

SOUTH CEDAR REAL ESTATE, INC.

YOUR ULTIMATE GUIDE TO
**SELLING
YOUR HOME**



SOUTH CEDAR
REAL ESTATE



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01

CHOOSE YOUR AGENT

South Cedar Real Estate, Inc. stands at the forefront of the real estate industry, leveraging cutting-edge technology and market insights to stay ahead of the curve. Our comprehensive suite of services encompasses everything from property management to development consultation, ensuring that every aspect of your real estate journey is expertly managed.

We pride ourselves on fostering long-term relationships with our clients, guiding them through every step of the process with transparency and communication. Our proactive approach to client service means that we anticipate challenges before they arise and implement proactive solutions to mitigate risk and maximize opportunity. With South Cedar Real Estate, Inc. by your side, you can rest assured that your real estate goals are in capable hands, backed by a team of dedicated professionals committed to your success.

South Cedar Real Estate





W. Greg Wilkerson, Esq.
Licensed Broker & Attorney

Greg co-founded South Cedar in January of 2016 and currently focuses on expanding the residential team and client base. He is an active member of the Florida Bar Association, National Association of Realtors® and Orlando Regional Realtor® Association. Greg was born and raised in Tampa, Florida attending Jesuit High School before continuing his undergraduate studies at the University of Florida and obtaining his Juris Doctor from Florida State University in 2011. After graduation from law school, Greg initially practiced law in Tampa with a national firm that specializes in complex real estate and foreclosure litigation.



Caylee DeCleene
Real Estate Consultant

Caylee brings a unique blend of financial expertise and real estate insight to the Tampa Bay market, specializing in helping clients navigate the buying, selling, and investing process. With a Bachelor's and Master's degree in Accounting from the University of Wisconsin-Madison and experience as a former CPA, she brings strong financial knowledge, and she uses this background to provide detailed property analyses and strategic guidance. Since transitioning from public accounting to real estate full-time in 2021, Caylee has built a reputation for her analytical approach, transparency, and dedication to helping clients achieve their goals. Whether working with homeowners or investors, she delivers personalized strategies designed to meet their unique needs and long-term objectives.



Laurie Lane
Real Estate Consultant

Laurie Lane is a versatile real estate consultant, investor, and agent with a strong background in remodeling and construction. She began her career working with investors, honing her skills in property remodeling before applying the same creative approach to her own investments. Laurie excels at guiding clients through the home-buying process and maximizing the value of their purchases. Her expertise in underwriting enables her commercial investors to achieve their cash flow goals and maximize returns. Laurie also owns and manages an investment portfolio spanning local markets and Pennsylvania and operates a fund specializing in tax deeds and multifamily investments.



Carlos Carrion
Real Estate Consultant
Bilingual: Spanish/English

Carlos Carrion, an Acquisitions Specialist from Puerto Rico, launched his real estate career after earning a Master's in Real Estate Development from Nova Southeastern University in 2018. Relocating to Fort Lauderdale in 2016, he gained experience in real estate transaction management and property tax consulting before obtaining his real estate license in 2020 and moving to Tampa in 2021. Carlos now helps investors and homeowners buy and sell properties across West and Central Florida. In his free time, he volunteers as an Assistant Scoutmaster and Merit Badge Instructor for the Boy Scouts of America, while enjoying family time, hiking, and cycling.

CLIENT TESTIMONIALS

Greg and his team are incredible! He went above and beyond at every step of the home-buying process. Facing many hurdles, especially in a tough market, Greg worked endlessly to ensure that me and my fiancé ended up in the right house. He is knowledgeable and professional and always wants the best for his clients. I would recommend him to any of my family and friends. THANK YOU, GREG!

AMANDA NOESEN

I can't recommend Greg and his team enough! As first time homebuyers, I could not have imagined navigating all of the ups and downs in the house hunting process without Greg's knowledge, expertise, hard work and patience. He and his firm went above and beyond to help us find a great home, for which we will always be thankful. In a field that can breed wariness, I found having an agent that I could trust with the entire process from start to finish was a Godsend.

CHARLES DAVIS

Recently sold my home with the help of the South Cedar RE team. Could not have asked for a better experience. Very hands on, thoughtful, proactive and transparent. I am thrilled with our outcome and highly recommend you consider their services.

