

DISCOVER A NEW LEVEL OF

MARKETING EXCELLENCE

WITH

1998

PHYLLIS STAINES

BROKER





A PREVIEW OF
PHYLLIS STAINES



PHYLLIS STAINES

Realtor®, Lic. Real Estate Broker
ABR, CRS, e-PRO, SRES, SSP, GRI

904.223.8471 (office)

904.476.7653 (cell/text)

pstaines@aol.com | www.pstaines.com



1998

PHYLLIS STAINES

BROKER

MEET PHYLLIS

Phyllis Staines is a full-time Realtor® and Licensed Real Estate Broker serving the Jacksonville, Ponte Vedra, and Beaches areas since 1998.

Phyllis is known locally as a trusted real estate advisor and is the co-author of *"Get the Best Deal When Selling Your Home"* Northeast Florida edition. She has been answering reader's questions since 2005 in her weekly "Ask Phyllis" blog in Saturday's *Florida Times Union* newspaper. Phyllis believes in coming from contribution and has one of the longest running real estate blogs in northeast Florida.

Phyllis is one of a few Realtors® who offer Single Agency, meaning she has a fiduciary responsibility to you. You wouldn't use your spouses' attorney in a divorce, so why would you use an agent who doesn't offer single agency? The majority of Realtors® in Jacksonville act as Transaction Brokers, which means they do not represent either party. When interviewing your next Realtor®, ask them to explain agency and who they represent — you may be surprised.

Phyllis earned her B.A. from Rutgers College in 1984 and earned her Masters degree with honors in business management in 1996 from Webster University. She is a graduate of the Real Estate Institute (GRI) and was one of the first Realtors in the country to earn the Internet Professional designation (e-PRO). She has also earned the prestigious Accredited Buyer Representative (ABR), Certified Residential Specialist (CRS), Seniors Real Estate Specialist (SRES), 203K Specialist, and Short Sale Professional (SSP) designations. Phyllis was named Realtor® of the Year in 2004 by the Northeast Florida Association of Realtors®, achieving one of the highest honors awarded by her peers.

Phyllis is a contributor for local media outlets and has been featured in the *Florida Times Union*, *Florida Realtor Magazine*, *Jacksonville Magazine*, *Realtor Magazine*, *The Jacksonville Business Journal*, *The Jax Daily Record*, *Realty Builder Connection*, *The Beaches Leader*, and MSNBC.

She served as the Foundation Secretary and Board of Director for the The Donna Foundation from 2004-2014, and Board of Director for the Northeast Florida Multiple Listing Service from 2000-2003. Prior to entering real estate, Phyllis spent over 15 years in the brokerage divisions of E.F. Hutton, Merrill Lynch, Barnett Bank, and Bank of America. She has an extensive background in finance, management, technology, sales and service.

FULL-SERVICE REAL ESTATE

When you hire Phyllis Staines, she will become your home's:

MARKETING MANAGER

- Showcasing your property with the finest marketing
- Developing and implementing a customized marketing plan
- Determining the best price in line with market forces
- Communicating regularly so you are informed

LIAISON MANAGER

- Introducing new buyers to your property
- Pre-qualifying the buyers to avoid time wasters
- Providing you with timely updates on viewings and feedback

NEGOTIATOR

- Presenting and negotiating with potential buyers on your behalf
- Advising you on the merits of each offer
- Always keeping your best interests as first priority

CLOSING MANAGER

- Providing information to the buyer in a timely manner
- Overseeing all inspections
- Liaising with your lawyer/notary and delivering necessary documentation
- Facilitating answers, resolving any issues during the closing process, and ensuring the process is completed seamlessly

CONCIERGE

- Providing you with access to experts, including legal advisors, insurance experts, builders, landscapers, interior designers, rental experts, home stagers, painters, handymen, home inspectors, and moving services

DEDICATION AND COMMITMENT

JUST ASK MY CLIENTS:



