



Florida

HOME

LISTING GUIDE

Kim Smith

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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, and creating a smooth close, this booklet will be your guide. I am a licensed agent with Florida Real Estate Corp, and I am a member of the Miami Realtors MLS and the National Association of Realtors.



LOCAL EXPERT

I'm Kim Smith with Florida Real Estate Corp. — and I'm here to make your entire home selling process smooth, successful, and stress-free. I am excited to help you sell your home! I specialize in the entire state of Florida. I have a true client-first approach, and I'll guide you every step of the way.

Whether you're selling your primary residence, second home, or investment property, I can deliver the results you want and help you turn your real estate goals into reality. Request a current market report or reach out today — I'm ready to help!

Once we are "under contract," I am laser-focused on contract maintenance, as well as nurturing the buyer/seller relationship to make sure we successfully get to the closing table. I look forward to working with you!



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Miami MLS Board

Florida Real Estate Corp.

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 highlight 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 allow 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 ongoing promotion. I also build and maintain your own dedicated website listing page, making it readily found by thousands of potential high-quality buyers.



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, and 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



Kenneth and Eri

“If you don’t know, now you know! Kim is by far the GOAT! Her marketing experience and skills are what set her apart from all the other agents. She comes with not just a proven track record in marketing, but her professionalism and dedication to her clients truly make you feel and know you're in good hands.”



Pam & Matt



"We met Kim at an Open House and immediately knew she would be the agent to help us sell our home and find us 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 amount, and you are willing to wait. Pricing at 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, and the other agent represents the buyer. Each agent works hard for their client.

Typically, the seller offers 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 sellers 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

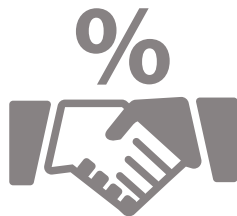


HOME SELLER ADVANTAGE

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 the 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. Kim explained everything in detail and was there every step of the way in the process. I would recommend her 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!



Karen & Brian

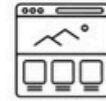


"Kim is an example of what a professional listing agent should aspire to be. She is intelligent, diligent, and hardworking. I would say she has expert knowledge of most Florida communities. I recommend Kim to everyone I know."

MY STEPS TO LISTING

1 Create Listing on FMLS & GMLS

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, and a drone sky tour.



3 Build Your Listing Website

I build your dedicated website containing all the multi-media content. Plus, my listings are sponsored on Homes.com, 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 Open House Launch

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



SUPERIOR 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.

MY PHOTOGRAPHY

You may have heard that home prices are still elevated, while interest rates remain steady. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment in your home.

In order to increase the odds of selling your home, I invest in cutting-edge technology of Matterport photography offered as a part of the Homes.com “Boost” sponsorship program.

Knowledge is power, and my clients have access to Homes.com’s best-in-class analytics reports that provide you with the results of buyer views, engagement, and leads that your home is receiving. I provide you with all the essential data you need so that you're always fully informed.



High-Tech Approach

- Interactive Voice AI
- Matterport Certified Photographer
- Interactive Floor Plan
- Drone Sky Tour



MY SELLING SECRET

All listing agents have a choice about where to spend their advertising investment. Of course, there are many who do not advertise at all. Based on all of my experience, I feel Homes.com is the best site to promote my listings. Here's why...

- Homes.com has over 83M unique visitors per month!
- Their Boost listings are 25% more likely to go under contract in under 10 days!
- Direct-to-buyers ad retargeting on social media, web, and email!

All my listings are a part of the Homes.com "Boost" program. Less than 2% of all agents in our community are offering this proven successful program to their listing clients. It is pricey for me, but well worth the investment for my clients who are looking to sell quicker for more money. Plus, 90% of home buyers are looking on Homes.com as a search source for a next-gen, ad-free listing experience designed to maximize your listing's value and appeal.



Because you are my client, your home listing will be equipped with 3-D immersive visuals and innovative website design to engage home shoppers. Your listing will also have amplified exposure to prospective buyers with preferential placement at the top of search results, retargeting ad campaigns for your listing across the web and social media, including Facebook, as well as dedicated email alerts featuring your home listing to the Homes.com customer database.



