

WHY I'M QUALIFIED TO TALK WITH YOU ABOUT REAL ESTATE

- Aggressive Marketing.
- Negotiation Strategy.
- 20+ Years in Real Estate.

PSA- Pricing Strategy Advisor
ABR-Accredited Buyer Agent
AHWD- At Home With Diversity



I USE A PROVEN PROCESS TO SELL YOUR HOME FOR MORE MONEY, FASTER!



Aggressive Marketing.



Showcasing your home's best features so it stands out from the other homes on the market.



Powerful Negotiating Strategies to achieve the highest price possible.

I USE A 5-STEP PROVEN PROCESS TO SELL YOUR HOME FOR MORE MONEY, FASTER!



Step #1:
Promote Your
Home to More
Buyers.



Step #2:
Aggressive
Marketing to
Make Your Home
Stand Out from
Competing
Homes.



Step #3:
Showcase Your
Home With
High-Quality,
Charming
Pictures.



Step #4:
Have Buyers Fall
in Love With
Your Home – By
Helping You
Improve Your
Home's Showing
Condition.



Step #5:
Aggressive
Negotiating
Strategies to
Ensure the Buyer
Pays the Highest
Price Possible.

STEP #1: PROMOTE YOUR HOME TO MORE BUYERS



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Promote Your
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Buyers.

STEP #2: AGGRESSIVE MARKETING TO MAKE YOUR HOME STAND OUT FROM COMPETING HOMES



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Step #2:
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STEP #3: SHOWCASE YOUR HOME WITH HIGH-QUALITY, CHARMING PICTURES



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STEP #4: HAVE BUYERS FALL IN LOVE WITH YOUR HOME – BY HELPING YOU IMPROVE YOUR HOME’S SHOWING CONDITION



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STEP #5: AGGRESSIVE NEGOTIATING STRATEGIES TO ENSURE THE BUYER PAYS THE HIGHEST PRICE POSSIBLE



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STEP #1: HOW I PROMOTE YOUR HOME TO MORE BUYERS



- ▶ Make your home stand out online so buyers want to view it.
- ▶ See the two homes? Which home would you click on first?

WHY THIS MATTERS



- ▶ 93% of buyers search for homes online.
- ▶ 75% of seniors.
- ▶ If they don't view your home online, then they won't view it in person.

PROMOTE YOUR HOME ON 100+ WEBSITES



Every Major Real Estate Firms' Website, plus Realtor.com, Zillow.com, Trulia.com, Homes.com, and many more.

MARKET YOUR HOME TO ALL THE BUYERS WORKING WITH MY COMPANY

- ▶ I'll promote your home at our weekly office meeting.
- ▶ Tell all the other agents about it and answer any questions they may have.
- ▶ Generate interest from any buyers working with another agent at my company.





Promote Your Home on Facebook

I'll post it on my
Facebook, so everyone I
know sees it is for sale.



KIMMI HUNT
HOMES BY KIMMI

MOST HOME BUYERS ARE ACTIVE ON SOCIAL MEDIA

This is a great way to market
your home to potential home
buyers.



KIMMI HUNT
HOMES BY KIMMI

MARKET YOUR HOME TO OTHER AGENTS

- ▶ 33% of buyers find their home because their agent pointed it out to them.
- ▶ I'll promote your home at our weekly office meeting.
- ▶ Tell other agents about it and answer any questions they may have.



- ▶ More buyers will know that your home is for sale.
- ▶ This will result in more interest, more showings, more offers, and may create a bidding war.
- ▶ Does that make sense?



STEP #2: AGGRESSIVE MARKETING TO MAKE YOUR HOME STAND OUT

Find out what makes your home amazing!