We couldn't have succeeded in this process without the leadership and guidance of Phyllis. As out-of-town sellers, we relied on her recommendations for preparing the home, including suggestions for experienced, verified service providers. By following her advice, our home sold quickly (first day of showings) and for above asking price! Her local knowledge and resources are surpassed only by her winning personality and ability to deal with whatever comes up. We would (and already have) recommended her to anyone looking for an honest, hardworking Realtor who 'does it all' with charm, grace, and a sense of humor. Phyllis was a total blessing for us and we're grateful to have contracted with her. — *5-Star Zillow Review*



We wanted top dollar, and Phyllis walked us through what was needed to be successful, including dropping in and checking on our contractors every now and then and texting me on the weekends reminding me to mow the lawn and keep the hedges in shape. She worked with us for a month and a half before she felt the house was ready to show. We got an offer the first day for full price. It fell through, but Phyllis persevered. We got several offers, but Phyllis assured us we could get full price. A month later we did, and closed a few weeks after that. Phyllis is very knowledgeable about the area and about what it takes to sell a house. I found selling a house stressful but had complete faith that Phyllis would see us through it. And she did! — *5-Star Zillow Review*



Phyllis is an outstanding Realtor. Her expertise and professionalism and exemplary. She pays attention to details and is extremely helpful in all aspects of the selling process. She always keeps you informed on what is happening during the process. Phyllis is a wonderful person and I highly recommend her. A note from my daughter: I live halfway across the country. I was able to rest easy knowing that my parents were in Phyllis's capable hands. She kept me informed throughout the process as well. Phyllis is amazing, You will be thrilled to have her as your Realtor. — *5-Star Zillow Review*





DETERMINING THE
**VALUE OF
YOUR HOME**

THE OBJECTIVE

Our mutual objective is to sell your home:

- › **FOR THE HIGHEST POSSIBLE PRICE**
- › **IN THE SHORTEST AMOUNT OF TIME**
- › **WITH THE MOST FAVORABLE TERMS**

Prior to any marketing strategies being implemented, it is critical to go through a process of discovery - determining the fair market value, the barometer of current market conditions, and reviewing the variety of factors that will help us prepare your home for sale.

Selling fine homes requires a different level of expertise and strategy and exceptional marketing to the right buyers is key to maximizing the true value of your home.





INFLUENCES ON THE VALUE OF YOUR HOME

With any marketing strategy, it is important to research the market conditions that are currently influencing the marketplace and the value of its products.

"Market value" is the highest price at which a property will sell on the open market, given a reasonable time period to find a qualified buyer.

What a property is truly worth - whether that is higher or lower than the selling price - and what a buyer is willing to pay for it, is known as the "Fair Market Value" as the buyer is influenced by the following criteria:

- Location of the property
- Condition of the property
- Buyer demand
- Prices of similar properties on the market
- Recent sales of competitive properties
- Availability of financing





MARKETING STRATEGY
**FOR SELLING
YOUR HOME**

MARKETING FOR MAXIMUM EXPOSURE

Selling your home can be a very exciting experience, but it can also be an emotional one. As a real estate professional, I have found that the best way to sell a home is through partnership and teamwork — by combining your requirements and goals with my knowledge, expertise, effective marketing strategies and extensive brokerage resources.

Together we will:

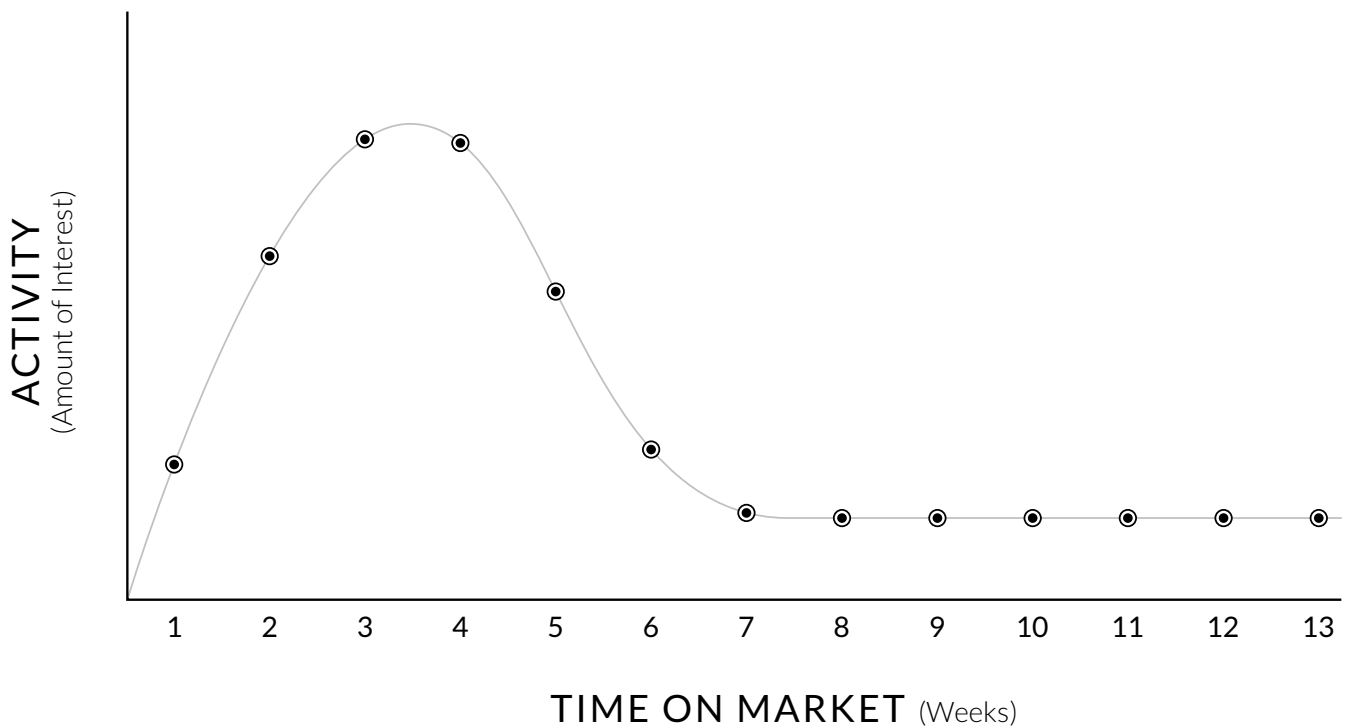
- Prepare for the "Window of Opportunity"
- Leverage the attributes of your location
- Prepare and present your home ready for sale
- Highlight your home's features through professional photography
- Showcase your home to the market through professional and strategic marketing
- Maximize the exposure of your home through my extensive network
- Leverage the brokerage's reputation and recognition
- Cooperate and communicate to maintain your home's perception of value
- Promote your home locally, nationally, and internationally
- Maximize your home's web exposure
- Prepare your home so that it is always ready to be shown to potential buyers
- Discuss and review the market's analysis of your home — feedback is essential to knowing the perceived value and potential for negotiation
- Finalize your sale
- Find your next home

THE WINDOW OF OPPORTUNITY

The "Window of Opportunity" is the period in which your home will receive its maximum exposure — typically when your home is new on the market.

In order to capitalize on this window, it is crucially important that your home is ready for sale: priced at Fair Market Value, is prepared to showcase its features and attributes, and a marketing strategy is implemented to further increase its exposure.

MAKING THE MOST OF INITIAL INTEREST



- Graphic for Illustrative Purposes Only -



MARKET YOUR LOCATION

According to real estate convention, the three most important criteria to consider when buying a property are: LOCATION, LOCATION, LOCATION. In fact, buyers are often attracted to a general location, a neighborhood, or even a certain street well before settling on a specific home.

