing net across an expansive national and international market. Targeting customers relocating or investing in our communities. At the same time, Welch Team uses targeted, pinpoint and local marketing to present your property and community.

PRICING TO SELL



Market Pricing

Where pricing is concerned, it is part science and part art. There are several things you should consider:

- Location
- Market
- Price
- Condition
- Accessibility

PRICING TO SELL- OUTCOMES

PRICING MATTERS

3 pricing outcomes

THINK OF IT LIKE A STOP LIGHT, ONE OF THREE THINGS COULD HAPPEN...



THE PROPERTY RECEIVES LITTLE ACTION (LOW TO NO SHOWINGS)

This can only mean one thing- the market is rejecting the property based on price. buyers and other agents recognize value when they see it and if they feel the property does not represent a good value they will not even visit the property.

Action: LARGE PRICE REDUCTION



THE PROPERTY HAS SHOWINGS, BUT NO OFFERS

This is better than the first outcome, yet it is still frustrating for the seller. In this case, the price is close enough to market value to attract a showing yet still too high, relative to competing homes, to motivate the buyer to act.

Action: SMALLER PRICE REDUCTION



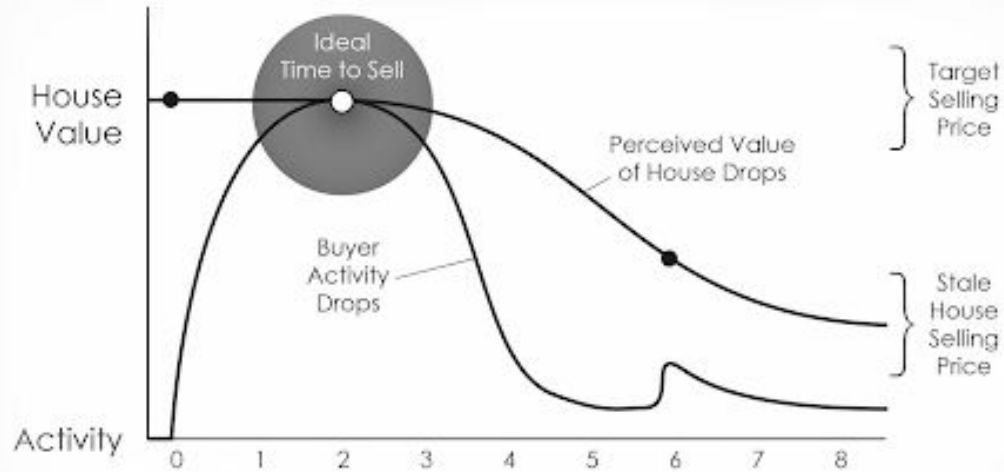
THE PROPERTY SELLS!

If we hit the market just right we may be fortunate enough to have an offer right away. A quick offer does not necessarily mean we are under priced. It means we were fortunate to hit the market at the perfect time!

Action: CELEBRATE!

THE FIRST 30 DAYS ARE CRITICAL

RIGHT PRICE AND RAPID MARKET LAUNCH IS IMPORTANT



PROFESSIONALLY GUIDED CLOSING

SELLING A HOME CAN BE A COMPLICATED PROCESS

Our dedicated Transaction Coordinators will insure all the i's are dotted and the t's are crossed throughout the entire 60+ step closing process.

OUR TRANSACTION &
CLOSING COORDINATION
TEAM ARE LICENSED REAL
ESTATE PROFESSIONALS

CRITICAL TASKS AND EVENTS

- Buyer's Binder Deposit Received
- Buyer's Home Inspection / Repair Negotiations
- Buyer's Appraisal
- Buyer's Financing Approval
- Clear to Close



ANY
QUESTIONS?