FIND YOUR HOME'S USP

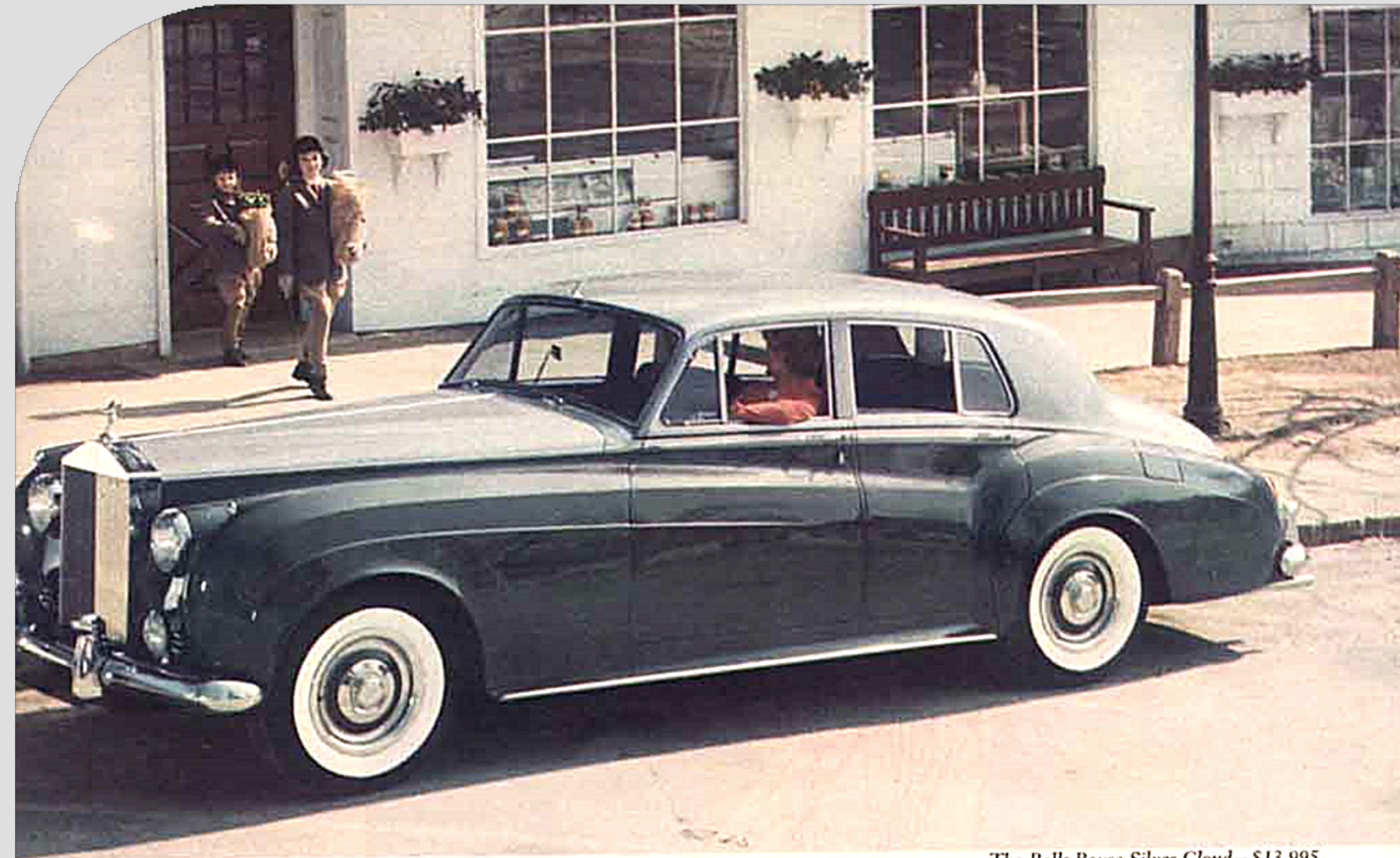


Unique Selling Proposition.

Definition: An aspect of a home that differentiates it from other homes.

USP EXAMPLES

USP: Peace and Quiet.



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

miles an hour the loudest noise
the electric clock,” reports the
Three muf-

years. With a new network of dealers and
parts-depots from Coast to Coast, service is
no problem.

12. There are three separate systems of power
brakes, two hydraulic and one mechanical.
Damage to one system will not affect the

USP EXAMPLES

USP: Get noticed by other people!



Land-Rover 200 Station Wagon with Heat Shield Roof

"At 60 miles an hour the loudest noise in this new Land-Rover comes from the roar of the engine"

What makes Land-Rover the most conspicuous car in the world? "For one thing—it rides louder than a 1965 Ford," says an eminent Land-Rover manufacturer.

BUYERS WILL PAY MORE FOR A HOME WITH A POOL

Range: \$20,000 to \$100,000+.
If your home has extra features,
but they aren't marketed
properly, you risk not getting
the full value of those extra
features.



KIMMI HUNT
HOMES BY KIMMI

WHY THIS MATTERS



If you were looking for a pool, which picture would you click on first?

WHY THIS MATTERS



If you were looking for a lakefront home, which picture would you click on first?

CASE STUDY

- ▶ A couple was trying to sell their home.
- ▶ Put it on the market with a top agent.
- ▶ Did everything the agent suggested.
- ▶ After 6 months on the market, the home remained unsold.



CASE STUDY

- ▶ Hired a new agent.
- ▶ Didn't drop the price.
- ▶ Just improved the marketing.



BETTER MARKETING



The new agent discovered what made this home amazing: Privacy!

WHAT WAS DONE DIFFERENTLY?

