

PREPARING TO SELL

YOUR COMPLETE GUIDE TO A SUCCESSFUL HOME SALE



ANSON PROPERTIES

ANSONPROPERTIES.COM

Meet Your Team



Stephanie Anson

BROKER - OWNER

Thank you for considering our services for your real estate needs. With 20 years of experience in the industry, we are proud to offer you a blend of expertise, dedication, and personalized service that stands out in today's market.

Director of Sales - International Property Management.

Regional Sales Manager - National Home Builder.

- Over \$270,000,000 in Sales
- Director of Sales - International Property Management
- Regional Sales Manager - National Home Builder

407.252.8240

steph@ansonproperties.com

21+ Years
Experience

\$270M+ In Sales
Volume

Meet Your Team



Amber Smith

AGENT

Dedicated to providing exceptional service and guiding clients through every step of the real estate process.

352.724.1807

amber@ansonproperties.com



Tamara Nelson

REAL ESTATE PROFESSIONAL

15+ years experience in North Central Florida.
Certified **Military Relocation Professional**
providing specialized expertise to veterans.

352.226.4773

tamaranelsonrealtor@gmail.com

Our Specializations

Comprehensive real estate services for diverse needs



- Residential Sales
- New Home Construction
- Luxury Properties
- Equestrian Properties & Farms
- Land & Investment Properties
- Relocation Services
- Foreclosures & Short Sales

As part of our comprehensive real estate services, we are proud to offer specialized expertise in a variety of areas to meet the diverse needs of our clients. Our team has developed a deep understanding and skill set in several key real estate sectors, ensuring personalized service that stands out in today's market.

What We Offer

A comprehensive approach to selling your home



1

Market Analysis

Detailed evaluation of your property, comparable sales analysis, and review of current market statistics and outlook.

2

Pre-Listing Prep

Guidance on necessary repairs and curb appeal enhancements to maximize your home's value before it hits the market.

3

Marketing

Custom marketing plan including professional photography, video tours, and both traditional and digital exposure.

4

Skilled Negotiation

Securing the best possible terms by considering current trends to sell for the highest price.

5

Ethical Standards

We deal honestly and fairly, using skill, care, and diligence with complete transparency throughout the transaction.

6

Communication

Weekly follow-up, showing feedback, market change updates, and data reports on digital marketing performance.

Marketing Facts

Digital Dominance

90% Over 90% of buyers start their home search online. A strong digital presence is crucial to capturing interest early.

Visual Impact

👁️ Listings with high-quality photos and virtual tours receive significantly more views and engagement than those without.

Social Media Influence

📱 A substantial portion of potential buyers discover property listings through social media platforms like Facebook and Instagram.



Eye-Catching Presentation

Tangible impressions of your home



● **MLS & Syndication**

Your home will be listed on the MLS and syndicated to major real estate portals, ensuring maximum visibility.

● **Print Marketing**

High-quality e-brochures, flyers, and targeted direct mail campaigns reach potential buyers in specific demographics or locations.

● **Professional Media**

We use professional photography, video, and 3D virtual tours to tell the story of your property. This adds emotional appeal to technical details.

● **Targeted Social Ads**

Our social media campaigns use advanced targeting based on location, interests, and behavior to reach qualified buyers.

Facebook Facts

With over 2 billion active users, Facebook offers a vast audience. We use advanced targeting to put your home in front of the right people.

Pre-Listing Preparation

"Impressing the senses matters. Purchasing a home is an emotional pull."

1. Declutter Your Home

Decluttering and depersonalizing each space allows potential buyers to envision themselves living there. Remove personal photos and excess items.

3. Cleaning & Repairs

Deep clean and handle minor repairs. This suggests the property has been well-maintained. Buyers often discount the price for repairs more than the actual cost.

2. Staging

Staging transforms your space into a welcoming environment. It appeals to a wide range of buyers and can increase perceived value.

4. Curb Appeal

The exterior is the first thing buyers see. Simple actions like painting the front door, planting flowers, or mowing the lawn make a huge difference.



