

# People Aren't Looking to Buy Houses, They're Looking to Create the Next Story in Their

**Lives.** And creating stories in the Tampa and Wesley Chapel area is our specialty.

## First Thing's First: Acquiring Knowledge and a Target

We need to become experts on your property. A walkthrough's not enough. We want a walkthrough, where you tell us everything that makes your house a home. And once we know all about that, we can create an optimal buyer profile, allowing us to properly focus our efforts. What sort of efforts? What sort of efforts indeed . . .

## Setting the Scene for Success:

A home with a carefully crafted narrative aesthetic will have buyers clicking on "Tell Me More" instead of "Next."

Scene Setters Include:

- A consultation with Kristy Anderson of Dwell, one of the top five stagers in the industry
- An extensive and consistent branding strategy, including a custom-designed logo featuring the home's address
- Stunning professional photography and videography that showcases your home's best assets while still telling its story.

## Full and Focused Exposure

We use industry-leading standard and custom-tailored marketing tools to ensure your home is exposed to buyers who both want and have the ability to purchase a home-sweet-home like yours.

Full and Focused Examples Include:

- Creating industry insider buzz with an exclusive brokers' open house, pre-listing
- Publishing your home on MLS, Trulia, Zillow, and realtor.com
- Using the buyer profile to determine which of every single MLS agent and broker in the country we should contact about your listing.

## **The Technology Treatment**

The modern world is a digital one, and we happily combine the tried and true with the innovative.

Treatments Include:

- Creation of a unique web domain for your home
- Developing and designing a custom, mobile-responsive website
- Using **iBeacon technology**, a cutting-edge way to reach the busiest buyers and appeal to the most tech-savvy.

## **Above and Beyond Advocacy, Advising, and Communication**

We genuinely want you to have the most painless and profitable selling experience possible. And while our industry tools are quite impressive, what we pride ourselves on most is our dedication to treating each client as a unique and important fellow human being.

What our people provide you:

- Masterful and—if necessary—forceful negotiations on your behalf. We're happy to play nice as long as everyone else does, but we will never kowtow to anyone.
- All-encompassing follow-up. If an industry professional or a viable buyer has set foot in your house, they're going to hear from us via email and phone. We're not really into thumb twiddling and staring longingly at our screens.
- A sliding scale of keeping you in the know. If you want to hear about every single offer made on your house, you got it. If you'd rather establish particular terms and then let us sweat the small stuff, that works too.
- Unparalleled Accessibility. We don't ever want you to feel confused or not know what your options are. Text, email, or call us at any time. One of the quickest response times in the business is just another way we show we care.

Let's get that talkthrough started.