The buyer was sold on how great it would be to live there

- ▶ Privacy.
- ▶ Peaceful Backyard.
- ▶ Listen to the birds. No mowing.

As a result, the buyer desperately wanted that home.



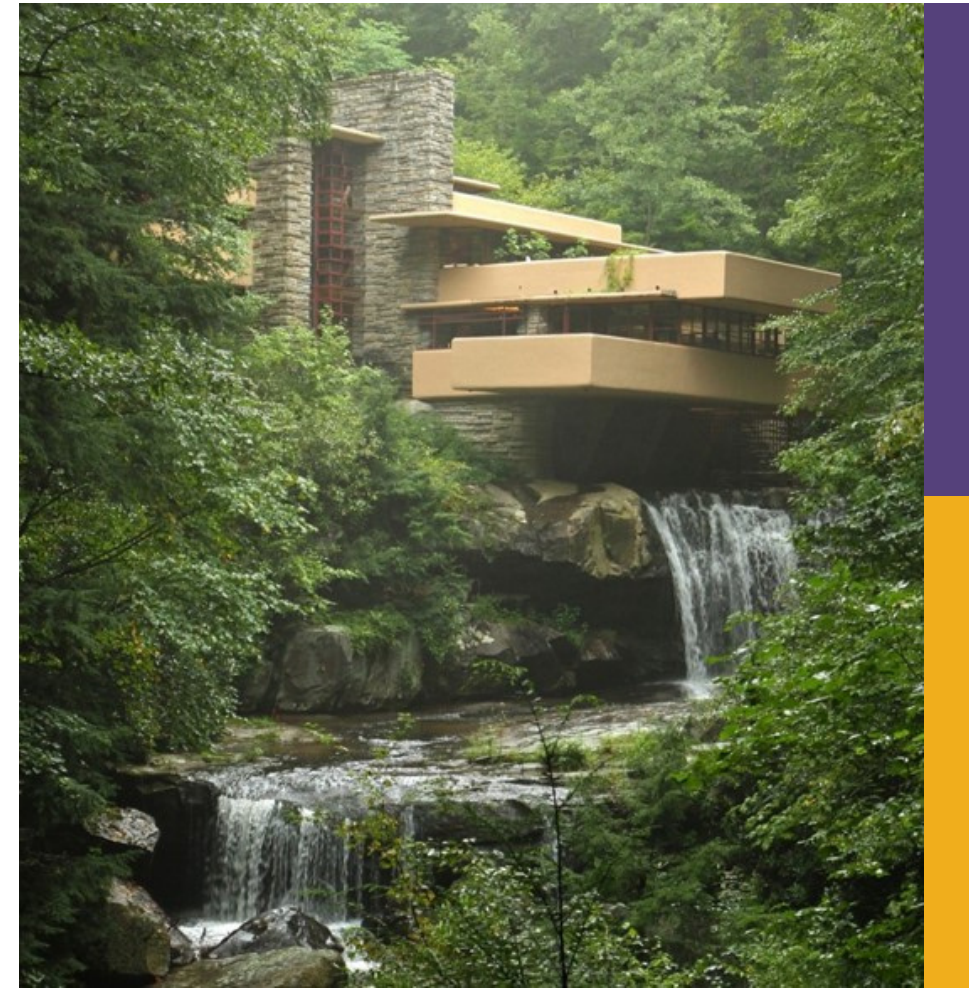
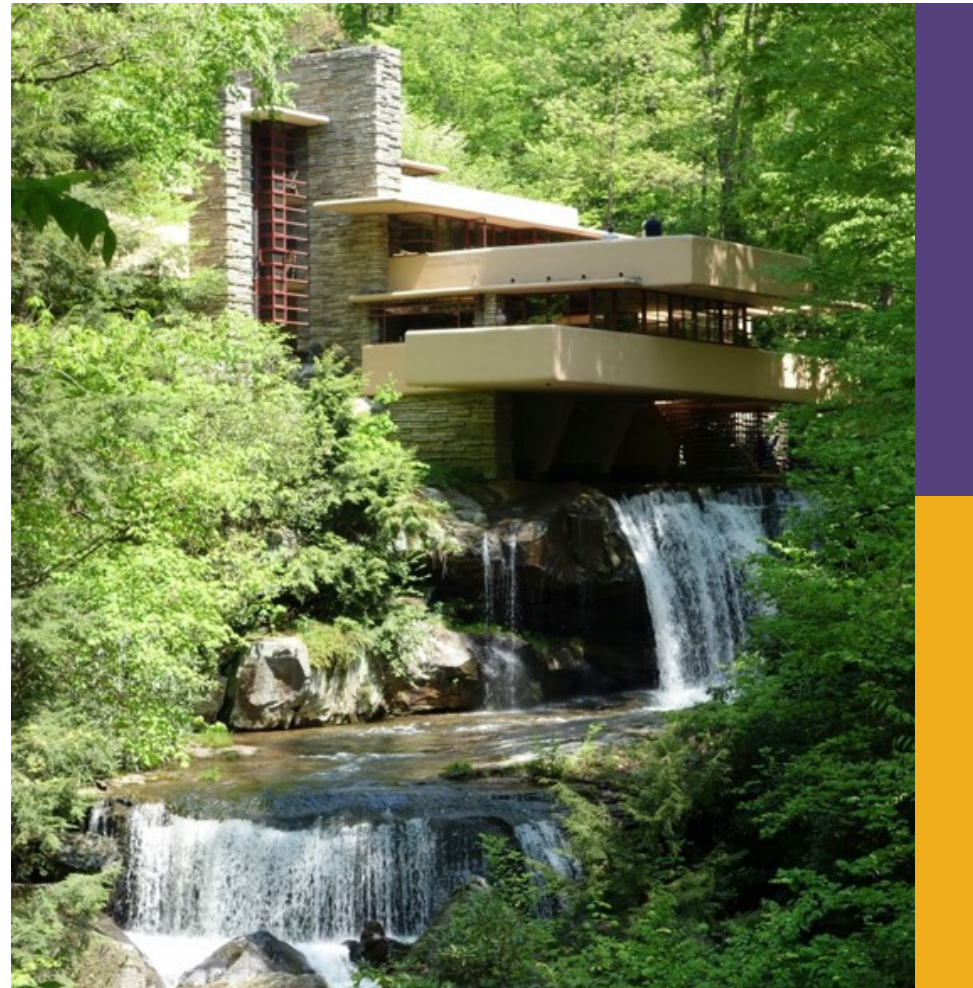
**STEP #3:
SHOWCASE YOUR
HOME WITH
HIGH-QUALITY,
CHARMING
PICTURES.**



