



OUR GUIDE TO
SELLING A HOME



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IT'S ABOUT **MORE**
THAN JUST REAL ESTATE.



OUR **PROMISE**



- Welcome and embrace change
- Remain innovative
- Outperform the competition
- Empathize with life's unique circumstances
- Be solution-oriented
- Do all things with integrity
- Stay humble and grounded
- Prioritize professional growth and development
- Be dependable and reliable
- Give back to the community

REDEFINING SERVICE IN REAL ESTATE **SINCE 2010**

OUR MISSION: Remain laser-focused on delivering exceptional service while providing a legendary experience. Provide sound advice to make optimal real estate decisions. Dominate the competition by utilizing our aggressive marketing techniques, broad network, and extensive knowledge. Distinguish specific needs and implement a strategy to obtain the most favorable price, terms, and conditions for each transaction.

The 54 Realty Team

WHO YOU WORK WITH **MATTERS**



COMMITMENT TO QUICK RESPONSE

We respond to buyers (who may be inquiring about your home) within minutes. Many real estate offers are time-sensitive and we know that a prompt response can have an impact on the sale. We are committed to responding without delay!



EDUCATION

We hold ourselves to a higher standard in real estate education and expertise. We study the market intensely every day to give you insight on current pricing trends. This allows our clients to take advantage of opportunities regardless of current market conditions.



REPUTATION

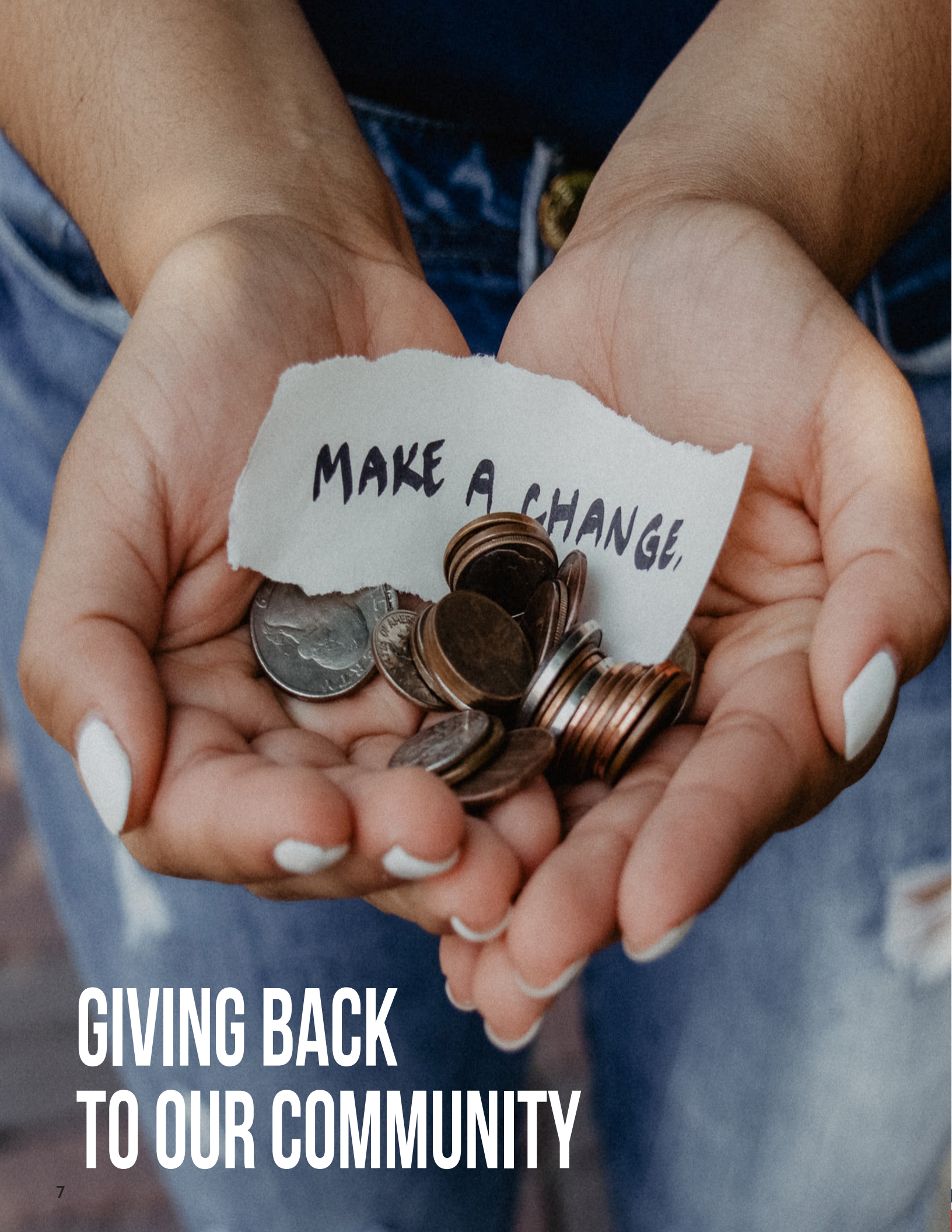
Clients, brokers, and agents seek to work with us. They know we care, that we answer our phones, we keep our word, and are true professionals in our field. We use the most up to date, cutting-edge technology to produce results for our clients and are committed to getting your home sold in a timely and professional manner.