Prep for Photography

Get your home camera-ready with this checklist

General Areas

- Remove unnecessary furniture to create space
- Deep clean and declutter all surfaces
- Remove all children and pet toys
- Remove pet bowls, crates, etc.
- Open curtains/blinds and turn on all lights
- Replace burned-out lightbulbs
- Turn off all ceiling fans

Kitchen

- Remove small appliances from counters
- Remove rugs and dishtowels
- Remove refrigerator magnets
- Store garbage cans out of sight
- Place fresh flowers or fruit bowl on counter

Living & Dining

- Turn off TV and hide remotes
- Arrange pillows and throws neatly
- Declutter coffee tables and shelves
- Place simple centerpiece on dining table
- Arrange dining chairs neatly

Bedrooms

- Make all beds perfectly
- Clear all clutter from nightstands
- Remove personal items and valuables
- Clear closet floors/shelves

Bathrooms

- Leave toilet seats DOWN
- Clear all clutter from countertops
- Remove rugs and bathmats
- Hide soap/shampoo bottles from shower
- Hang fresh, matching towels

Exterior

- Place garbage bins in garage
- Coil hoses neatly
- Uncover and clean BBQ grills
- Close garage doors
- Manicure landscaping and freshen mulch
- Place fresh doormat and wreath

The Selling Process

1. On The Market

Presenting your home to prospective buyers through open houses and private showings. We coordinate all showings and gather feedback, which is invaluable for understanding market trends.

2. Receive and Review Offers

As offers come in, we help you navigate proposals. We offer professional advice on assessing merits beyond just price, such as buyer terms and contingencies.

3. Negotiations

A pivotal stage where offers are meticulously evaluated to reach a sale price and terms that are mutually agreeable. We work to secure the best deal for you.

4. Finalizing the Deal

Once terms are agreed upon, the deal enters the finalization stage: Escrow, Inspections, Appraisal, Financing, and Closing.

Under Contract: Key Steps

- **Inspections:** Vital for revealing potential problems. May require further negotiation or repairs.
- **Appraisal:** Required by buyer's lender to determine value. Low appraisals may require renegotiation.
- **Financing:** The buyer's loan approval period. We stay in close contact with the lender to prevent delays.
- **Title & Survey:** A permit, title, and lien search ensures the property can be transferred with a clear title.

The Closing Process

Clear to Close

If the buyer is obtaining financing, they receive loan disclosures 3 days prior to closing. "Clear to Close" is issued after this rule is met.

Closing Statement

The title company prepares a statement showing amounts owed and due by each party. All outstanding bills and prorated items are reflected here.

Final Walkthrough

The buyer performs a final check. The home must be in the same condition as when contracted, broom swept, vacant, and with power on.

Closing Day

Signing Day! You may close in person or remotely. Proceeds are typically issued via wire transfer or check by the title company.

Staging Services

Help Buyers Connect: 82% of buyers' agents say staging helps clients visualize the property as their home.

Increase Value: Staged homes can increase sale price by up to 20% on average.

Faster Sale: Staged homes sell 3 to 30 times faster than non-staged competition.

ROI: 75% of sellers saw an ROI of 5% to 15% over asking price (RESA data).



Buyer Agent Compensation

The benefits of offering compensation

Offering a competitive commission to buyer agents significantly expands your property's exposure and can lead to a more successful sale.

Increased Interest

Buyer agents are more likely to show properties that offer a fair commission, ensuring your home reaches the widest possible audience.

Higher Selling Price

Buyers who don't need to reserve cash for commissions may be able to offer a higher purchase price for your home.

Faster Sale

Removing financial barriers for buyers often leads to quicker sales and reduces time on market.

Simplified Negotiations

With commission costs off the table, negotiations can focus squarely on the property's value, streamlining the process.

Closing Costs Guide

Who typically pays for what?

Expense Item	Buyer	Seller	Notes
Real Estate Commissions		•	Typically negotiable
Existing Loan Payoff		•	
Owner's Title Policy		•	Region dependent
Property Repairs		•	Negotiable
Recording Fees	•		
Appraisal Fee	•		
Credit Report	•		
Loan Origination Fee	•		
Home Inspection	•		
Prorated Taxes/HOA	•	•	Split based on closing date

Let's Sell Your Home

Ready to take the next step? Contact us today for a personalized consultation.

Stephanie Anson

Broker - Owner

407.252.8240

steph@ansonproperties.com

Amber Smith

Agent

352.724.1807

amber@ansonproperties.com

Tamara Nelson

Real Estate Professional

352.226.4773

tamaranelsonrealtor@gmail.com

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