



Charlotte Rose

Broker-Associate, GRI

Results that **"Move"** You!



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REALTY PROFESSIONALS OF FLORIDA

300 East Highway 50

Clermont, FL 34711



Dear Homeowner;

Thank you for the opportunity to present my qualifications and marketing plan to sell your home. I think of my clients as individuals with specific needs and I will strive to give you exceptional service. In response to a more challenging market we have experienced over the years, I have become more determined and assertive with my marketing and technology. My company focuses on strategies to get your home sold as quickly as possible and to get you the highest price possible.

The active marketing strategies included can help you realize the highest dollar value for your property while relieving you of the burden of selling. The most important step in the sales process is choosing the right Realtor to effectively and profitably represent your interests.

As part of my customer service I have enclosed information for your review before our appointment. Enclosed are the following items:

Information on myself and my company

Testimonials from former customers

My marketing Plan

Frequently asked questions

I look forward to meeting you to help you with this process. Please have 2 keys available, a copy of your mortgage and Homeowners association (if any), your survey, and title insurance policy. I am prepared to answer all your questions and handle your transaction professionally and successfully.

Sincerely;

Charlotte

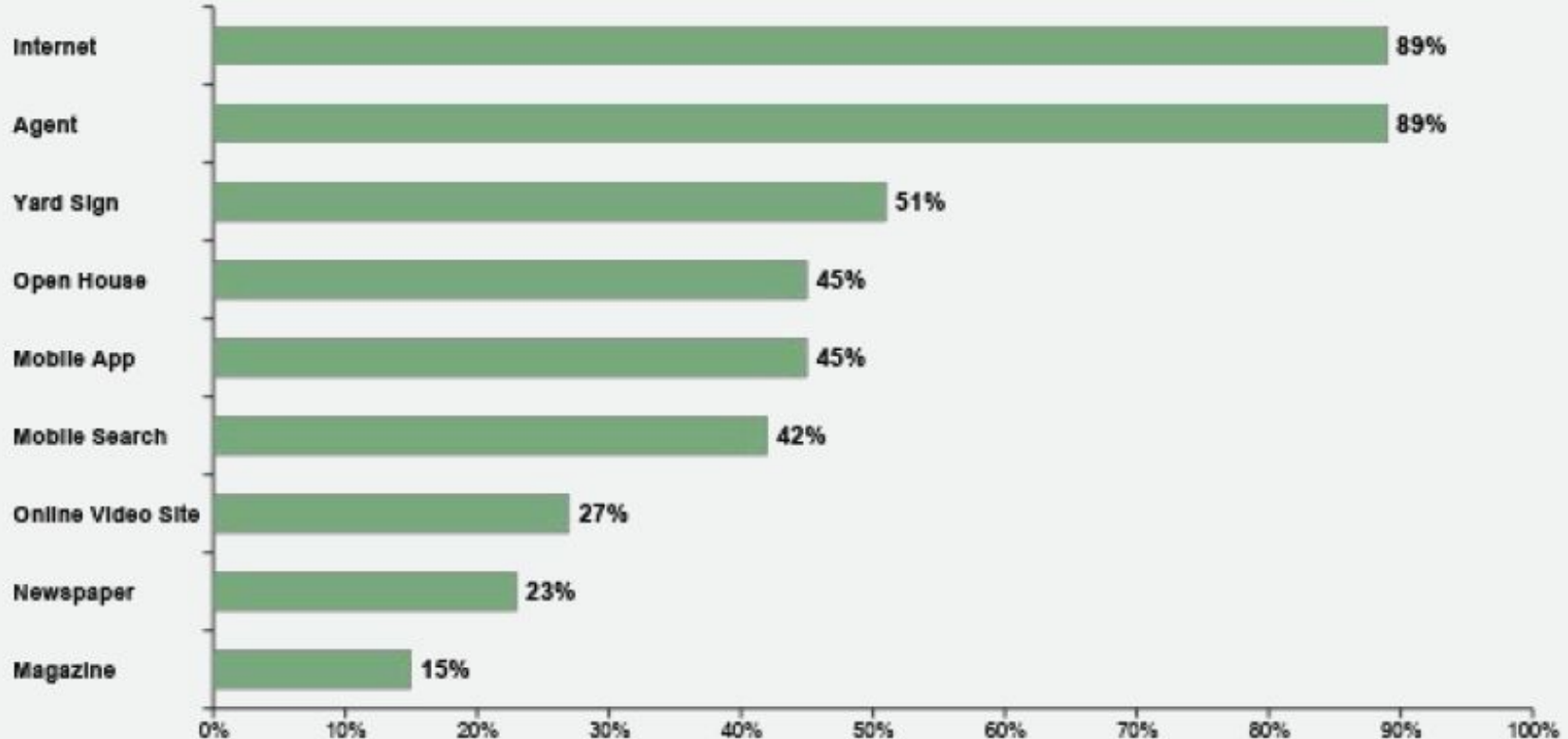
Where do Buyers start their Home Search?