WE HAVE YOU COVERED

Transactions have become so complex that it has become nearly impossible for a single agent to deliver the high level of service excellence that the responsibility of selling your home demands.

In addition to having highly-trained agents, we have a full-time staff including Listing & Transaction Coordinators and a dedicated Marketing Team that all work together on your behalf from listing to closing. Our approach ensures that no matter where you are in the process, someone is always actively working on getting your home sold.

A close-up photograph of two hands cupped together, holding a pile of US coins. The hands have white nail polish. A small, torn piece of white paper is placed among the coins, with the words "MAKE A CHANGE" written on it in black, hand-drawn capital letters. The background is a blurred blue denim fabric.

MAKE A CHANGE

**GIVING BACK
TO OUR COMMUNITY**

TAKE A STAND FOR YOUR COMMUNITY



When working with 54 Realty, you are supporting
The U.S. Institute Against Human Trafficking.
We've donated over \$10,000 to the fight!



Declare it.

54 Realty is a declared
Trafficking Free Zone.



Get involved.

For every closed transaction,
we make a donation in your
name to aid in the fight
against human trafficking.



Spread the word.

You can learn more about
the TFZ program and
USAIHT by scanning the
QR code below.



SEE WHAT OUR SELLERS HAVE TO SAY



"Kari Hazeltine

was amazing to work with, always kept me informed and, as smoothly as this has gone for me, I know she was behind the scenes constantly working to get this to closing. I can't praise her enough, I am truly grateful to Kari and the team at 54 Realty!"

"Dennis Castellano

has been so amazing during the very successfully navigated our complicated situation with tremendous expertise and professionalism. My family and I truly couldn't be more pleased with the outstanding service we received from Dennis Castellano. He provided us with excellent guidance at every step and was a pleasure to work with the entire time. I whole-heartedly recommend Dennis Castellano to anyone looking for a realtor to represent them, whether as a buyer or a seller."



"Khris Marcotrigiano

is a wonderful, very patient, kind, and always willing to go over and beyond to help you find exactly what you are looking for. If you are looking to buy or sell your home, please don't go to anyone else. Khris is by far the best realtor in Florida."





| 54REALTYREVIEWS.COM

Google | REVIEW54.COM



"Kyle Ayers"

always went the extra mile for us and was there when we needed anything. I highly recommend Kyle if you need someone who doesn't just beat around the bush or just tell you what you want to hear. He'll be our first contact for our next house!"

"Charles Silverfield"

and the 54 Realty team went above and beyond to get us through a very challenging transaction that took months from start to finish. Very professional and someone you want in your corner when buying or selling real estate. Many thanks for all the hard work."



"Brian Kanicki"

was invaluable throughout this process. We have dealt with numerous realtors over the years & have never received the level of customer service Brian provided. From first contact to the closing table, he was right there beside us. was always very responsive & attentive, handling all of the details within his scope. I cannot recommend Brian Kanicki, along with 54 Realty, more than enough."



