

Florida

HOME

LISTING GUIDE

*Everything you need to know to  
successfully list and sell your home!*

*Kim Smith*



[KimSmith-Realty.com/FloridaSeller](https://KimSmith-Realty.com/FloridaSeller)



# LOCAL ADVISOR



*Hi, I'm Kim and I believe in home.*

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, I can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide. I am a member of the Miami Realtors and National Association of Realtors.

*Real Estate Professional  
25 yrs in West Cobb*

*Kim Smith*

# ADVANCED TECHNOLOGY

## Realtor. The Professional Difference!

I have the software tools to discover all of the positive qualities of each unique neighborhood in your area, as well as local schools and current real estate market dynamics. I do the work to highlight your listing's most attractive qualities.

You'll find I am passionate about real estate and I'll bring my enthusiasm to the process. My clients benefit from clear and consistent communication from listing to closing. Also, I use the most advanced software systems to calculate the most attainable home value to develop the best pricing strategy,



Ariel & Maurice

*"This was our first home purchase and we worked with Kim for a year to find the right home. She was patient with us throughout the process and provided a wealth of valuable information that we really needed."*





# MARKETING STRENGTH

As your agent my primary goal is to create a compelling listing profile and expose it to as many qualified buyers as possible through trend-forward marketing campaigns that highlights your home's most unique qualities and compelling features.

Creativity and efficiency are key when it comes to running a successful real estate marketing campaign. That's why I use the most cutting-edge marketing software. The platform's optimization calendar and intuitive posting allows me to efficiently focus on selling your home and use the most effective marketing strategies.

I am results driven. I work with a small number of clients, where I can focus on quality and creativity. I provide consistent communication throughout the entire process. My marketing plan includes your "Coming Soon" campaign, listing launch, and on-going promotion. I also build and maintain your own dedicated YouTube listing page, making it readily found by thousands of potential high-quality buyers.



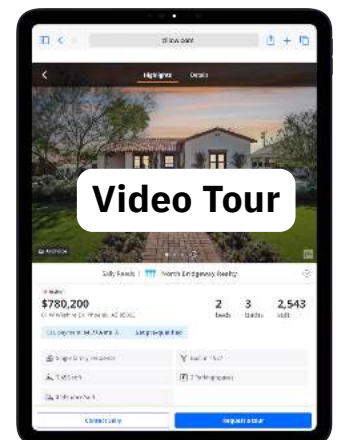
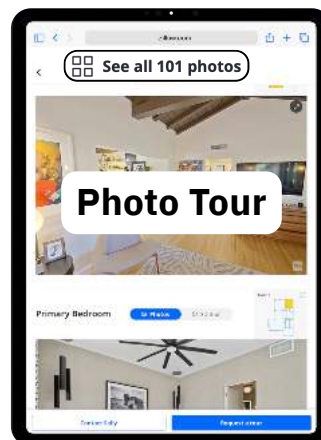
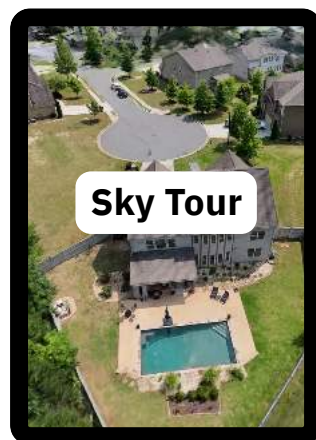


# MARKETING ACHIEVEMENTS

With my modern approach to marketing, I have been able to provide my clients with award-winning results. I have been named Agent of the Year and I am a member of the Multi-Million Dollar Club with Cobb Association of Realtors.

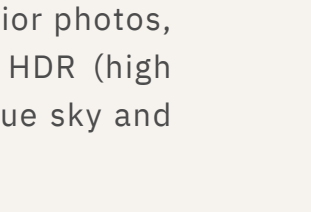
I use a wide array of marketing software systems to maximize my advertising dollars and attracting the most relevant home buyers. That's right. I personally invest my marketing dollars promoting your listing!

I use the highest quality of media to set your home's marketing apart from other homes listed in your area. I incorporate a 3-D interactive floor plan tour, a drone sky tour, high definition photography, and a customized video tour to attract serious home buyers!