The Home Search Process



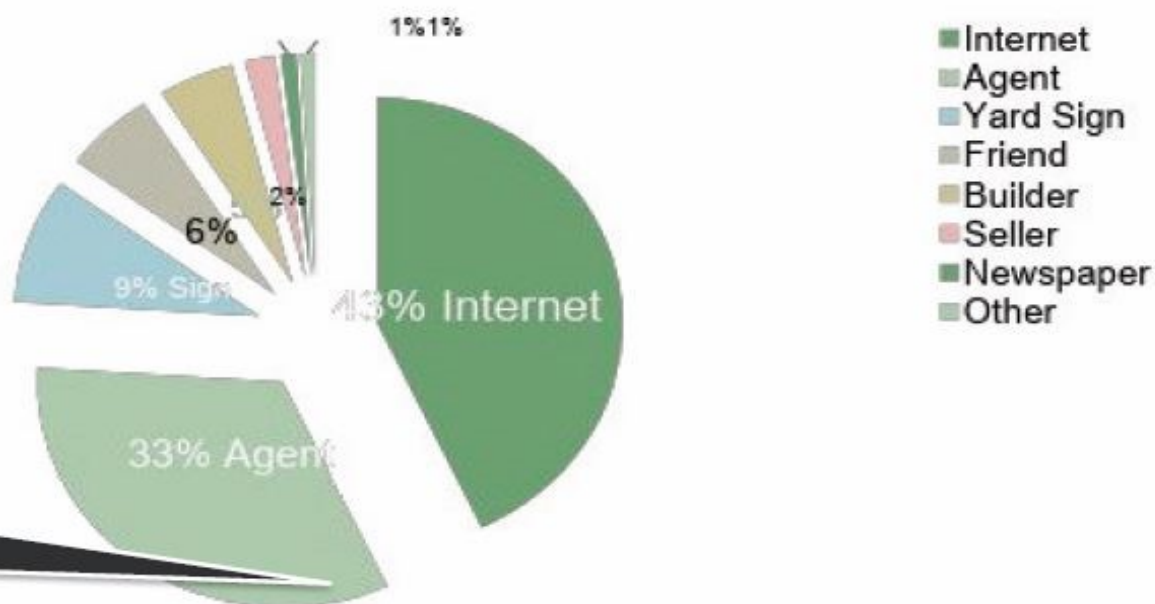
Information Sources that Buyers used during their Home Search





Where Buyers Come From

Where Buyers Found the Home they Actually Purchased Last Year.