NUMBERS **DON'T LIE**

OVER **2200 HOMES SOLD**

IN 2022 & 2023



OVER **\$625 MILLION IN SALES**

FROM OUR LISTINGS



OVER **2,000 FIVE STAR REVIEWS**

BETWEEN GOOGLE AND ZILLOW

IN THE **TOP 100 BROKERAGES**

OF OVER 5,000 ACTIVE BROKERAGES

IN STELLAR MLS

MAP KEY

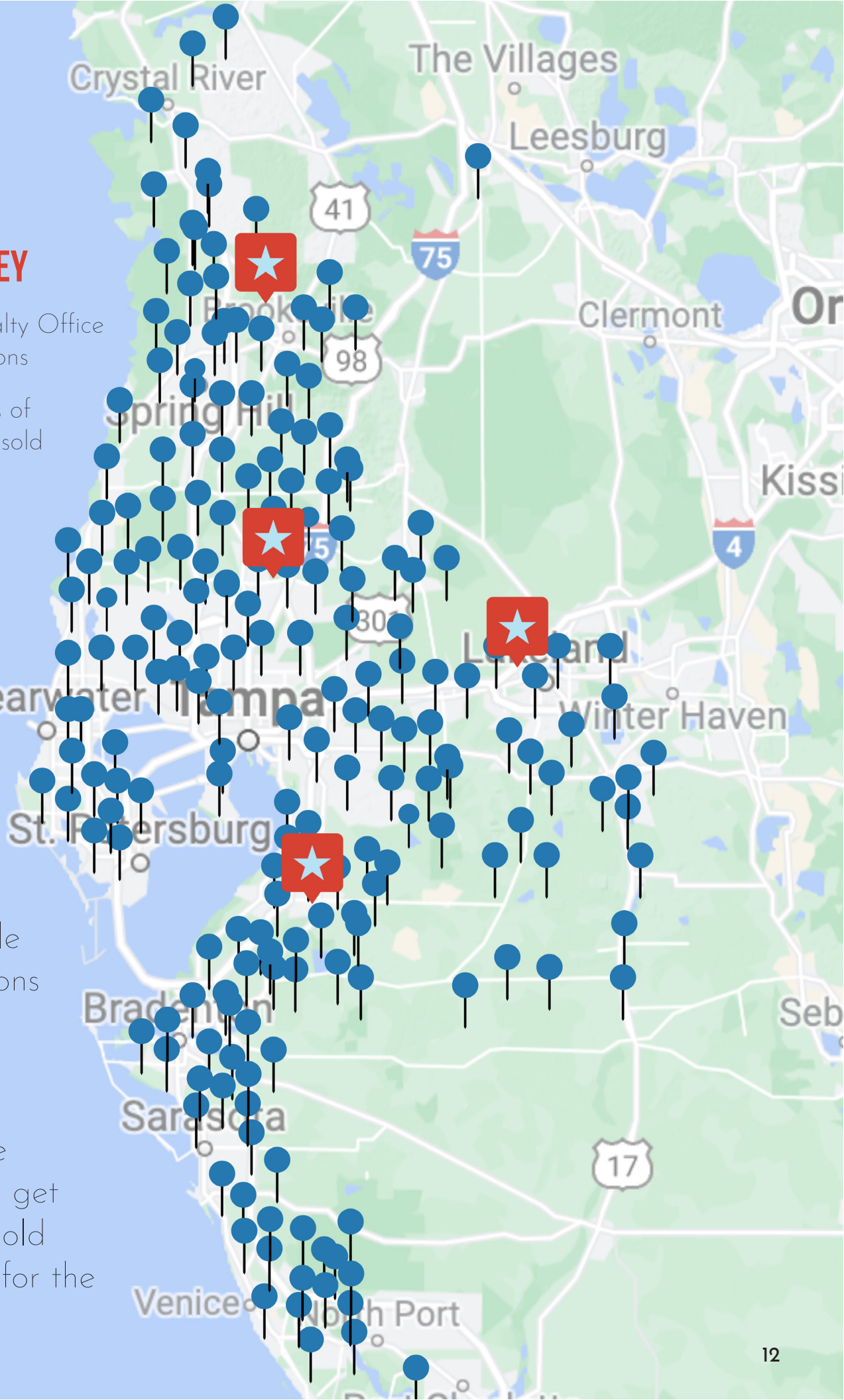


54 Realty Office Locations



Dozens of homes sold

With multiple office locations and agents that travel across the region, we're equipped to get your home sold quickly and for the right price!



TOOLS FOR SUCCESS



MLS

We have you covered as members of MLS in multiple counties: Hernando, Citrus, Pasco, Pinellas, Hillsborough, Manatee, Sarasota, Charlotte, and Lee!



SIGN AND POST

Our sign and post will show that your home is professionally represented. With our clean branding, nothing will detract from your home's curb appeal.



SECURE LOCK BOX

Supra allows only authorized key-holders to access the lock box. Every opening is documented ensuring an extra level of security.



54 REALTY APPROACH

We are not only a group of well-trained agents, we have full-time Listing & Transaction Coordinators supporting you from contract to close.



PHOTOGRAPHY

We leave it to the professionals! HD Packages may include aerials, community, virtual staging, and twilight. (Turnaround may take up to 72 hours.)