Understanding your location's positives and negatives are important to know when determining price, but are actually very significant in the marketing of your home. Misconceptions, preconceptions, and knowing the nuances of your home can make a difference in how a home is marketed, when it's shown, and how it is positioned — one person's displeasure can be another's delight!

PREPARE TO PRESENT YOUR HOME

First impressions are lasting. Preparing your home is one of the most difficult, emotional, and critical steps to maximize its value. Together, we will review, recommend, prepare, and create an environment that is appropriate for the type of buyer looking to purchase your home. No matter how stunning, loved, or well-maintained your home, it is important that you view it with critical objectivity, and whether it needs simple changes or major repairs, these should be addressed before the home is listed.



PROFESSIONAL PHOTOGRAPHY

Photography must reflect your property. Whether in print or on the web, these photos are often the first impression that a potential buyer will receive. A photoshoot is the time when a home must shine — both figuratively and literally. A fully prepared home that is clean, tidy, with clear sightlines, and shot in its best natural light will speak volumes to the viewer before and after the home is visited.



DIGITAL TOOLS

Using current technology helps showcase the true essence of the property and its environment. Video, 3D virtual tours, and aerial drone footage all provide a realistic depiction of the intended space and livability.



HOME STAGING

According to The National Association of REALTORS®, 83% of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home, and 44% say it increases the dollar value offered. Additionally, 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market.



PROFESSIONAL AND STRATEGIC MARKETING

Sophisticated and professionally prepared marketing is essential to maximizing your home's exposure and requires more than just listing the property for sale on the Internet and the local real estate professional's listing service. It needs to be a carefully prepared, strategically implemented plan. Your home must become a highly prized item — launched on the market with maximum impact, to create the right exposure, and reach the right buyers. A comprehensive and customized marketing strategy will compliment the time, money, and energy that you have invested in your home.



SIGNAGE

The trusted yard sign is the #1 way to let buyers know your home is for sale. It is fast, effective, and easy to spot.