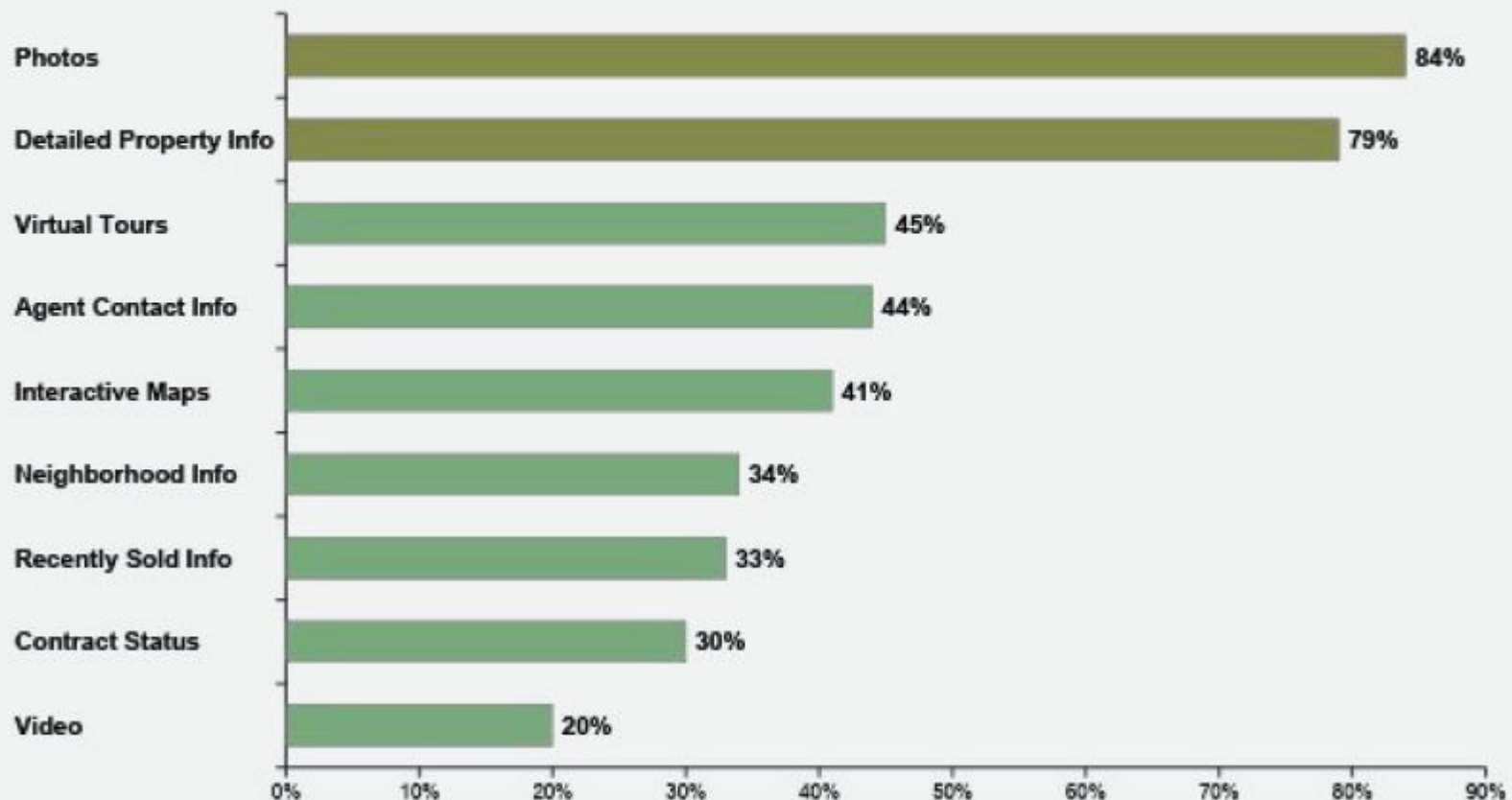
Only 1% of buyers found their home in the newspaper.



What Buyers Value



What Internet Buyers deem "Very Useful"





www.RealtyProsFL.com

THE NUMBER ONE INDEPENDENT BROKERAGE IN CLERMONT

TRUST THE PROFESSIONALS TO SELL YOUR HOME!

About Realty Professionals



Realty Professionals of Florida, LLC has been serving Clermont and surrounding areas since 2004. We are the number one independent brokerage in the area with a team of experts to assist you with all of your Real Estate needs. We have grown to be the largest independent company in Lake County with over 70 agents.

Our team knows how important your family and future are, therefore we strive to provide excellent, honest, reliable and professional services as you search for your new rental home, your dream home or someone to manage your investment home.

We offer properties for sale or rent as well as cost effective property management services for residential and commercial properties in Central Florida serving Lake, Sumter, Polk, Orange and Osceola Counties.

No matter your needs, we got you covered.

We are the Best of the Best!



We are highly skilled, highly trained, knowledgeable and unstoppable when it comes to getting your home SOLD!



Allow me to tell you more about myself:

Charlotte Rose has over 30 years experience in selling real estate in the south Lake county area.

She is a native Floridian who moved to the Groveland area in 1973 when she married David Rose. They were married for 39 years until his death in 2012 and were blessed with two daughters, Liz and Nancy. Liz and Nancy continued to bless them with two sons (in-laws) David Poe and Christopher Gandy and four grandchildren-Zack, Austin, Dylan, and Cheyenne. In her free time, she enjoys time with her family and her rescue dog Rudy.

During her career she has assisted in of all aspects of residential and vacant land sales. She has experience with small fixer upper type homes, starter homes, mobile homes, executive homes, lakefront homes, homes on acreage, lot sales, and acreage sales. No property is too small or too large for her to make your real estate dreams come true.