CUSTOM VIDEOS & TOURS

We maximize your home's exposure through the use of video tours and Zillow's Exclusive 3D Home Tour.



SOCIAL MEDIA ENGAGEMENT

With thousands of followers across popular social media platforms, we will maximize your home's exposure and online traffic through targeted marketing campaigns.



PPC CAMPAIGN

We advertise your home through pay-per-click advertising. This is a great way to get your home in front of its hyper-local market and reach more buyers.



UNIQUE WEBSITE

Your listing will have its own custom website. It will include photos, virtual tour links, and all features of your home and area/community.



SHOWINGTIME

As the seller, you will be in control of confirming, requesting to reschedule, or declining all showings through text message, phone call, email, or a combo of all three.



FEEDBACK

Feedback is automatically requested after each showing which will be sent to you via email. When an agent does not provide feedback, we will reach out to the agent directly.



OPEN HOUSE

It's not just an Open House, it's a 54 Realty Open House! We advertise, place several directional signs, and cater! Ask me about a Mega Open House!



INTERACTIVE FLOOR PLAN

74% of buyers said that a dynamic floor plan would help demonstrate if a home was right for them. 81% said they were more likely to visit a home if it included a floorplan they like. We have you covered with this stunning interactive version with room measurements.



BUYER DATABASE

On average we have 10,000+ viewers searching our website every month. Many register and save their searches. We check these searches and narrow it down to buyers that may be interested in your home!



EMAIL BLAST

We create clean, simple and direct e-mails. They feature your home in the best light to real estate agents and potential home buyers.



BROCHURES

Professionally designed and printed, these brochures are left at your home for prospective buyers to take with them after the showing.



PREMIER EXPOSURE

Premier exposure on:

- Zillow.com
- Realtor.com
- Trulia.com



PERFORMANCE REPORTS & MARKET UPDATES

Performance data & market updates provide us with pertinent information. With this data we can make the necessary adjustments to keep your listing competitive.

**High-Resolution
Interior & Exterior
Photography
(30+ images)**

**Interactive
Floor Plans that
connect the
imagery to the
location in the
home**

**Virtual Tour to
give buyers a
sense of
touring the
home**

ZILLOW LISTING SHOWCASE

Showing Time +

**Amenity
Images to
highlight
shared
community
areas like a
pool**

**Virtual
Twilight to
show your
home in the
best light**

**Your home
will gain
prioritized
exposure by
potential
buyers**

**Aerial
Photography
to capture the
home's
immediate
surroundings**

**Social Media
Videos
featuring a
30-second-
mobile-
ready reel**

COMMUNITY INFO & PROPERTY BROCHURES

Our custom created property brochures include high interest community info to buyers including convenience scores, school ratings, local parks & more!

1515 BRILLIANT CUT WAY, VALRICO, FL 33594
4 BD | 4 BA | 3,614 SQ. FT | 0.27 ACRE LOT

54 REALTY
m: (813) 435-5411 | e: info@54realty.com
www.54realstate.com

AREA REPORT

CONVENIENT
This home is in a **convenient** area. Some errands in this location require a car and most major services are within 2 miles.

ATM 0.6 MI	GAS 0.6 MI	CLEANERS 1.8 MI
PHARMACY 1.8 MI	GYM 1.8 MI	COFFEE 1.9 MI
MEDICAL 2.2 MI	MOVIE THEATER 5.1 MI	

SCHOOLS IN YOUR AREA
The assigned schools are **average** for the area. There are also 22 private schools and 1 charter school within 5 miles.

6 PK-5 VALRICO ELEMENTARY SCHOOL ASSIGNED	2 6-8 MANN MIDDLE SCHOOL ASSIGNED
3 9-12 BRANDON HIGH SCHOOL ASSIGNED	

THE GREAT OUTDOORS
This home is located near a variety of outdoor activities.

POPULAR

GOLF COURSE DIAMOND HILL GOLF & COUNTRY CLUB (0.2 MILES)	PARK ALL PERSONS ROTARY PARK (3.6 MILES)
HIKING FISH HAWK TRAILS (7.8 MILES)	DOG PARK HILLTOP DOG PARK (7.9 MILES)

NEIGHBORHOOD EATS
This home is located near 49 moderately priced restaurants and has an average variety of cuisines.