EXAMPLES OF HIGH-QUALITY PICTURES



PICTURE QUALITY MATTERS



This is Fallingwater, one of the most famous homes in America.

Photo Credit. Photo, “Frank Lloyd Wright's Fallingwater” is copyright (c) 2011 Duane Wessels and made available under an Attribution 2.0 Generic license.

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CASE STUDY

- ▶ Hired a new agent.
- ▶ Didn't drop the price.
- ▶ Just improved the marketing.
- ▶ The home sold in 21 days!



HOW THE PICTURE IS TAKEN MATTERS, AS WELL



Photo Credit. Photo, “Fallingwater” is copyright (c) 2013 Teemu008 and made available under an Attribution Share Alike 2.0 Generic license.

PRETEND YOU'RE SEARCHING FOR A HOME ONLINE.



Which home are you going to click on first?

MANY AGENTS DON'T HIRE A PROFESSIONAL PHOTOGRAPHER



Same house, different photographer.

A PROFESSIONAL PHOTOGRAPHER MAKES A WORLD OF DIFFERENCE



Be sure the photographer is using a Wide Angle Lens for the interior pictures.

SOMETIMES, EVEN PROFESSIONALS DON'T CAPTURE THE BEST PICTURE



Same house, different photographer.

WHAT ARE THEY MISSING?



THE RIGHT PERSPECTIVE!

This is why I personally direct the photoshoot to ensure the photographer finds the perfect perspective.