BENJAMIN P

SUCCESSFUL SELLING PROCESS



WE KNOW THAT SELLING YOUR
HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is
EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)

GET THE HOME
READY FOR THE
MARKET

ONLINE DEBUT |
LISTED FOR SALE

CONTINGENCY
REMOVAL
PERIOD



HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

BUYER'S REALTOR

SELLER'S REALTOR

SELLER

LOAN EVALUATION

BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET.

FIND YOUR DREAM HOME!

OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER.

PURCHASE NEGOTIATION

SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON.

INSPECTION PERIOD

BUYER BEGINS 10-DAY INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

GOOD FAITH DEPOSIT

BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST.

SELLER'S DISCLOSURES

SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY EFFECT THE VALUE.

SALES AGREEMENT EXECUTED

LOAN APPLICATION PROCESSED & APPRAISAL ORDERED

TITLE SEARCH

CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY.

CLOSING DOCS ISSUED

LENDER PROVIDES LOAD ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS.

CONTINGENCIES SATISFIED

ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF.

FINAL WALK THROUGH

1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE.



TRANSACTION CLOSED

LISTING CONSULTATION

This is where we make a plan together. As your agent, we are going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

We will also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.

A few things to think about before we meet...

- *What is your moving timeline?*
- *What do you hope to net from your home sale?*
- *What concerns do you have about listing or buying?*
- *Write these things down before we meet so we can talk through all the details!*



GOING TO MARKET TIMELINE

LISTING AGREEMENT PREPARATION & EXECUTION

- Provide Comparative Market Analysis (CMA)
- Determine:
 - Listing price, commission structure and target list date
 - acceptable price acceptance range
 - Seller closing timeline
- Execute listing agreement

PROPERTY REVIEW

- Walk property with seller to identify pre-listing needs:
 - Landscaping
 - Touch-up paint and minor fixes
 - Decluttering and staging tips
- Determine staging requirements

VENDOR COORDINATION

- Coordinate:
 - Vendors to complete "Touch Up" work
 - Staging (if applicable)
 - Professional photos

SHOWING PREPARATION

- Walk home to ensure all vendor work is complete
- Schedule cleaners following vendor completion
- Determine open house and showing schedule
- Install lockbox (if applicable)

LISTING REVIEW

- Conduct final market research to confirm pricing guidance
- Review photos with seller (recommend max 25)
- Draft listing and send to seller for review

GO LIVE

- Post on Thursday morning between 8:00 AM - 10:00 AM
- Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 1-2 weeks prior

SHOWINGS AND ACTIVITY

- Conduct open house(s)
- Attend showings
- Send weekly update detailing inquires, showing history and follow up

OFFERS

- Present written offers with summary of key terms
- Determine timeline for best and final offers (if applicable)
- Execute contract

CONTRACT COMMUNICATION

- Ensure all parties obtain written copy of fully executed contract
- Notify title company of new file via email
- Email seller timeline of key dates and update throughout closing

CLOSING

- Coordinate vendors for inspection repairs
- Schedule final walkthrough with buyer
- Schedule closing and exchange of keys
- Close!

02

PREPARE FOR THE MARKET

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high-level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal. Additionally, we recommend a professional cleaning before taking photos and showing the home to ensure it looks its best. A spotless, well-maintained home creates a positive first impression and enhances the appeal to potential buyers.

Putting in the legwork now will not only boost the sale price of your home but also keep the sales process moving quickly once a buyer shows interest. Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



PREPPING THE HOME

01 KITCHEN

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02 FAMILY ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03 BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04 BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05 BACKYARD

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06 FRONT ENTRY

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07 THROUGHOUT

- Wipe down all blinds
- Touch up any drywall or paint

08 FINAL CLEAN

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

PRE-LIST TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS

03

STRATEGIC MARKETING

Pricing Your Home

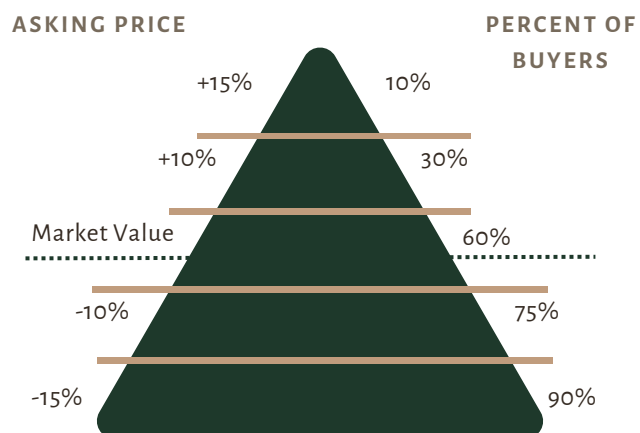
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