Charlotte is passionate about the needs and goals of her customers and specializes in bringing peace of mind to those new or struggling with the process. She is there with you through every step of the process from start to closing to answer any questions and keep the process on track.

She is also committed to becoming the best real estate agent she can be through continuing her education. She has designations as a Graduate Realtors Institute (GRI), Certified Distressed Property Expert (CDPE), Graduate Harris University and more.

Whether you or someone you know is moving across town, across the state, across the country, or around the world, she can help you. She is ready to go to work for you TODAY!!



Charlotte Rose

Licensed

Real Estate Consultant

Years of Experience: 34

Specializations: Residential, Golf Course Homes, Lakefront Homes, Luxury Homes, Homes on acreage, Farms and Ranches, First Time Buyers, Retirement Homes, Short Sales, Probate Specialist

Areas Served: Astatula, Clermont, Davenport, Gotha, Groveland, Howey In The Hills, Mascotte, Montverde, Oakland, Windermere

Brokerage

Realty Professionals of FL, LLC

Slogan

Results that "MOVE" You!

Designations & Certifications



My Commitment to You

To be **Honest** about every aspect of the home selling process. This will allow you to make difficult decisions with confidence and piece of mind.

To be **Aggressive** in our *Search* for your potential *Buyers*. Utilize our *active marketing techniques* to sell your home fast.

To **Communicate** to you all events relating to the sale of your home. You will Never have to say, "We never heard from our Agent." Together we specify how and when I will contact you!

To use "our" **Experience** and track record to get the job done fast. Success is our history NOT a promise!

To give your family **Exceptional** service, to care genuinely for your needs and earn the right to become your ***Family Real Estate Agent for Life!***



What do my customers say about my service?

My wife and I can't say enough good things about Charlotte Rose. She was so helpful in our house hunting search. She made herself available and treated us as though we were her only customer. Charlotte is a very knowledgeable realtor. She was able to answer all our questions and concerns. She's is excellent to work with because although she is very helpful when showing real estate, she is never pushy. Never once did we feel pressured to make a decision. The attributes that Charlotte possess that readily stand out are her honesty and friendliness. We definitely felt that she was always looking out for our best interest. I could go on and on about how enjoyable our home buying experience was but probably the best compliment that I could give Charlotte is that she is someone that we are grateful to call a friend. Jerry and Jean Shaffer

Happy Customer, new friends

Good insight into what I like. Best Realtor in town. Maria Valdes

Honest as the day is long! S Wynn

5 star True professional from start to finish.....have known Charlotte for a number of years, and can ALWAYS count on her for her thoroughness, integrity and flawless character. M and B Shell

I have worked with Charlotte professionally handling closings as well as she has assisted me with buying and selling. She is fantastic at she does on both the seller and buyer end, she is a go-getter, and really works for her clients. She knows her stuff and works diligently and efficiently to get the job done. I will continue to recommend her to everyone I know and use her for personal jobs as well. David Murray and Anna Maria Murray

Charlotte is by far, the most courteous, and knowledgeable realtor we have ever had the pleasure of dealing with. She is truly "there" for you and your specific needs, and excels in not being pushy. She is more concerned about you moving into your dream home as opposed to something that's just been sitting on the market and "needs" to sell. We have, and will continue to, refer and use Charlotte as our "go to" realtor when the need arises. Don and Janet Beasley, JLB Creatives Publishing



Marketing Strategy

- Advertising in over 900 websites
- Your listing will receive it's own personal website
- We offer the latest in technology driven tools to showcase your home.
- Email communication for every showing PLUS Feedback viewing & marketing reports.
- Utilize drones for Aerial photography that will make your home stand out from the rest!
- Promote your listing through our Agents mobile apps and websites giving your listing more exposure.



