



Sellers Guide

Let's get your home Sold



HERZWURM HOMES
KELLER WILLIAMS REALTY ST PETE
[INSTAGRAM.COM/HERZWURM_HOMES](https://www.instagram.com/herzwurm_homes)
[HERZWURMHOMES.KW.COM](https://www.herzwurmhomes.kw.com)

THE PROCESS AT A GLANCE



MEET WITH YOUR REAL
ESTATE PROFESSIONAL



ESTABLISH A PRICE



PREPARE YOUR HOME FOR
THE MARKET



LIST HOME FOR SALE



OFFERS AND NEGOTIATIONS



GO UNDER CONTRACT



FINAL DETAILS



CLOSING!

ABOUT HERZWURM HOMES



Our team is results driven and relationship focused. We will never look at you as just a number or another transaction. We are in the top 1% of realtors in Pinellas County and have helped over 180 families in the last three years. We are beyond thankful for every opportunity and referral that comes our way.

No matter the circumstance, we will always go the extra mile to provide personalized service to every single client and relentlessly work on their behalf until their goals are met.

ABOUT KELLER WILLIAMS

- Keller Williams has been an established real estate firm for more than 4 decades.
- Keller Williams has 11,442 agents operating around the world.
- Agents closed \$407.4 billion in sales volume in 2020, 16% increase from 2019.
- Keller Williams earned the title America's best customer service 2021 by Newsweek



KELLER WILLIAMS
ST PETE REALTY



Meet Leah

Leah Herzwurm, Realtor[®]
Listing Specialist

Leah specializes in the Tampa Bay area. Her excellent communication skills, thoroughness and superior follow-up provides the highest level of professional service. Leah is motivated and determined to fulfill her client's needs and will do so with a positive attitude and big smile!

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360 Central Ave #600
St Petersburg FL 33701

78,331,000
Total Volume

10,600,000
Total volume 2021

98%
List to sold price ratio

5
Years in business

228
Happy families helped

*Stats pulled 5-27-21

MARKET STATISTICS

Market Update Pinellas Top 100

PINELLAS COUNTY
- APRIL 2021

PRODUCING AGENTS

\$482,652 ↑ 30.1%

Average Sale Price

957 ↓ 61.5%

Active Listings

1,358 ↑ 54.5%

Closed Sales

6 ↓ 64.7%

Median Time (days)
to Contract

0.8 ↓ 63.6%

Monthly Supply of Inventory

HERZWURM HOMES

#32 of Top 100 Agents
in Production Sales for
the Month of March
for Pinellas County

Top 1% of 9000
of Agents in
Pinellas County

Protech Report March 2021

STATS FROM PINELLASREALTOR.ORG

Testimonial

"LEAH AND HER SUPPORT TEAM WAS LITERALLY AWESOME! FROM THE STAGING OF OUR PROPERTY TO THE VIDEO OF IT, SETTING THE PRICE AND SELLING IT, IT COULD NOT HAVE BEEN ANY BETTER! WE HAD THREE BUYERS WITHIN 24 HOURS! BEST SALES EXPERIENCE I'VE EVER HAD. I HIGHLY RECOMMEND LEAH AND HER TEAM!" - BRUCE A

THE FORMULA FOR A SUCCESSFUL HOME SALE



1. MARKET PREPARATION



2. STRATEGIC PRICING



3. RELENTLESS MARKETING



MARKET PREPARATION

It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

"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."

- BARBARA CORCORAN

EASY, LOW COST REPAIRS WITH HIGH RETURN



- REPAINT AND CLEAN WALLS
 - Using light shades of blue or gray have been shown to be more appealing to potential buyers
 - In the kitchen paint baseboards, kitchen cabinets, trim, molding
- LANDSCAPE
 - Add some color with flowers and shrubs
 - Keep the lawn mowed and remove weeds
- UPGRADE LIGHTING
 - Swap out old light bulbs with new brighter bulbs
 - Add more lamps and accent lighting to brighten up darker rooms
- DEPERSONALIZE
 - Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone
- REPLACE OLD APPLIANCES
- CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS
 - Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