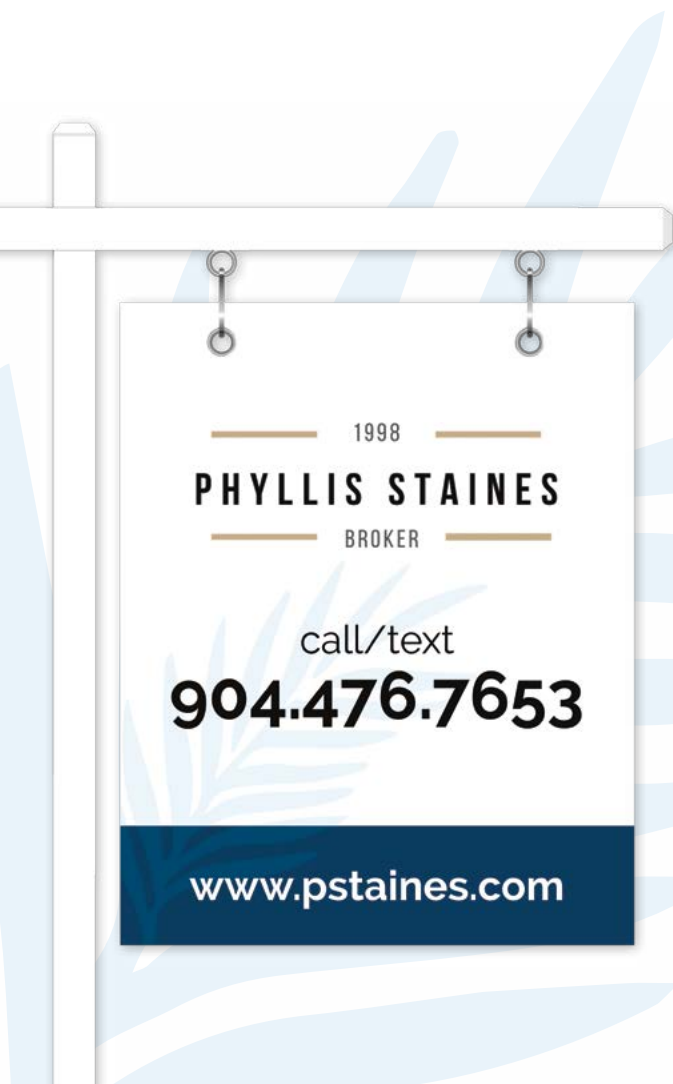
PUBLIC & PRIVATE SHOWINGS

Home tours and open houses are ways that other real estate agents see your home and recommend it to their potential buyers. This is why preparing the home is so important — sometimes real estate agents are more particular than buyers.



PRINT ADVERTISING

Your home will be exposed to prospective buyers through local and national advertising as well as various real estate publications.





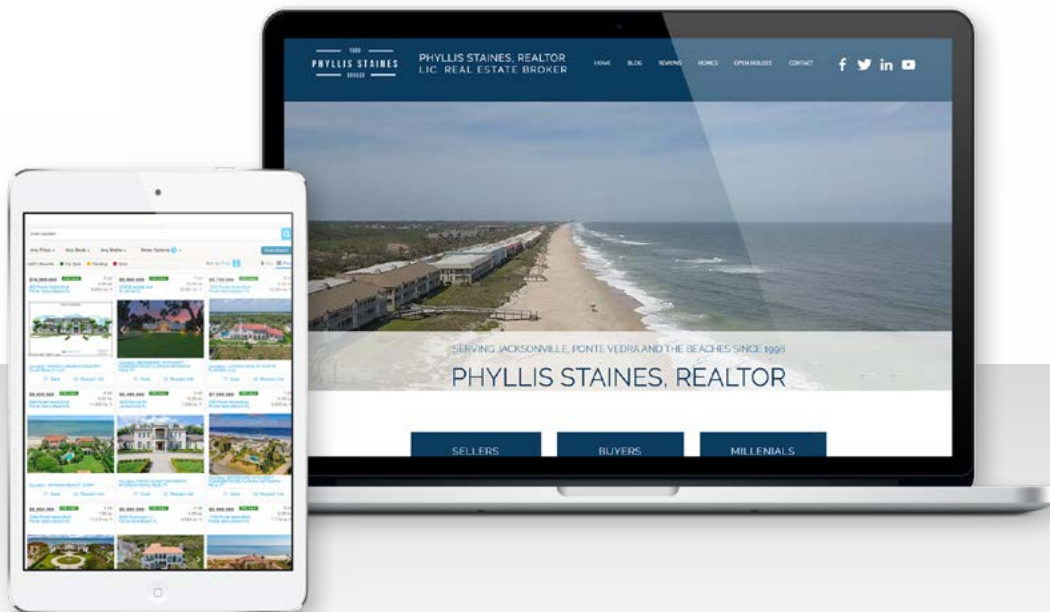
NETWORKING AND REFERRALS

Real estate agents have a large database at their disposal, especially their networks with other agents. Referrals are especially important, as you will want to work with a well-respected agent with an extensive network of contacts.



WEB EXPOSURE

95% of buyers view homes online as their first step in the home buying process. Posting your home on the web increases its exposure, allowing it to easily be seen locally, nationally, and globally via computer, tablet, or cell phone.



PROFESSIONAL PRINTING AND DIRECT MAIL

The power of showcasing your home and its unique features through professional photography and sophisticated marketing materials is crucial to setting your home apart from the competition. Promotional materials that feature your home and are mailed to your neighbors, potential buyers, and other real estate professionals is one of the most powerful ways to spread the message that your home is for sale.

