

## How Our Team Markets Your Home

It's not just Open Houses anymore...

- **Stunning Photography That Captures Buyers' Attention:** We showcase your property in its best light with professional photography from an award-winning real estate photographer. This includes the option of breathtaking aerial drone photography and immersive 3D virtual tours, giving buyers a true sense of your home before they even step inside.
- **Maximum Exposure Through the MLS and Top Online Portals:** Your listing will be immediately accessible to thousands of potential buyers through the Multiple Listing Service (MLS), the most comprehensive database of available homes. We also ensure your property is prominently featured on top real estate websites like Realtor.com, Zillow, and Trulia, maximizing its online visibility.
- **Extensive Agent Network Working for You:** We leverage our extensive network of agents both within our brokerage and across the Emerald Coast to proactively connect with buyers actively searching for properties like yours. This targeted approach ensures your listing reaches the right people.
- **Powerful Social Media Marketing:** We'll showcase your home to a highly engaged audience of over 25,000 followers on our social media channels, generating buzz and driving traffic to your listing.
- **Dedicated Property Website:** Your listing will have its own dedicated page on DestinTo30AHomes.com, providing potential buyers with all the details they need in one convenient location.
- **Strategic Open Houses** (Optional): We can also coordinate and host strategic open houses to generate excitement and create a sense of urgency among potential buyers.



### How We Safeguard You During the Process

Our Safe Showing Practices:



- **Protecting Your Home and Family:** We prioritize your security and peace of mind. We utilize electronic lockboxes, restricting access to your property to only actively licensed and verified real estate agents. We are also committed to adhering to your family's specific health and safety guidelines during all showings.

**Review:** ★★★★★

Julie is fantastic! She was our Realtor for the sale of our home. She made this transaction very smooth & easy. She is very knowledgeable, professional, punctual, & patient. Buying or selling your home is such a big transaction in a person's life, & having the right Realtor is of the utmost importance. Julie was the right choice for sure. We are so happy with her, that she is now also our Realtor in the purchase of our next home! And we know we are in good hands!

Julie Endsley Endsley Team | Gulf Realty 30A  
c: 850-502-7210 Julie@GulfRealty30A.com

## **How to Prepare Your Home for Photos, Showings, & Open Houses**

### **Showcasing Your Home's Best Features: We want buyers to fall in love with your property from the moment they arrive! Tips to enhance your curb appeal:**

- Sparkling Clean: A pressure wash will revitalize the exterior, removing dirt and grime. Clean all windows inside and out for maximum light and shine.
- Landscaping Refresh: A little TLC in the garden goes a long way. Trim any overgrown plants and bushes, and remove any dead or dying foliage.
- Clean and Clear: Ensure gutters are clean and free of debris, and remove any leaves or branches from the roof.
- Yard Declutter: Please remove any personal items from the yard, storing them neatly away. Outdoor furniture, well-maintained children's playsets, and healthy potted plants can remain to enhance the outdoor space.

### **Helping Buyers Envision Their Future: Here's how to create an inviting atmosphere:**

- Declutter and Depersonalize to make the space feel more open and inviting: Declutter each room, focusing on clearing countertops, dressers, and other surfaces. Removing personal photos helps buyers imagine their own memories being made in your home.
- Furniture Refresh: Removing unnecessary, oversized, broken, or stained furniture will create a more open and appealing flow.
- Sparkling Clean Carpets and Floors: Professionally cleaned carpets and clean floors make a huge difference in how fresh and well-maintained your home feels. Please remove any stained or worn rugs.
- Dust-Free and Fresh: Wiping down baseboards and ceiling fans removes dust and contributes to a clean and fresh atmosphere.
- Deep Clean Bathrooms and the Kitchen: A sparkling clean kitchen and bathrooms are essential! Also pay special attention to cleaning appliances, especially those that will remain with the house.
- Bright and Welcoming: Replacing burned-out light bulbs with bulbs of the same color temperature creates a warm and inviting ambiance. Changing the HVAC filter and vacuuming vents improves air quality.
- Minor Repairs and Touch-Ups: Filling holes in the walls and touching up paint gives your home a polished and well-cared-for look.
- Show-Ready Presentation: Making the beds and closing shower curtains adds a final touch of polish before each showing.

#### **SAFETY - IMPORTANT**

- Pack up any & all valuables and important paperwork, and safely store them away.
- Refer all showing requests to me. If you are contacted directly do not give entry to your home, even if the person claims to be a Real Estate Agent.
- Dogs should be removed to a safe location during showings.

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### Pet Owners



#### **Make a great impression on every buyer:**

We love our pets, and we also know it's important to create a neutral environment for potential buyers.

Here are a few pro tips for making your *pet-friendly* property *buyer-friendly* too!

- **Fresh and Clean:** Regularly remove pet waste from the yard and litter boxes. Bathing your pets and laundering their bedding and toys will help keep a pet-friendly property smelling fresh.
- **Deep Cleaning is Key:** Steam cleaning carpets and upholstery is a crucial step in removing any pet-related allergens or odors.
- **Show-Ready Prep:** A quick sweep of the floors before each showing or open house will make a big difference.
- **Showings and Open Houses:** For showings, please arrange for your dogs to be in a safe and comfortable location outside the home. Cats can usually stay inside during showings (we'll inform showing agents), but all pets (including cats) will need to be off-site during professional photography sessions and open houses.

## Steps to List

1. Schedule a listing consultation with Julie
2. Sign your listing agreement with Gulf Realty 30A
3. Complete required disclosures
4. Complete Cost to Own Estimate
5. Prepare home for showings
6. Schedule a staging consultation with Julie
7. Make any changes suggested during Staging consultation
8. Photo/Videos are taken as soon as 7 days after the staging consultation
9. Photos and videos are edited, marketing materials are prepared
10. Listing can go live as early as 3 days after photos are taken
11. Sign and lockbox are placed if applicable
12. Listing goes LIVE!



## FAQ

### How much notice will I receive for showings?

We understand the importance of respecting your schedule. You'll have complete control over showing times. We'll contact you for every showing request, and you decide whether to approve it. For vacant properties where your approval isn't required, we'll still send a courtesy text message to keep you informed of scheduled showings.

### Will I receive feedback after each showing?

We'll do our best to obtain feedback from the buyer's agent after each showing, typically within 24 hours. While we make every effort to secure this valuable information, occasionally agents don't respond to our requests. We will, however, always communicate any feedback we receive to you promptly.

### Will you (my agent) be present during showings?

A licensed real estate agent will always be present at showings. If the buyer is working without an agent, a member of our team will accompany them. When a buyer has their own agent, we typically allow them to show the property independently. This often makes buyers feel more comfortable and encourages them to spend more time exploring your property. It also simplifies scheduling, avoiding the need to coordinate two separate agent schedules. However, we are happy to accommodate your preference. If you'd like us to be present at every showing, just let us know, and we'll make the necessary arrangements.