WHAT'S THE BIG DEAL ABOUT LISTING PHOTOS & VIDEOS?

The photos of your home directly influence whether or not a potential buyer will schedule a showing. High-quality, attractive photos and videos showcasing the best qualities and features of your home are crucial in making a strong first impression.



To ensure your home is presented in the best possible light, we collaborate with the top real estate photographers and videographers in the area. These professionals use advanced equipment and techniques to capture stunning images and videos that highlight your home's unique characteristics and appeal. The best part is that we cover all associated costs, so you can rest assured that your home will be showcased to its fullest potential without any additional expense to you.



Did you know?

- Homes listed with professional photography sell 32% faster.
- The average ROI on professional real estate photography is 826%.
- 68% of consumers say that great photos made them want to visit the home.

GOING TO MARKET

THREE STEP MARKETING PROCESS

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer sees your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

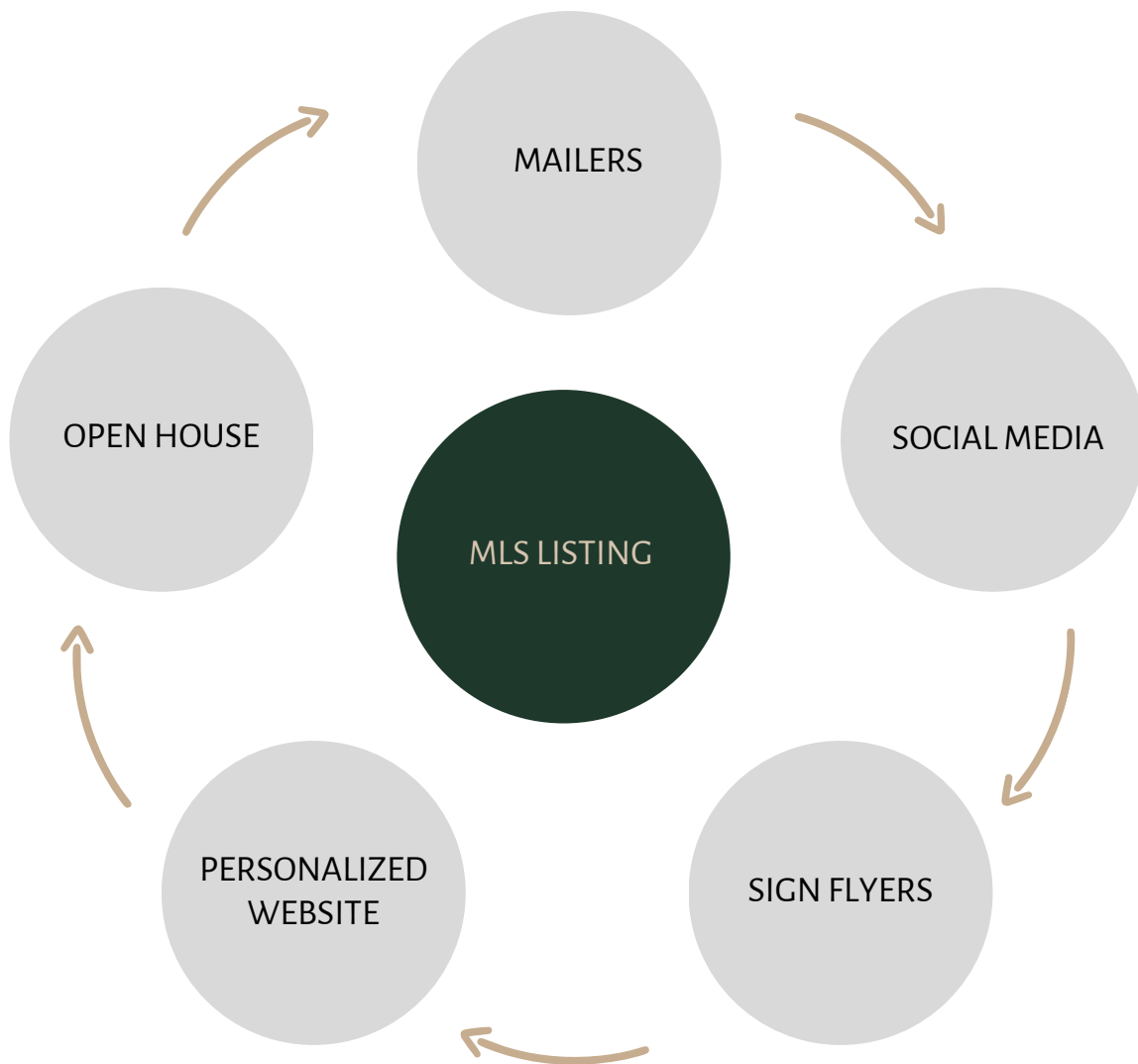
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: This invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