Your neighbors will be first to tell their friends and family about your home — they already love their community so they are your biggest advocates! Also, knowing where the potential buyers are locally is powerful — after all, 78% of homeowners purchase within close proximity to their present home.



A PLATFORM FOR 24/7 WEB EXPOSURE

With nearly 95% of home buyers beginning their search on the internet, we'll want to ensure that your home receives maximum online exposure. As part of the marketing plan, your home will reach consumers and real estate professionals across the globe through my extensive online partnerships.





SHOWING THE HOME

According to real estate convention, the three most important criteria to consider when buying a property are: LOCATION, LOCATION, LOCATION. In fact, buyers are often attracted to a general location, a neighborhood, or even a certain street well before settling on a specific home.

Understanding your location's positives and negatives are important to know when determining price, but are actually very significant in the marketing of your home. Misconceptions, preconceptions, and knowing the nuances of your home can make a difference in how a home is marketed, when it's shown, and how it is positioned — one person's displeasure can be another's delight!

MARKET ANALYSIS

My market analysis report is compiled from a system that tracks your showings, all Realtor and buyer feedback, as well as my marketing effectiveness on your home. This report provides you with an in-depth analysis and a comprehensive list of actions, recommendations, and objectives.

FINALIZING THE SALE

A myriad of details must be attended to before the sale becomes final, including offers, counter offers, inspections, disclosures, contingencies, loan documents, insurance, mortgage approval, and escrow items. This final step can be overwhelming with all its moving parts.

Whatever the next step may be, know that I am here to guide you through this final process — to keep in constant communication, track the proceeding, and keep things on schedule.







SEARCHING FOR YOUR
**NEXT DREAM
HOME**

LOCATING THE RIGHT PROPERTY

If you are looking to buy another property, let my knowledge of your requirements, needs, likes, and dislikes be the foundation of a new search — from finding the perfect buyer to locating your next perfect dream home.

It takes more than just searching for a home on the internet, so allow my extensive network of connections, strong marketing skills, and exceptional knowledge open the right doors.



**EXCLUSIVE
NETWORKS**



**STRATEGIC
ONLINE SEARCH
TECHNOLOGY**



**INSIDE LOCAL
KNOWLEDGE &
CONNECTIONS**



**SUPERIOR
PROSPECTING
CAPABILITIES**

DEFINING YOUR GOALS AND OPTIONS

In the search for your perfect home, we must define the goals and reassess your requirements so that we approach the search with complete insight. This will enable the creation of an appropriate action plan and expected timeline.