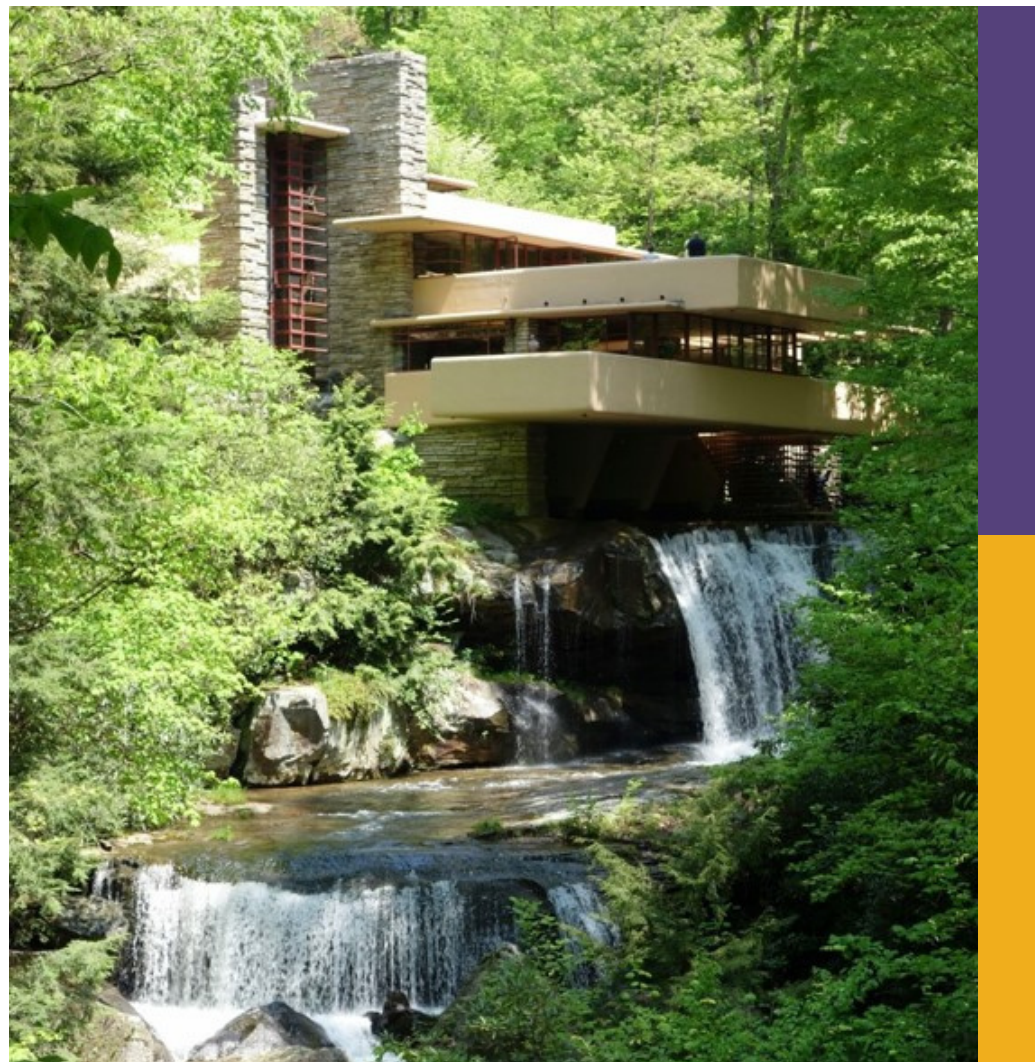


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WHY THIS MATTERS TO YOU



- ▶ Each picture presents a different part of your home and sells the buyer on viewing it.
- ▶ Do you want your home to be professionally photographed so online viewers fall in love with it?

WHY THIS MATTERS TO YOU



Do you want all of your home's extra features marketed aggressively?

Step #4: Have Buyers Fall in Love with Your Home – By Helping You Improve Your Home's Showing Condition.

- ▶ This is a newspaper article that talks about how a home's showing condition will help it sell for more money faster.
- ▶ I've always known showing condition affects home sales.
- ▶ But, I'm not the only one who has noticed.
- ▶ Let me tell you about staging.

THE MACOMB DAILY

HOUSING SCENE: Staging can help sell faster, for more money

By Lew Sichelman

POSTED: 03/05/15, 6:58 PM EST

UPDATED: ON 03/05/2015

0 COMMENTS

Sellers who have balked at their agents' suggestions to "stage" their homes and make them more attractive to would-be buyers should listen to Ruvell Martin, an ex-NFL football player and now a real estate agent in Charlotte, S.C.

**IN MY EXPERIENCE, A STAGED HOME
WILL SELL FOR 3-5% MORE MONEY**



This is the Before & After Pictures of a Great Room that was staged.

STAGED HOMES SELL FASTER

Does Staging Really Work? A 2011 study by The Real Estate Staging Association completed several analyses of whether their staging efforts truly pay off for homeowners. **RESA found that, on average, staging effectively sells a home faster than a non-staged home.**

The study included 174 unstaged homes that were on the market an average of 156 days before homeowners agreed to allow their homes to be staged to sell.

Once those homes were staged and relisted, the homes sold in an average of 42 days, which makes a total average of 198 days on the market.

HOMES STAGED POST-LISTING SOLD IN

198 DAYS.



Once staged, homes spent
73 PERCENT
less time on the market.

Another study looked at 410 homes that were staged before they went on the market; these homes also sold, on average, **in 42 days after staging.**

HOMES STAGED PRIOR TO LISTING SOLD IN

42 DAYS.



Homes staged prior to listing sold
79 PERCENT
faster than those staged some
time after being listed.

Average time a **staged home**
spends on the market :

4 MONTHS



Monthly mortgage
amount without utilities :

\$1,061

4-month total:
\$4,244 or cost to
list a staged house.

Average time an **unstaged home**
spends on the market:

6 MONTHS



Monthly mortgage
amount without utilities :

\$1,061

6-month total: **\$6,366** or
cost to list the house
unstaged.