THE 7-11-4 RULE



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.



STAGED TO SELL

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION



04

SHOWING YOUR HOME

It's showing time! Together, we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

HOME SHOWINGS CHECKLIST



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.



OPEN HOUSE

Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to a broad audience, especially if you do it regularly. Each event brings renewed attention to your property on all major online real estate portals, making your listing stand out to a larger pool of potential buyers. The visibility boost ensures that your property consistently pops up in front of more interested parties.

Furthermore, since we're dealing with physical real estate, an open house offers buyers the invaluable opportunity to experience your home in person. They can walk through the space, appreciate its layout, feel its ambiance, and envision themselves living there.

This strategy not only increases exposure and attracts more foot traffic but also capitalizes on the serendipitous nature of open houses. Even those who visit out of curiosity or for fun might fall in love with your home and become serious buyers. The increased traffic and firsthand experience can turn casual lookers into your next committed buyers.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.



05

THE CLOSING PROCESS



This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

Throughout these stages, we assist in coordinating all necessary repairs and have a vast network of resources in the area to make the process as seamless as possible for you. From finding reputable contractors to overseeing the work, we ensure that your property is in top condition for the sale.

WHY OFFERING BUYER AGENT COMPENSATION IS A SMART MOVE



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

CONTINGENCY PERIOD



In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



CONTINGENCY PERIOD

01 INSPECTION CONTINGENCY

Usually contracts have a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02 FINANCING CONTINGENCY

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03 APPRAISAL CONTINGENCY

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 HOME SALE CONTINGENCY

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



CLOSING DAY

This is it! The big day! We've done this dozens of times and we promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hours after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

4-6 WEEKS BEFORE MOVING

- Declutter, discard & donate
- Collect quotes from moving companies
- Locate schools, healthcare providers in your new location
- Secure off-site storage if needed
- Choose a mover and sign contract
- Create a file of moving-related papers and receipts
- Contact homeowner's insurance agent about coverage for moving
- Contact insurance companies to arrange for coverage in new home

3-4 WEEKS BEFORE MOVING

Notify the following about your change of address:

- Banks + Post Office
- Credit Card Companies
- Insurance Companies

Notify utility companies of date to discontinue or transfer service

- Electric
- Gas
- Water
- Internet
- Trash
- TV

2-3 WEEKS BEFORE MOVING

- Notify DMV of new address
- Discontinue additional home services (housekeeper, gardener/lawn service)
- Start using up things you can't move, such as perishables
- Close/open bank accounts
- Arrange for child and pet care on moving day
- Notify HOA about upcoming move, reserve elevator usage

1 WEEK BEFORE MOVING

- Confirm final arrangements
- Arrange transportation for your pets and plants
- Review your moving-day plan with moving company
- Take a picture in your home
- Pack an essentials box for quick access at new home
- Label moving boxes with the contents inside



What you CAN EXPECT

We know this is about more than selling high and buying low and we can promise you that while there will be some bumps in the process, we'll do our best to help you avoid any delays or roadblocks. You can expect weekly phone calls with our trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

South Cedar Real Estate



NEXT STEPS

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

CONTACT DETAILS

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