AERIAL DRONE PHOTOS

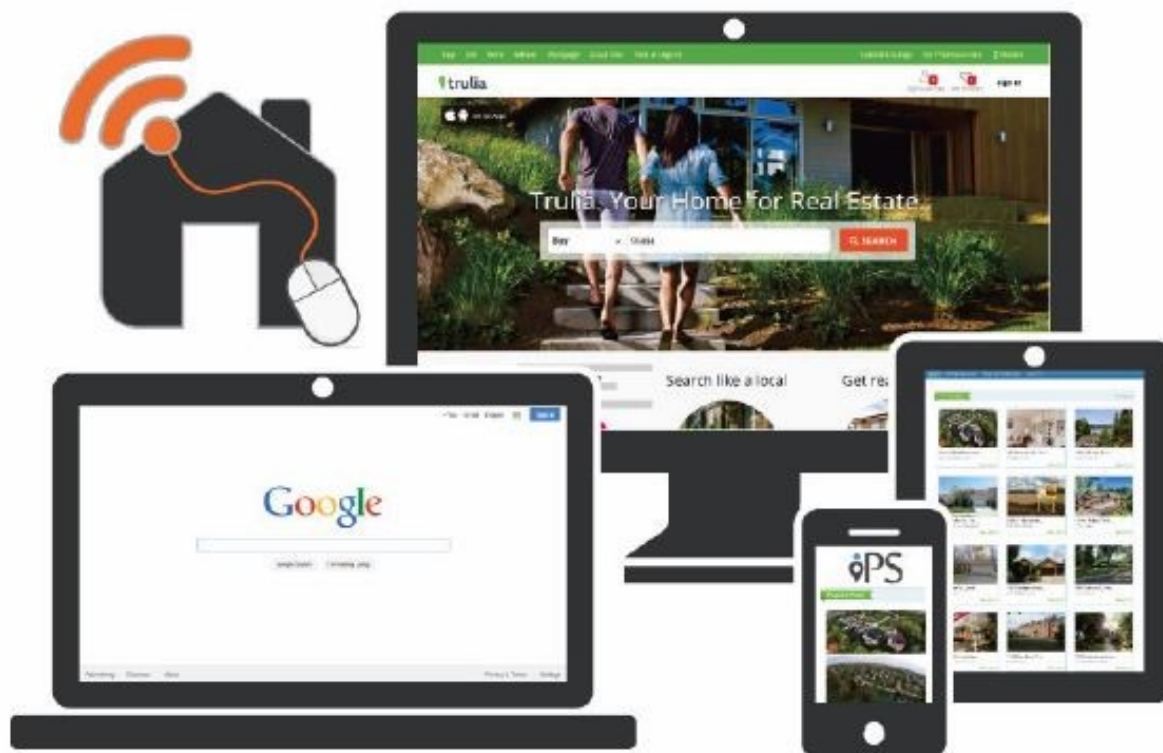




Where will your Property Appear Online?



My job is to make sure your listing gets seen. That's why I syndicate my listings to the major Property Portals and Search Engines.



Greater Exposure For Your Property Increases The Chance Of Sale

We've joined the industry's most extensive online marketing program.
Here are all of the websites where we'll submit your property once listed, and many of these
have extended networks as well, resulting in exposure on up to 900 different sites!



90% of home buyers use the Internet to search for homes.
These websites receive 100's of millions of visits each month.
This ensures that qualified buyers all around the globe
will be exposed to your listings.





Social Media Sharing Tools

When marketing real estate it's important to focus on the places where your target market is. People today spend far more time on **social networks** than they do perusing the local paper's listings.

My listings include a built-in posting tool that encourages social sharing. Not only will I post your listing on my Facebook Business Page, but others can share your listing on their social networks with a simple click of the mouse!





Professionally Designed Online Classified Ads



Craigslist is a powerful tool for generating tons of traffic to your property website. The ads I create are professionally designed to get **more buyers to your listing**. Your property will stand head and shoulders above the competition.

**My Craigslist flyers average a 15.9%*
Click Through rate!**

*I am also able to see how many people have viewed
your property on craigslist and how many clicked
through to your property website!*



*Craigslist flyers posted from Jan 2011 through March 2011 (total 907,798 views, 139,860 clicks.)

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A Website dedicated entirely to Selling Your Home!





Video Builder



Buyers love video! That's why I build a video for each listing. Creating a video is a great way to showcase all of the important selling features of your home.

Your Property Video can also appear on **YouTube!**





Mobile Ready



People are accessing Property Websites via their mobile devices more than ever before. That's why I have a mobile version created for every property I list. When a mobile visitor attempts to access your property site, they will be automatically redirected to a mobile version designed specifically for their device!

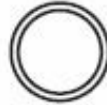


an even access your
details by scanning
your own QR code!





Mobile Lead Capture



My Smart Lead Capture service allows potential buyers to get property details ***instantly*** on their cell phone. This lead capture tool allows me to follow-up with the prospect immediately – **usually while they are still standing in front of your home!**





Every Property Deserves a Single Property Website



By creating a **unique property website** for each of my listings, I am able to attract online buyers as well as provide local buyers with fast and comprehensive information about your property.