**SAVINGS IN MORTGAGE PAYMENTS FROM
STAGING THE HOME PRIOR TO LISTING:**

\$2,122

**YOU SAVE
MONEY!**

CASE STUDY

- ▶ This seller had his home on the market for almost 2 years.
- ▶ Hired 3 different Realtors to sell his house.
- ▶ Home didn't sell.



CASE STUDY

- ▶ Hired a new agent.
- ▶ The Realtor helped him stage the home.
- ▶ Did not reduce the price.
- ▶ The home sold 4 months later.



STAGING PAYS OFF BIG WHEN YOUR HOME IS VACANT



An empty home looks much better when it's staged.

DINING ROOMS LOOK BETTER STAGED!



BEDROOMS LOOK BETTER STAGED!



**EVEN KITCHENS LOOK BETTER
WHEN THEY'RE STAGED.**



STAGED HOMES SELL FASTER



You save money on mortgage payments, utilities, property taxes, etcetera, because you don't have to wait for your home to sell.

STAGED HOMES SELL FASTER



- ▶ Staging closes the buyer on buying your home. They saw your home online, viewed the amazing pictures, and saw your home's amazing features. Now, they're viewing your home and it's decision time. How they feel in that moment determines whether or not they buy your home.
- ▶ A lot goes into staging a home and making it "show ready." I talk about this at length in the staging chapter in my book. Feel free to reference it anytime during the process.



**STEP #5:
AGGRESSIVE
NEGOTIATING
STRATEGIES TO
ENSURE THE
BUYER PAYS THE
HIGHEST PRICE
POSSIBLE.**

***“You do not get what
you deserve, you get
what you negotiate.”***

- Chester Karrass

THE TWO MAJOR ELEMENTS OF NEGOTIATIONS

- ▶ **Motivation.** The party that wants the deal better is at a disadvantage – unless they overcome it with skill.
- ▶ **Negotiating Skill.** A skilled negotiator is an expert at working under the pressures of competition, time, information, and communication... and still coming out ahead.



THE KEY TO WINNING AT NEGOTIATIONS

- ▶ Never split the difference. This is a novice negotiating strategy commonly used by people that don't know how to negotiate.
- ▶ Knowledge. The more you know about the buyer, how much they like your home, why they are moving, etcetera, the stronger your negotiating position. (It's my job to find out everything I can about the buyer.)





Realtor
Experience Matters!
727-308-8675

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THE KEYS TO WINNING AT NEGOTIATIONS

- ▶ Being willing to negotiate. Many agents don't like the unpleasant experience of negotiating.
- ▶ Experience. I've negotiated hundreds of home sales and have gained tremendous experience from that.



WHY THIS MATTERS TO YOU

- ▶ Negotiating is the highest-paid activity you can do.
- ▶ You can get thousands of dollars more for your home if you're willing to negotiate.
- ▶ Many sellers have been able to sell their house for 1-5% more simply because their agent negotiated for a higher price and better terms.