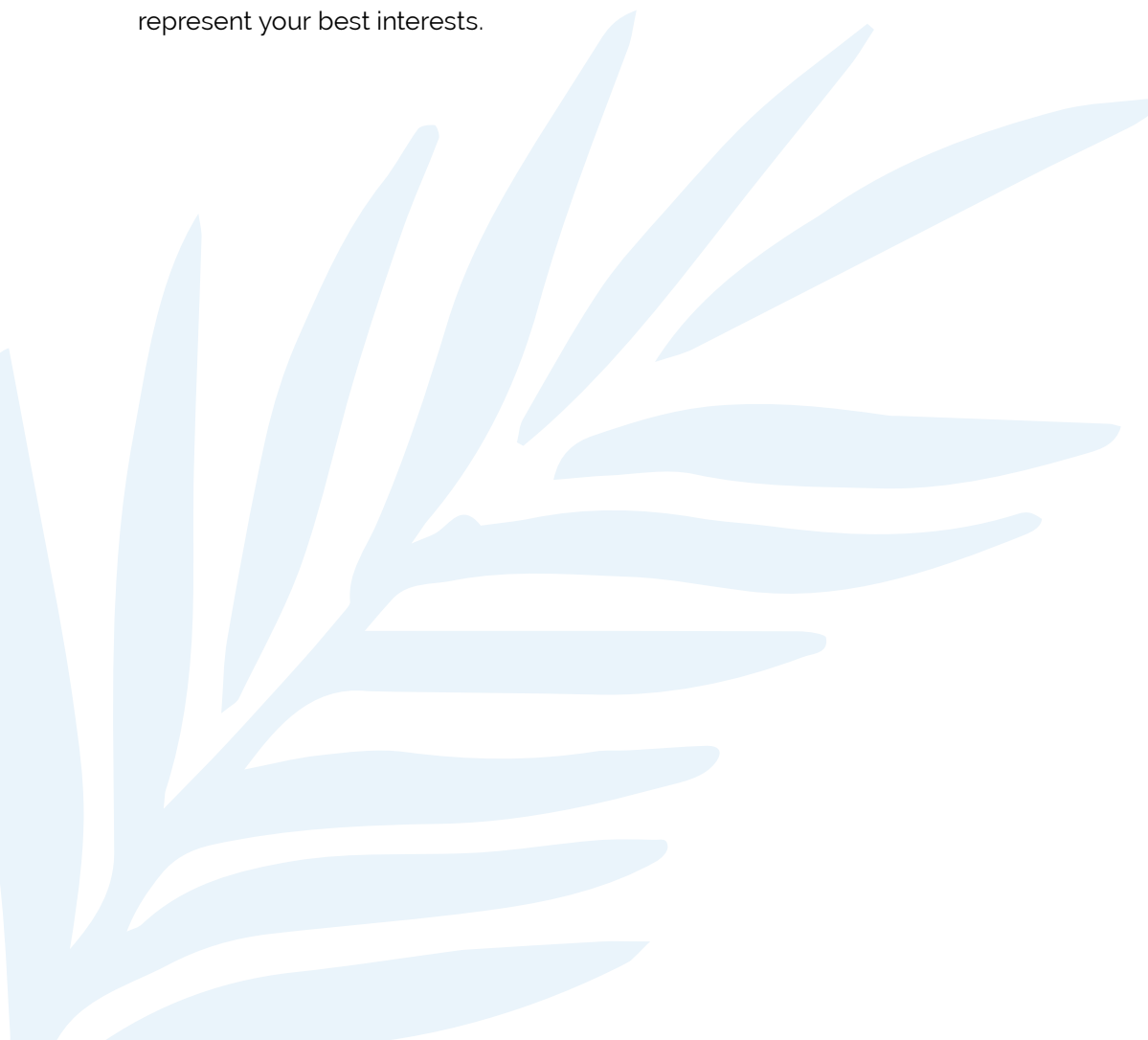
- Where are you thinking of moving — local or out of state?
- Do you have a budget?
- What do you and your family need from your next home?
- Are you looking for a turnkey or renovation property?
- What are your essential requirements during our search?
- Are there any financial considerations?
- When is the ideal time for you to move?

This information will enable a qualified search. Equally, it is important to ensure that we research the true value of homes and that their current selling price reflects an amount that the property is “worth” to you.

MY COMMITMENT TO YOU

When helping you look for a property, I will make recommendations based on my experience and local knowledge, in addition to having access to a variety of technology, a wide network of area agents, and homes not yet on the market. A comparison chart and thorough objective inspection of each home, combined with such factors as market data and resale potential, will help in narrowing your search. By building a checklist, we can better evaluate each home and review together the important criteria of homes visited.

And when you find that perfect home, I will help negotiate the best offer based on the condition of the home, length of time it's been on the market, activity, location, and urgency of the seller. Ultimately, I will protect and represent your best interests.







I'd like to thank you for giving me the opportunity to present this preview of the marketing services I can offer you and your property.

I'd be honored to assist you with the sale of your present home and the purchase of your next home, and the next one, because I'm not just providing a service, I'm building a relationship. Please let me know when I can be of service.

- Phyllis Staines

1998
PHYLLIS STAINES
BROKER

904.476.7653 | pstaines@aol.com | www.pstaines.com