BY CATEGORY

FAST FOOD _____ 11	CHINESE _____ 3
PIZZA _____ 10	ITALIAN _____ 3
BARS _____ 5	MEXICAN _____ 2
ASIAN _____ 5	BARBECUE _____ 2
AMERICAN _____ 4	OTHER _____ 10

57
WITHIN 5 MILES

1515 BRILLIANT CUT WAY, VALRICO, FL 33594
4 BD | 4 BA | 3,614 SQ. FT | 0.27 ACRE LOT

OFFERED AT \$699,000

OPEN HOUSE

To get listing and finance info about this property, text 54REALTY to 800.701.6509

ABOUT THIS PROPERTY

Welcome to this impressive 4 Bedroom + Loft / 3.5 Bathroom POOL home, nestled in the heart of Valrico, and centrally located on Diamond Hill Golf Course. This remarkable property is characterized by its picturesque front landscaping, complete with Palm Trees and Custom Landscape Curbing. The Covered Front Porch, adorned with Double Door Entry, creates a luxurious entrance to the home. Upon entering, one is immediately struck by the Bright and Open floor plan, complete with High Vaulted Ceilings, Crown Moulding, and Ceramic Tile Flooring. Pendant lights, Under Mount Cabinet lighting, and a Walk-In Pantry provide AMPLE storage space.

4 BED

4 BATH

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www.54realstate.com

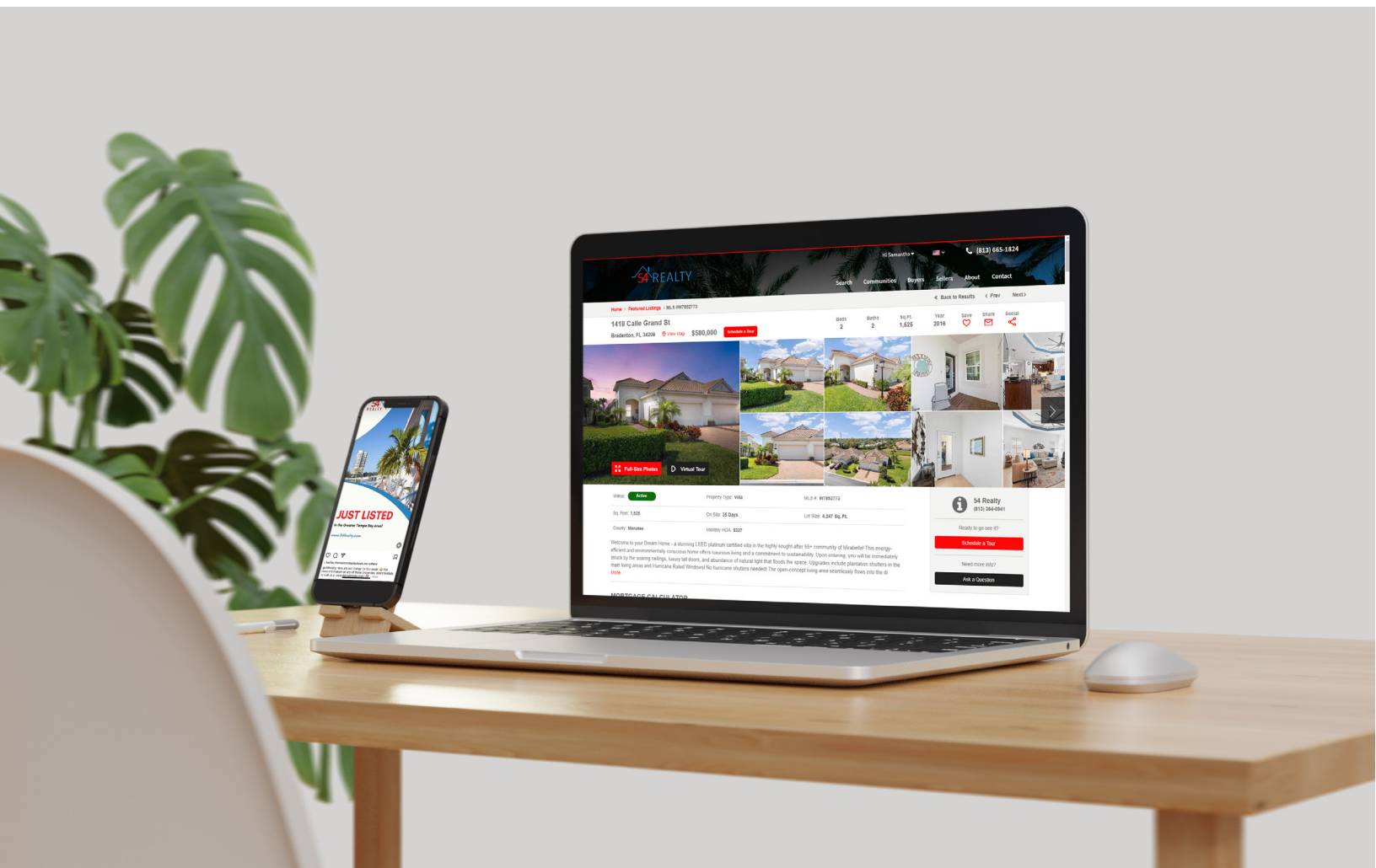
54 REALTY
1515 Highland Oaks Blvd, LUTZ, FL 33559