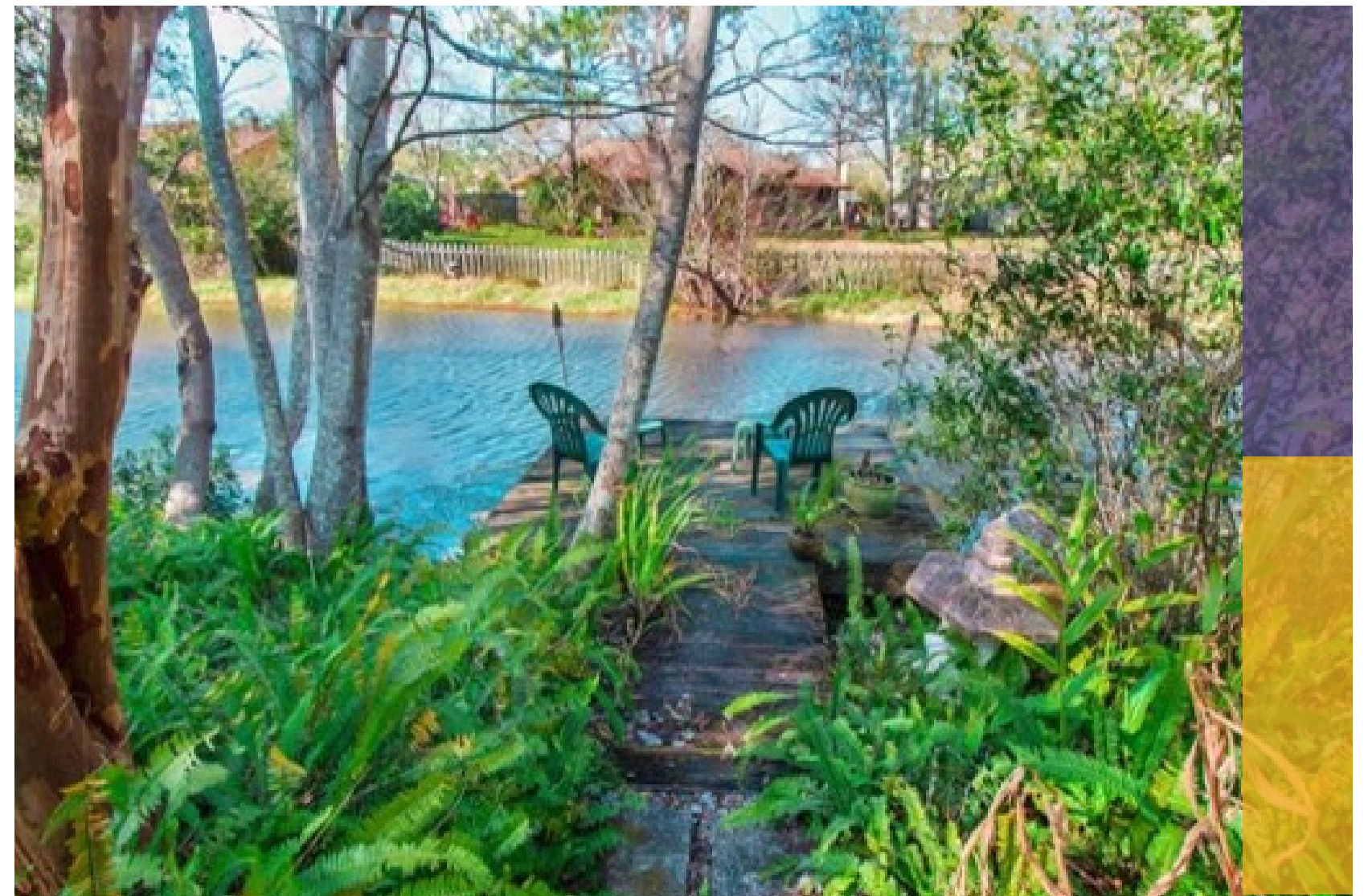


PROOF THESE STRATEGIES WORK

Unsold



Sold in 15 Days!



Same house. Similar price. Similar market conditions.

PROOF THESE STRATEGIES WORK

Unsold



Sold in 32 Days!



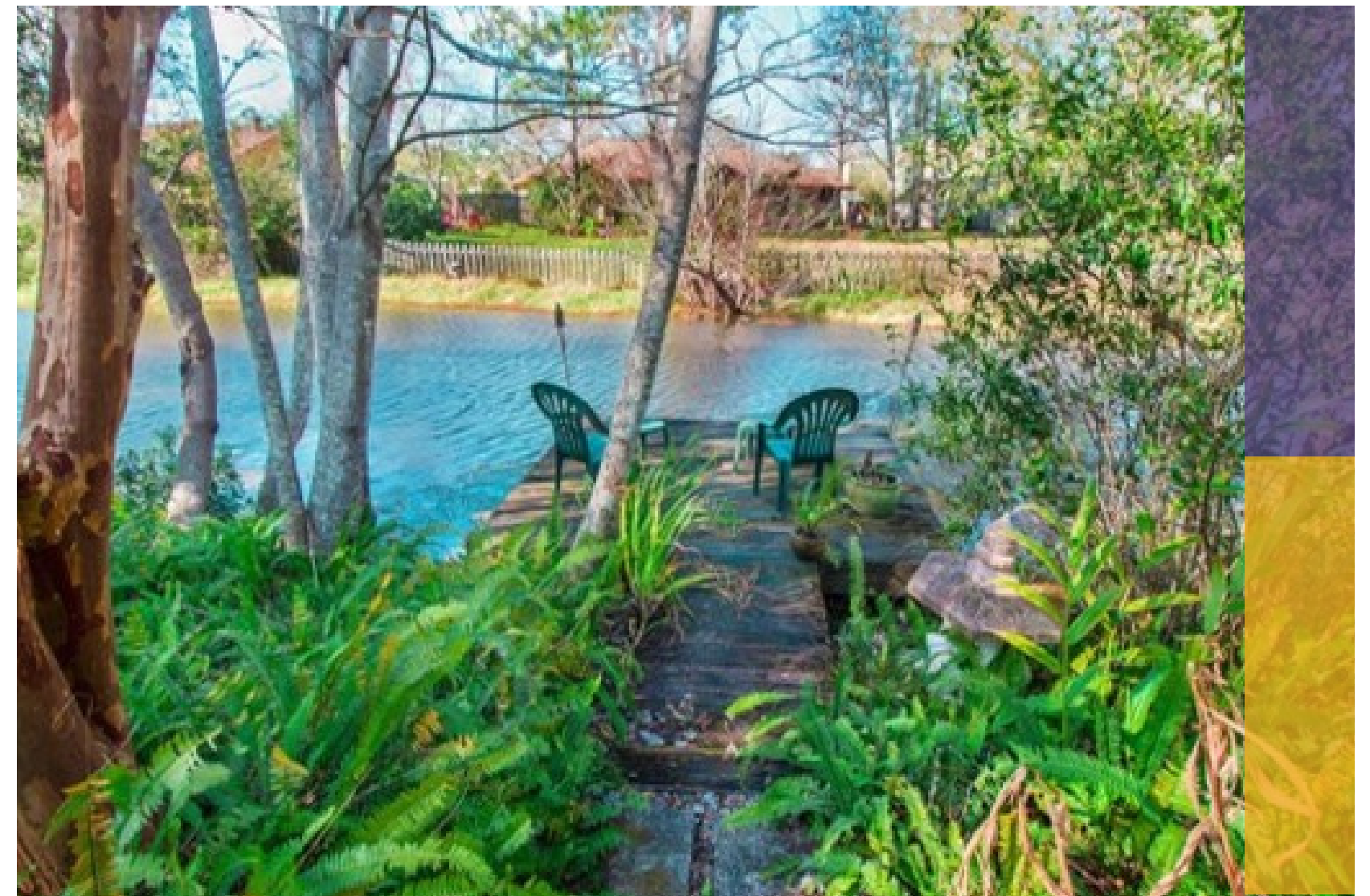
Same house. Similar price. Similar market conditions.