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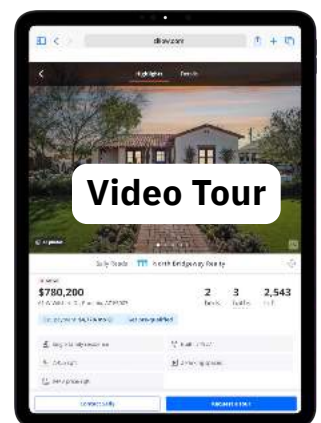
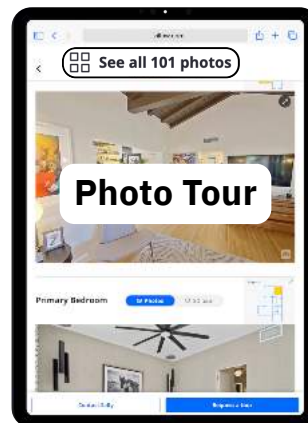
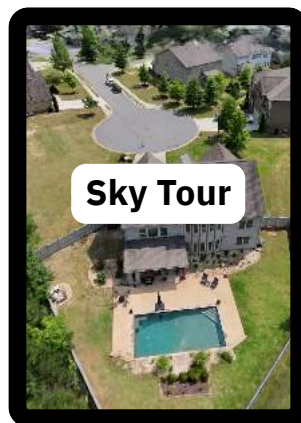


# SHOWCASE BENEFITS

As my Showcase listing, your home listing will be equipped with AI-powered immersive visuals and innovative design to engage home shoppers. Your listing also will have amplified exposure to prospective buyers with special map stickers on display map and dedicated email alerts to Zillow's customer database. In addition, Showcase listings are featured on Apple Vision Pro™ through Zillow Immerse™ app. Buyers also have the easy contact button to directly reach me, your agent!

## HI-TECH APPROACH

- High-resolution Photography
- Drone Photography
- Video and Sky Tours
- Interactive Floor Plan



# SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and plan together. Using all of the market indicators we will set an attainable listing price with which you feel comfortable.

Ultimately the market will tell us! The rule of thumb is if you have had no showings in 2 weeks OR 10 showings and no offers, you are 5-10% overpriced for the current market.

There are many factors that determine price, including the following:

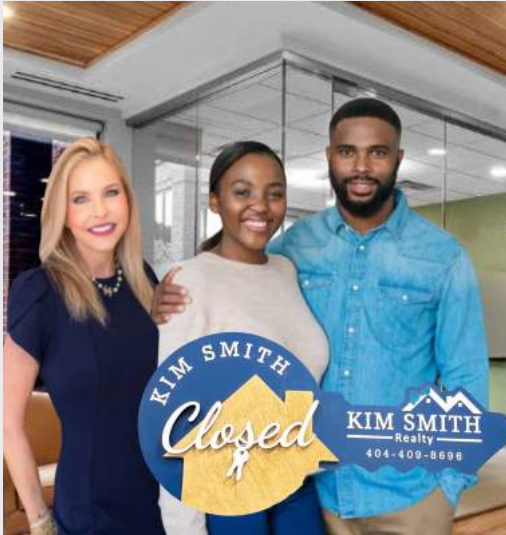
- Market conditions
- Comparable sales in area
- Time of year
- Interest rates
- Economy
- Population growth



*Ann / Dallas*

*"Kim was so professional! She was patient and confident in her ability to lead us through the listing process. I was not sure how to price our home and Kim did ALL the research to price our home and sell it quickly for full price!"*





*Pam & Matt | Marietta*

*"We met Kim at an Open House and immediately knew she would be the agent to help us sell our home and find a new one. The closing was flawless! I would recommend Kim if you want the best real estate experience."*

## THREE PRICING STRATEGIES

You can price your home above, on, or below market value and there are pitfalls and advantages for each strategy. Pricing *above* means you want or need a certain number and you are willing to wait. Pricing *on* market value is most typical. Pricing *below* may get you a bidding war which drives the selling price higher. Keep in mind the following questions:

### Market Value

**1** ABOVE

**2** ON

**3** BELOW

- *What is your desired moving timeframe?*
- *Do you have a contract on another home with a contingency deadline?*
- *Do you have a school enrollment deadline?*
- *Do you have to get a certain price in order to move?*
- *Are you willing to wait for the buyer who will pay what you want?*
- *Are you prepared to stay in your home if you don't get the price you want?*

# AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works hard for their client.

Typically, seller's offer 3% of the purchase price to their agent and 3% to the buyer's agent. 2024 NAR regulations prohibit us from stating the buyer's commission in the actual MLS listing.