MARKET PREPARATION

Should you stage your home?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

*Statistics from the National Association of Realtors® Research Group, 2019

PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

RELENTLESS MARKETING

STRONG ONLINE PRESENCE

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

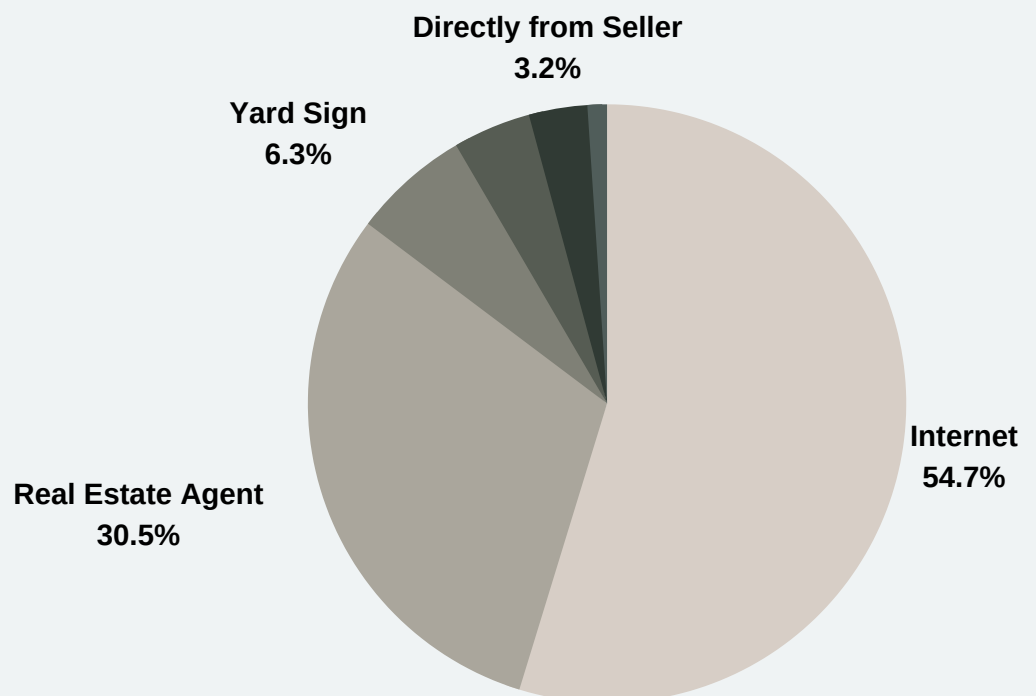
The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

I OFFER THESE UNIQUE TOOLS FOR MARKETING:

- DISPLAYED ON BROKERAGE WEBSITE
- DISPLAYED ON MY WEBSITE
- COMING SOON CAMPAIGNS
- VIRTUAL TOUR
- BROADCASTED TO YOUTUBE FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS
- FACEBOOK MARKETPLACE
- FLYERS
- PROFESSIONAL PHOTOGRAPHY (PLUS DRONE SHOTS)
- PROFESSIONAL VIDEOGRAPHY
- OPEN HOUSES
- YARD SIGN CAPTURES

HOME BUYERS ARE SHOPPING ONLINE

The pie chart below shows where buyers find the home they purchased in 2020.



Source: 2020 NAR Home Buyer and Seller Generational Trends

RELENTLESS MARKETING

93% of home buyers use the internet

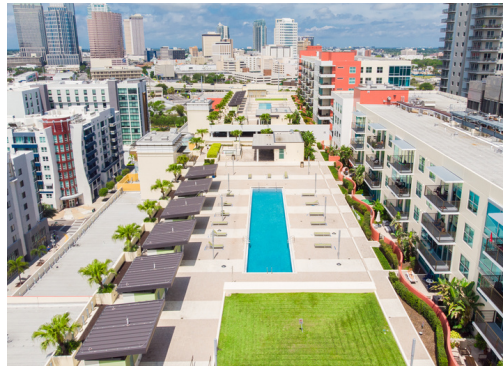
54% of them first find the home they buy online

Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



Photography

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Below are samples of photos from my previous listings.



STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. 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. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

	AVERAGE DAYS ON MARKET:	AVERAGE SOLD PRICE TO LIST PRICE RATIO:
PINELLAS COUNTY	13 DAYS	98%
HERZWURM HOMES	11 DAYS	99%

*PINELLAS COUNTY STATS BASED OFF OF PINELLASREALTOR.ORG ALL STATISTICS FROM 2021 REPORT YTD

*HERZWURM HOMES STATS PULLED FROM MLS PRODUCTION REPORT 5-23-21

HOME STAGING CHECKLIST

Create a game plan

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore

Kitchen and Bath

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Stow away your personal soaps, hygiene products, medications, etc

Polish up and Stage

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets.
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove extra clothes
- De-clutter
- Remove valuable items from home like cash or jewelry

Curb Appeal

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts

WHAT OUR CLIENTS SAY



"Leah operates with a joyful demeanor - she's never bothered, never inconvenienced, and always accessible. Leah has a genuine understanding of the St Petersburg/Tampa Bay market and has great connections/recommendations in the area for lending, home inspection, etc. She has built a network of relationships that truly, benefit a buyer and her skills really shine in negotiations. She never misses a beat."

- Chelsea M

"Nicole was an absolute GEM. We drove back and forth from Orlando to find the perfect st pete beach home with BIG dreams and a tight budget. In the middle of a pandemic and seller's market, she scored us not one but TWO accepted offers. She was with us through the first one (we pulled out due to home condition) and the second. She negotiated like a champ and helped us manage expectations for a timely and safe close date! THANK YOU NICOLE!"

Kayla S



"Couldn't have asked for a better experience with Amanda and the whole Herzwurm Homes team! She was flexible with our schedules, super responsive and quick to act on getting us to showings, and always available to answer our many (MANY) questions. Her always positive attitude helped keep us positive and hopeful in such a fast moving market. If you're looking for a team that is dedicated to finding you the home that's perfect for you, look no further than Amanda and Herzwurm Homes!"

-Charlotte M



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Thank You!

Thank you for trusting us with the sale of your property. We are honored to represent you and guide you through the process.

Our goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.

HERZWURM HOMES
KELLER WILLIAMS REALTY ST
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HERZWURMHOMES.KW.COM



making your realty dreams a reality