PROOF THESE STRATEGIES WORK

Unsold



Sold in 15 Days!



Same house. Similar price. Similar market conditions.

PROOF THESE STRATEGIES WORK

Unsold



Sold in 9 Days!



Same house. Similar price. Similar market conditions.

PROOF THESE STRATEGIES WORK

Unsold



Sold in 67 Days!



Same house. Similar price. Similar market conditions.

HOW I WORK TO REDUCE PROBLEMS SO THE ENTIRE PROCESS GOES SMOOTHLY FROM BEGINNING TO END

I work aggressively to avoid problems:

- ▶ Lender problems.
- ▶ Appraisal problems.
- ▶ Buyer's Remorse.
- ▶ Title Problems.



I MAKE THE ENTIRE PROCESS GO SMOOTHLY FROM BEGINNING TO END

- ▶ **Disclosures.**
- ▶ **Marketing.**
- ▶ **Negotiations.**
- ▶ **Inspections.**
- ▶ **Appraisals.**
- ▶ **Following up with the lender.**
- ▶ **Handling all the details for the final closing.**



I HAVE THE ABILITY TO SOLVE PROBLEMS

**I can solve these problems
and anything else that may
arise:**

- ▶ Lender problems.
- ▶ Appraisal problems.
- ▶ Buyer's Remorse.
- ▶ Title Problems.



MARKETING POWER

With over 2100 Agents in our Tampa Bay office, **CHARLES RUTENBERG REALTY AGENTS** have the greatest marketing power to sell your home faster and at the very best price!



REVIEWS & PROOF OF MY SUCCESS

Goes Above & Beyond!

“As a former real estate professional I know well what great service looks (and feels) like. Kimmi helped me recently in the purchase of a condo. She is a knowledgeable caring professional who goes above and beyond for her clients. I highly recommend Kimmi and urge anyone looking for a great Realtor to invest time in meeting with her”. -ChristopherCalloway0

Impressive Marketing Plan!

“We had our house on the market with another broker for more than 8 months with, many showings, but no offers whatsoever. We decided to take the house off the market and reconsider our options. Within 24 hours of taking the house off the market, Kimmi found us and presented an impressive marketing plan for our house. We agreed, and in 4 days, our house was under contract!! Kimmi and her team are unbelievable in the research, marketing, and all-around strategy of getting your house sold. I so wish we had found her in the beginning, and you should get her working for you if you have not done so already!!!”. -rdleclerc1960

Purchased and SOLD with Kimmi!

“Kimmi was a great help in finding our first home! She always had our best interest in mind. Plus she was always accessible and is an all-around nice person. Looking for your first home or second, Kimmi is the one to contact!”. -Joseph Powless



LET'S GET STARTED

Can I go to work and help
you find the perfect buyer
for your home?



Charles
Rutenberg
Realty, Inc.

THE STANDARD OF EXCELLENCE