However, it is still recommended that seller's offer a percentage of the purchase price to a buyer's agent for many reasons. Let's face it. Sellers need buyer's agents to bring their QUALIFIED buyers.

When you pay the buyer's agent... It makes your listing more appealing. When every other listing is offering a buyer's agent commission, it makes a difference. Home sellers are all competing for the buyers.



## TRADITIONAL MODEL

Seller Agrees To Pay 6% Commission

Listing Agent Pays Half  
to Buyer's Agent

Buyer's Agent  
Gets Paid



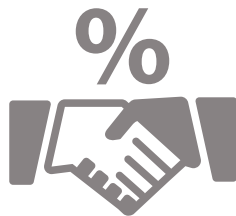


# HOME SELLER ADVANTAGE

There are only so many home buyers looking at a given time. It's a number game. You want as many buyers as possible to see your home. The more people who see it, the quicker you will sell for full listing price.

Also, keep in mind lenders won't let buyers finance their agent's work. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a percentage to the buyer's agent, the number of buyers that can now afford the home skyrockets.

By Offering  
Commission



More Buyers Can Afford It

More Buyers Will See It.

More Agents Can Show It.



James

*"Kim was able to get my home under contract in 7 hours after listing for over asking price! She is very friendly and knowledgeable. She explained everything in detail and was there every step of the way in the process. I would recommend Kim to anyone."*

# LISTING CONSULTATION

*I can't wait to meet you and see your home. 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!*

*Kim*



**Karen & Brian**



*"Kim is an example of what a professional listing agent should aspire to be. She was intelligent, diligent, and hardworking. I would say she had expert knowledge of the Acworth, Kennesaw, and Dallas communities. I would recommend her to everyone I know."*

# MY STEPS TO LISTING

## 1 Create Listing on FMLS & GAMLS

I will create a creative and engaging listing profile on both listing services to convey your home's most compelling qualities to attract buyer's agents and serious home buyers.



## 2 Staging and Photography

I can help you with home staging and hire the best photographers to deliver high definition photography, a 3-D interactive floor plan tour, a drone sky tour, and video tour.



## 3 Build Zillow Showcase Website

I build your dedicated website containing all the multi-media content. Plus, Showcase listings are highlighted on Zillow, making your home stand out and get exponentially more traffic.



## 4 Social Media Blitz & Paid Ads

My marketing plan includes your promoting a "Coming Soon" campaign with eye catching social media artwork and paid advertising on dozens of sites to attract serious home buyers.



## 5 Plan & Promote First Open House

I plan and promote your Open House on multiple listing services that feed Zillow, Realtor.com, and other sites where potential buyers are looking. I place paid event promotion ads online.





# WHY MARKETING MATTERS

A home marketed well gives you stronger negotiating power! Buyers are more likely to make strong offers, waive contingencies, and accommodate your timeline when they know other people are interested. Marketing builds perceived value—and that translates into real dollars. Also, over 90% of homebuyers start their search online. That means your home's first showing isn't in person—it's through photos, videos, and listing descriptions.



## 1 Maximized Exposure = More Offers

Maximized Exposure = More Offers. Marketing expands your home's visibility. The broader the exposure, the greater the pool of potential buyers—and the better the chances of getting multiple offers, even above asking price.

## 2 Differentiation in a Crowded Market

Buyers have options. Creative marketing stands out, gets attention, and helps position your property as the one buyers can't pass up.

## 3 Faster Sales Mean Less Stress

Homes that are marketed professionally tend to sell faster. That means less time spent cleaning for showings, fewer interruptions to your routine, and potentially fewer days paying that mortgage.

# LISTED TO SELL

It's no secret that the Internet is a home buyer's first step in finding a new home.

I give your home as much visibility as possible using a variety of exclusive marketing tools to ensure your home is seen by thousands of potential buyers.