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Branch Manager
NMLS# 1735618, FL License: MLO.L0754
m: (727) 692-1107
e: mhogrefe@sphomeloans.com
www.sphomeloans.com

SunPoint HOME LOANS
2638 Stonewood Loop, Land O'Lakes, FL 34638
Branch NMLS# 1559250 | (813) 320-7996

ListReports Sunpoint Home Loans LLC (NMLS 1550260) (www.nmlsconsumeraccess.org/EntityDetails.aspx?COMPANYID=1550260) 17354 Hunting Bow Circle, Suite #102, Lutz, FL 33558 Equal Housing Opportunity

PREMIER ONLINE EXPOSURE



SOCIAL MEDIA



@54Realty



54 Realty



@Go54Realty



54 Realty



54 REALTY

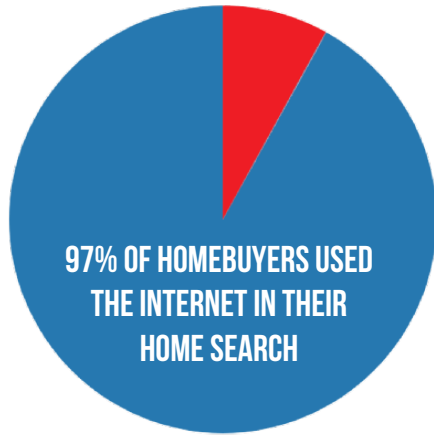


@54Realty

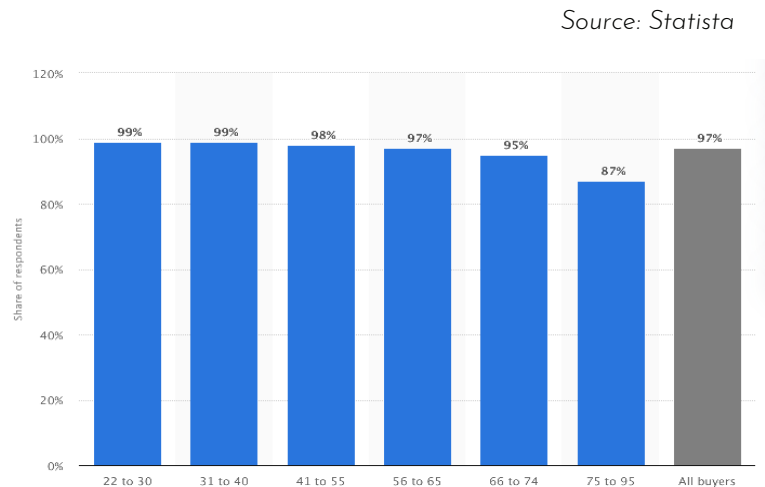
WEBSITES

- 54realty.com
- 54realestate.com
- 54luxury.com
- 54commercial.com
- 54propertymgmt.com

USE OF THE **INTERNET** TO SEARCH FOR HOMES ACROSS AGE GROUPS



Source: National Association of Realtors "Real Estate in a Digital Age" September 2021



Scientific analysis suggests **90% of decision-making is done at the subconscious level**, and is driven by emotion. Beautiful images create positive emotional responses, impacting the way potential buyers connect.



WHY DO WE MARKET SO AGGRESSIVELY?