In addition, Homes.com exclusively offers interactive voice AI features, allowing the buyer to have a real conversation with the site to find a home. For example, a buyer can voice request to see a specific home, then just the living room, and possibly ask to see it with the furniture removed, then ask about the unique features, school rankings, or a specific room's wall dimensions.

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



"My wife and I have worked with various agents in the past, but I must say without a shadow of a doubt that Kim Smith has been our favorite and best agent by far! No matter what time of the day we reached out to her, she was there! She is relentless and gets the job done!"

ONLINE MARKETING BLITZ

FMLS and GAMLS

Homes.com with Matterport 3-D Tour

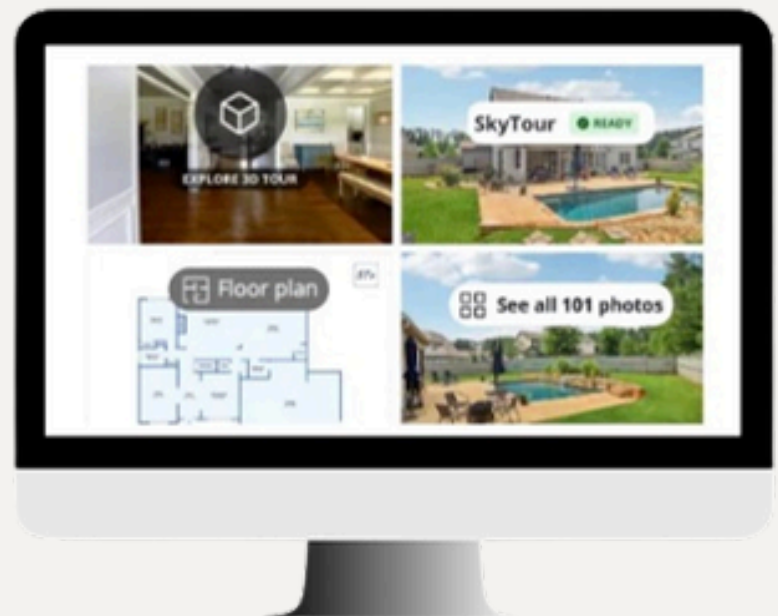
Zillow.com

Targeted Facebook Campaign

Targeted Instagram Campaign

Targeted Youtube Campaign

Realtor.com, Redfin.com +Many More!



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 GMLS, 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 for distribution. We continue to have more showings, and the process continues.



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 which one to accept or possibly make a counteroffer.

In a multiple offer situation, we'll ask for "highest and best," which requests 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.



Tan



"Highly recommended...everything was smooth and easy. All my concerns were addressed, and closing couldn't be any easier...thank you, Kim, for providing me with your exceptional knowledge and services throughout the process when I was out of state. Gratefully appreciated!"

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

Inspection 01 Contingency

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

Finance 02 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.

Appraisal 03 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.

Home Sale 04 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 ensure 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 & Mariella



"Thank you, Kim, for everything. I would strongly recommend her 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

Ready to buy, sell, or simply get answers? Feel free to browse my listings, request a market report, or reach out – I'd love to help make your Florida real estate goals a reality.

I am a proud real estate agent with Florida Real Estate Corp. With the full power of my brokerage, NAR, and Miami MLS behind me, I help buyers, sellers, and investors successfully navigate the market.

I'm passionate about guiding both first-time buyers and seasoned veterans with patience and clarity while delivering outstanding results for luxury clients and investors. My clients love my honest communication, strong negotiation skills, and deep local knowledge of neighborhoods, schools, and current market trends. My clients benefit from clear and consistent communication and advanced technology to streamline the closing process.

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 contract writing. I blend cutting-edge marketing tools with old-school integrity and service. Whether you're just exploring the market or ready to make a move, I'm committed to making your real estate journey stress-free and rewarding.



READY
TO LIST

Set your appointment here:



KIM SMITH

Realtor | Listing Specialist

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