I study the latest advances in marketing software and artificial intelligence technology that help me target the most relevant potential home buyers.



Dan



*"I am a real estate investor and Kim was able to sell one of my properties in less than 2 weeks. She is an expert negotiator and on top of all contract deadlines. Great communicator. I will definitely trust Kim to represent my best interests in future home sales!"*

# SUCCESS CYCLE

My work just gets started once we enter the market live on MLS. Listing maintenance is my top priority. Once we are live on FMLS AND GAMLS, your home visibility will be completely optimized. However, it is a continuous process until we are under contract. After each showing we ask for feedback. I share that with you. If you decide to make any changes, then I update all marketing materials and social media ads to distribute. We continue to have more showings and the process continues.

## 1 Showings

I put together and leave a showings presentation on your dining room table with candy, water bottles, flyers, and home disclosures.



## 2 Feedback

Agents are automatically surveyed after showings requesting feedback and level of interest in your home.



## 3 Our Strategy Call

We schedule a weekly call to discuss feedback received and decide if there are any changes needed for the price, listing description, and home presentation.



## 4 Listing & Social Media Update

I make any agreed upon changes in all in-home marketing materials, online ads, and social media marketing.



## 5 Open House & Feedback

I host an Open House with gourmet muffins and refreshments with balloons and neighborhood signs. I get in person feedback and collect attendees' contact information to follow up.





# PRESENT OFFERS

I present you with all offers as soon as I receive them. We'll get together as a team to review the offers side-by-side so we can effectively compare their key points, which indicate the strength of an offer, including the purchase price, length of due diligence, and contingencies. We decide on which one to accept or possibly make a counteroffer.

In a multiple offer situation, we'll ask for "highest and best," which asks all the buyers' agents to go back to their buyers and ask them if they'd like to strengthen their offer. That night after the deadline we will review them all at once.



Rosa & Gianni | Acworth

*"Thank you for helping us buy our first house out of college. I can't believe we actually own a home. We owe it all to you, Kim. You were patient with us and walked us through it all. You even helped us find a lender and get pre-qualified!"*

# UNDER CONTRACT

Once, we accept a contract, we MAY have a variety of contingencies with deadline dates. 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.

By working closely with me, 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.



The first and most important contingency is the home inspection contingency to ensure home buyer has time to complete due diligence. Contingencies vary in length, but here is an approximate guideline:

- **Home Inspection:** 0-7 days
- **Finance:** 14-21 days
- **Appraisal:** 21-28 days
- **Home Sale:** Before new home closing
- **closing:** 30-45 days

# COMMON CONTINGENCIES

## *01* Inspection Contingency

Most contracts have an inspection contingency. This is where the buyer is able to do their due-dilligence on the property with a professional inspection.

## *02* Finance Contingency

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

## *03* Appraisal Contingency

The buyer's lender will require an appraisal. This means the buyer's financing is contingent upon the home appraising for the purchase price.

## *04* Home Sale Contingency

Some contracts are also contingent upon the contract and closing on their current home. This means we can't close until their current home closes.





## CLOSING DAY

My primary goal is to successfully get to the closing table! I am laser-focused on contract maintenance, as well as nurturing the buyer and seller relationship to make sure we successfully close. You will receive the preliminary closing statement prior to closing, so you can wire the appropriate funds to the title attorney. Once we are at the closing table, all the preliminary work has been completed to ensure that no issues will arise. To make this happen, I am in constant contact with the lender, title attorney, and listing agent in the days leading up to closing day. Closing takes about an hour. Participants sign the documents. The lender funds. You are closed!



Jay and Mariella



*"Thank you Kim for everything. I would strongly recommend Kim to anyone wanting a quality realtor who goes above and beyond. She was always accessible. She negotiated a fantastic price for our home and we closed on time!"*

# What you CAN EXPECT From Me



*"I bring enthusiasm, experience, and expertise to the closing table. I have cultivated a highly effective skill set, including property valuation, negotiation, strategy, communication, and a contract writing. You'll find I am passionate about real estate and I'll bring my enthusiasm to the process. My clients benefit from clear and consistent communication and advanced technology to streamline the closing process."*

*Kim*



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READY  
TO LIST

Set your appointment here:



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Realtor | Listing Specialist

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