More exposure

=

More potential buyers
Higher offers
Better terms



PROFESSIONAL PHOTOGRAPHY

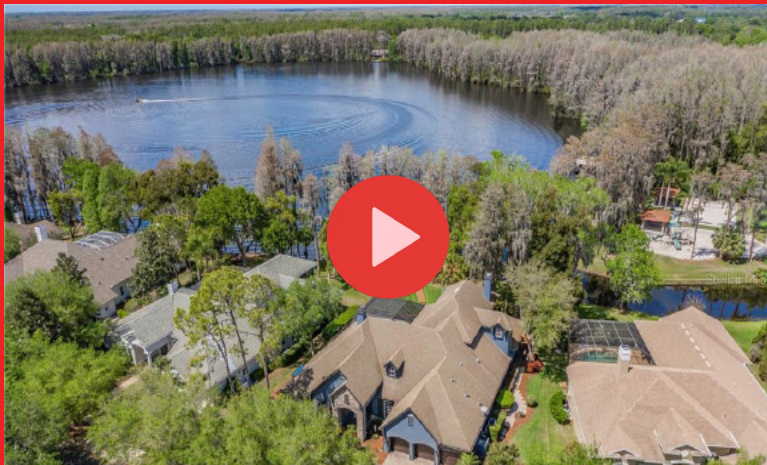
AERIAL PHOTOGRAPHY



TWILIGHT PHOTOGRAPHY



VIDEO TOUR



VIRTUAL STAGING



FOR THE **BEST** PHOTOGRAPHY RESULTS, FOLLOW THESE **SIMPLE STEPS!**

Before

After

KITCHEN & MAIN LIVING SPACES

- Remove all clutter including but not limited to: trash cans, cleaning products, kitchen rugs, personal items, trash, mail, magnets, etc.
- Clean couches and fluff pillows



BEDROOMS

- Remove all clutter including but not limited to: personal & religious items, baby cribs, clothes, pet items, etc.
- Make beds and fluff pillows



BATHROOMS

- Remove all clutter including but not limited to: toothbrushes/paste, soaps and shampoos, trashcans, rugs, towels, etc.
- Toilet lids down



INTERIOR

- TURN LIGHTS ON/REPLACE BULBS
- TURN OFF FANS
- OPEN BLINDS/CURTAINS/SHUTTERS

EXTERIOR

- MOW LAWN
- REMOVE EVIDENCE OF PETS
- REMOVE VEHICLES & TOYS

CONCIERGE SERVICE.
GLOBAL EXPOSURE.
SOUND ADVICE.



FIFTY·FOUR·REALTY *Luxury*

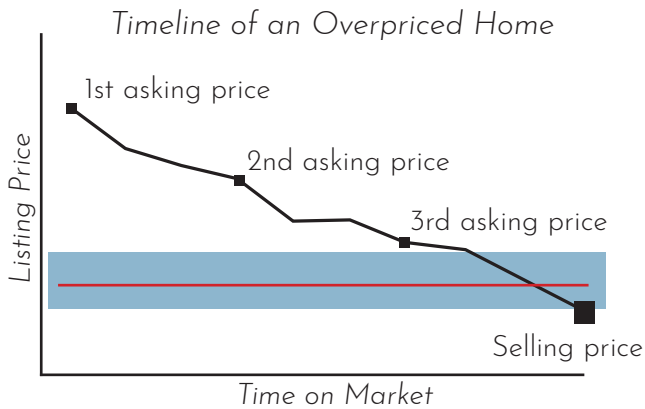
54 Realty has earned the Certified Luxury Home Marketing Specialist (CLHMS) designation. Recognized as the mark of accomplishment in luxury markets around the world, members of the Institute of Luxury Home Marketing who hold the CLHMS designation have documented performance in the top 10% of their markets.

CLHMS
Certified Luxury Home
Marketing Specialist®

LUXVT



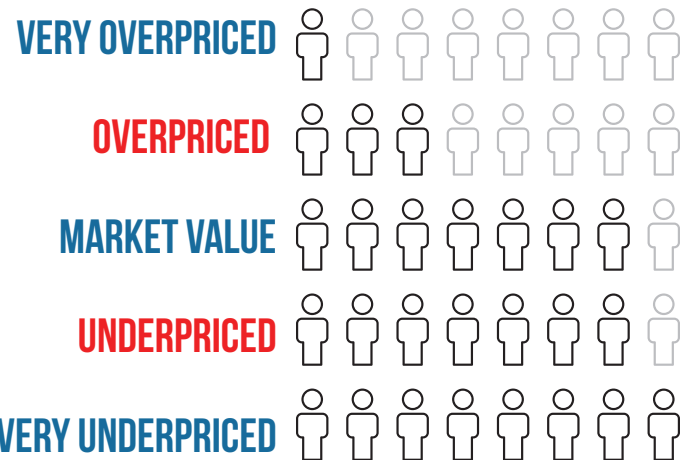
NAVIGATING PRICE



*Home sells for **BELOW** actual market value because of the perception that home is unsellable*

Buyers use the most recent and relevant sales in the area to help determine value, and historically your first offers are the best. Pricing in line with the market while leaving some room for negotiation leads to a faster sale and more money at closing.