These days, it's easy for properties to get lost among the thousands of real estate listings added to the market each and every day. ***Your single property website will ensure that your listing stands out from the crowd!***



All showing requests are handled through Showingtime then routed to our office. This ensures that the person calling is an agent and we can track who and when your home is shown.

It's Personal



All calls for showings and information on your property are handled professionally by our Staff and routed directly to a Realty Professionals Associate.

Technology has it's place, but we still believe in the personal touch.



My 8 Week Marketing Plan

(this is in addition to what the office does)

Much of the property marketing campaign rests in the consumer's ability to find the property online ... and to find the right information. The prelisting activities are designed to seed the marketplace and give the property the right impression right out of the gate.

Prelisting

The MLS story of the property is written with your input.
Featured Property Landing Pages are done
Photos (and drone photos-if applicable) are readied for publication
Property tour videos are uploaded to Youtube and Social Media
Property is listed on Craigslist
You will be requested to post the Facebook page to your social media
Showing system is set up

Week 1

Property is announced to the agents in my office
Property is uploaded into MLS
Property Video Tour is uploaded into MLS
Property is syndicated into Realtor.com
Information is given to your neighbors about your home

Ongoing:

Facebook Ad Campaign to people Most Likely to move
Property is on the company website and personal sites

Week 2

Social Media campaigns are reviewed and modified if needed
MLS listings and Photos are rearranged to move them to the top of the searches
Decision will be made as to whether or not you want an Open House
Client will share the Property Landing page on their Facebook page

Ongoing:

Week 1 is repeated

Week 3

Property is reposted on Craigslist
New Facebook campaign is started
Client shares the Property Landing page to their Facebook page
Open House (if desired) is promoted and held
Property is updated in MLS to move it to the top of the searches

Ongoing:

Week 1 is repeated

Week 4

Marketing campaigns are analyzed and modified

Marketing plan is now used to include the video

Craigslist ads are modified to include other cities like The Bronx

Ongoing:

Week 1 is repeated

Week 5

If online traffic is not converting into offline traffic, price must be re-visited to make sure its in line with the market

New CMA is prepared and Presented. If price is adjusted, Price is updated and new marketing campaign is initiated. New price is promoted to any agent who has shown the property.

I will share the link to the new Featured Property Landing page on your Facebook page

Ongoing:

Week 1 is repeated

Week 6

Marketing campaigns are analyzed and modifications are made as needed

Photos are rearranged in MLS to move the property back to the top of the searches

New fliers are delivered to the neighbors in case they have a

relative/friend that might want to move into the community

Ongoing:

Week 1 is repeated

Week 7

New Craigslist campaign is started

Photos of the property are promoted on Facebook page

I will share 3 photos of the property on your social media page.

We will evaluate whether or not you would like a Open House the following week

Photos or wording is rearranged on MLS to move it to the top of the searches

Ongoing:

Week 1 is repeated

Week 8

HELP email is sent to all the local real estate agents in my network

HELP social message is sent to the national network of real estate agents

Property Tour Videos are reposted to social network

Open House is promoted (If scheduled)

Ongoing:

Week 1 is repeated

Frequently Asked Questions

Can't we save the commission it ourselves? I agree you can save the commission by selling it yourself... are you aware that only 2% of all For Sale By Owners actually sell the home themselves and 98% are listed and sold by real estate agents. Can you afford to have only a 2% chance of selling your property.

Why don't we list high and come down later? I understand you want to list high to leave room to negotiate but have you considered the problem that creates for you? Most people won't even look at a house they consider priced too high. Would you rather have a reasonable offer on your home or not have the opportunity to negotiate any offers at all?

We have a friend in the business... I can appreciate that and almost everyone does. So let me ask you, do you need to sell this home or are you just looking to do your friend a neighbor.

The other agent said they could get us more money, why can't you? I can appreciate that and what you probably don't understand is that an agent will list your property overpriced assumes they can take your listing now and then start beating you up on price, week after week after week. Is that what you want? Who would? They are afraid to tell you the truth up front.

They other agent said they would do it for less... Let me ask you this, if they are willing to cut their commission that quick, what will they do with your money when it comes to negotiation??

What do you do to sell homes? That's a valis concern. Let me ask you, are you aware that there are two kinds of real estate agents? There are passive and active, I am an active agent, meaning when you list your home with me, I will spend all of my time actively marketing your home to qualified buyers as well as other active agents in town. Isn't that what you want?

You want someone who will work actively and aggressively to get your home sold right?