Attendance at showings of your home is proportional to your listing price. As the graphic to the right shows, the more overpriced your listing is, the less people will be interested. Not getting enough showings? Consider adjusting your listing price.



You can depend on our professional expertise and cutting edge tools & technology to help determine your best list price.



Enhanced skills used when: Determining Value, Working with Appraisers, and Providing Sound Advice.

YOUR HOME SALE TIMELINE

PREPARATION

0-?
DAYS

- Deep Clean
- Depersonalize
- Seller Questionnaire
- Photos
- Declutter

COMING SOON

1-10
DAYS

- Sign ordered
- Pre-market exposure
- Email blast to buyers

ACTIVE

1-10
DAYS

- Social media campaign
- Showings
- Full market exposure

DUE DILIGENCE

0-21
DAYS

- Negotiations
- Inspections
- Appraisals

EARNST PERIOD

3-30
DAYS

- Financing contingency fulfilled
- Finish packing!

Closing Time!

PREPARING YOUR HOME FOR SALE

INTERIOR

ORGANIZE & DE-CLUTTER:

- ☐ Closets/cabinets/pantries & counters
- ☐ Garage & laundry room
- ☐ Rent storage space if necessary

GENERAL:

- ☐ Replace bulbs
- ☐ Replace A/C filters
- ☐ Depersonalize all spaces
- ☐ Touch up paint

DEEP CLEAN:

- ☐ Windows & curtains/blinds
- ☐ Fans & light fixtures/switches
- ☐ Door cases/knobs
- ☐ Baseboards
- ☐ AC vents
- ☐ Tiles & grout
- ☐ Shine wood floors
- ☐ Clean & stretch carpet or replace if needed
- ☐ Sliders/French doors
- ☐ Remove fingerprints

KITCHEN & BATHROOMS:

- ☐ Fix leaky faucets
- ☐ Empty garbage
- ☐ Remove soap scum & mold
- ☐ Clean counters & shower/bath
- ☐ Clean granite, stainless steel & mirrors
- ☐ Organize cabinets/pantries, counters
- ☐ Minimize magnets and personal items, store appliances

EXTERIOR

GENERAL:

- ☐ Stow trash cans
- ☐ Remove debris
- ☐ Repair leaky hoses
- ☐ Pressure wash all exterior features
- ☐ Clean up after pets
- ☐ Remove pests
- ☐ Replace water in pools

REPLACE/REPAIR/CLEAN:

- ☐ Wood siding/trim
- ☐ Window screens
- ☐ Stucco/paint
- ☐ Fences/gates
- ☐ Doorbell
- ☐ Rain gutters
- ☐ Outdoor lighting
- ☐ Landscaping
- ☐ Doors
- ☐ Irrigation system
- ☐ Mailbox
- ☐ Pool filter/lights

LANDSCAPING:

- ☐ Mow/edge lawn
- ☐ Trim bushes
- ☐ Weed flower beds
- ☐ Add fresh mulch
- ☐ Prune trees

OTHER SERVICES/PARTNERSHIPS



COMMERCIAL

Our commercial department offers an array of services to fit your commercial needs: leasing, purchasing, investment, and seller representation are our expertise. Our traditional approach merged with the latest technology keeps us on the cutting edge in Tampa Bay.



PROPERTY MANAGEMENT

We are a full-service property management company ready to make your rental property produce income without the stress: including prepping, marketing, showing, finding the right tenant, tenant move-in, maintenance, rent collection, and accounting.



VETTED VENDOR LIST

With over 200 vendors vetted by our agents & clients, we're happy to refer you to the right people to get the job done - whatever that may be. Whether it's lawncare, roofing, A/C maintenance or plumbing - ask one of our agents about how we can help.



CURBIO

Curbio will give you a same-day estimate for any pre-listing improvement, with the option to pay at closing! From repairs and touch-ups like deep cleaning & painting to major renovations/remodels... and everything in between. Let us help you maximize your profit!

ADDITIONAL CERTIFICATIONS





CHILDREN'S LISTING AGREEMENT

I know that my parents asked _____ from **54 Realty** to sell our house.

I know that everyone at **54 Realty** is going to work very hard to find a family to buy our house that will love it as much as we do.

I want to be a part of **54 Realty** too!! I will help them by:

Making my bed every morning _____

Hanging my clothes _____

Turning on the lights when people come to see our house _____

Helping my parents keep our house clean _____

My Signature: _____

Agent's Signature: _____





1916 Highland Oaks Boulevard, Lutz, FL, 33559

813-435-5411

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4/2024