

LET'S GET YOUR HOME SOLD

JB

DALTONWADE
REAL ESTATE GROUP



Julchen Zamora

ABR SRES RENE RSPS e-PRO AHWD RENE MRP PSA SFR RESA REALTOR

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Dalton Wade Real Estate Group

ABOUT JULCHEN



I have made West Florida my Home for over 10 years, finding delight in the community and the people in it. I love the opportunity to assist those whose dreams are to be part of this amazing and diversified town. Always pursuing my main goal of providing optimal service and exceed in dedication helping my clients sell or buy a home in beautiful West Florida, as a native of Cuba I'm proud to be able to provide bilingual service in Spanish & English. I don't just help people to buy or sell a house , I help them achieve their goals, and live their dreams!

ABOUT DALTON WADE

Our team of experts represents the best and brightest in the industry, and we're always striving to lead the field in research, innovation, and consumer education. Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With our extensive knowledge and commitment to providing only the best and most timely information to our clients, we are your go-to source for real estate industry insight and advice.



MY UNIQUE SELLING PROPOSITION

I'm a firm believer in excellent service and communication, unquestionable ethics, and the utmost level of satisfaction for all those who allow me the distinction and privilege of representing them.

I'm devoted to acting in the best interest of my clients while guiding them through a pleasant and learning experience. I stay conscious that behind every transaction is a person or a family trusting me with the most important investment they will make or possibly the largest asset they have.

I strive to steadily inspire trust, happiness, and enthusiasm over the path of the transaction.

I believe in lifelong relationships and in establishing customers for life, as a native of Cuba with a heavy background in the educational field I'm proud to be able to provide bilingual service in Spanish & English.

That is what a genuine and trusted professional, with the heart of a teacher, does.

MY SIGNATURE APPROACH

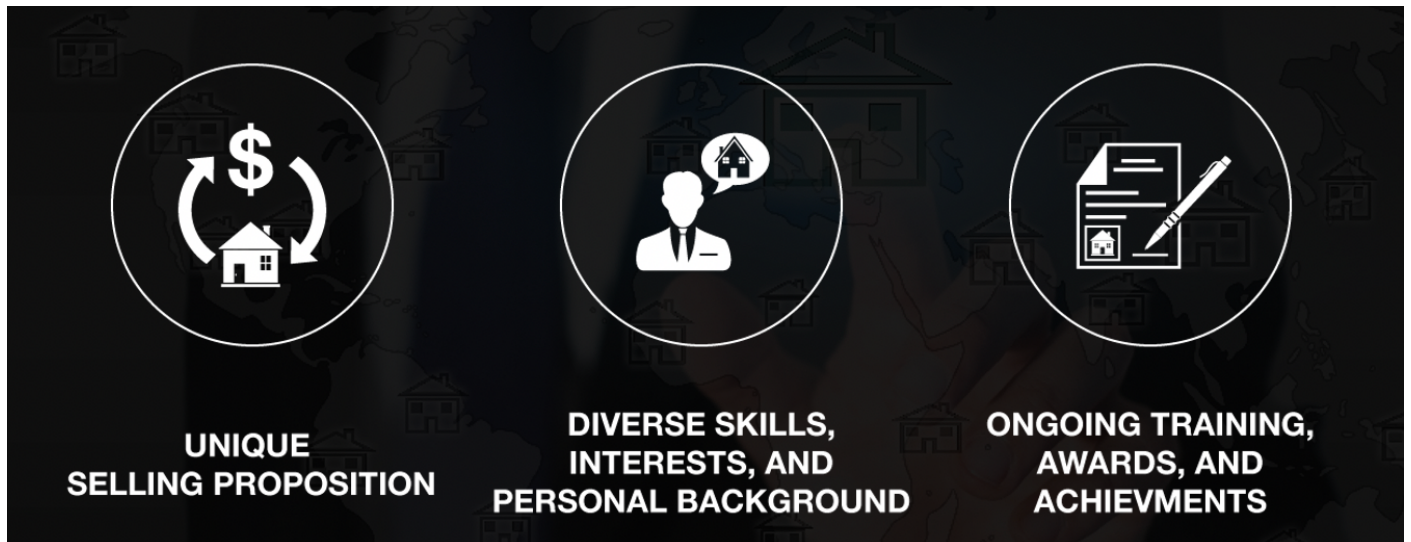
I believe in an upfront no-nonsense approach to selling real estate

I will tell you if either I or my company is not the best fit for your situation

I will be honest about the pricing of your property

I will maintain open daily communication

WHY I'M DIFFERENT



I have earned the following Designations & Certifications

ABR ACCREDITED BUYER REPRESENTATIVE
SRES SENIOR REAL ESTATE SPECIALIST

RSPS RESORT AND SECOND PROPERTY SPECIALIST

AHWD AT HOME WITH DIVERSITY

RENE REAL ESTATE NEGOTIATION EXPERT

RESA REAL ESTATE STAGER ADVOCATE

MRP MILITARY RELOCATION PROFESSIONAL

PSA PRICE STRATEGY ADVISOR

e-PRO ADVANCED DIGITAL MARKETING TECHNIQUES

SFR SHORTSALE FORECLOSURE RESOURCE

REALTOR

- Only Real Estate Agents who are members of the National Association of Realtors® can use this term
- Realtors subscribe to a higher code of ethics.
- Realtors are required to have additional education
- I'm a member of the Local, State, and National Association

LISTING MANAGEMENT CHECKLIST



PRE-LISTING

- Prepare valuation
- Preview other listings
- Call other listing agents and agents of recently sold listings
- Compare valuation with other agents in office for second opinion
- Prepare all the necessary agreements and disclosures
- Order preliminary title report

LISTING APPOINTMENT

- Discuss clients' goals Identify improvements at property
- Discuss pricing and timing strategy
- Decide if it is a good client/agent fit. Is this a win-win?
- Execute paperwork, disclosures, and client to-do list
- Enroll in a Home Warranty

POST LISTING

- Final review of valuation and new market activity
- Hire photographer or take pictures
- Hire staging company
- Video tour
- Measure interior of home
- Install yard sign
- Input all the data into the MLS database
- Scan and upload disclosures and contract preparation docs to MLS
- Update any other third-party sites like Zillow.com
- Update company website and personal website
- Create property website
- Upload photos or videos to YouTube for SEO (Search Engine Optimization)
- Share on social media pages
- Advertise home on social media sites
- Schedule open house
- Prepare open house marketing materials
- Post open house on Zillow, Craigslist, or in local paper
- Prepare property brochures
- Create Just Listed postcards
- Promote listing to in-house brokers
- Promote listing to outside brokers
- Email market listing to database

Monitor market changes, new listings/sold listings

Contact client regarding market changes

Answer any questions or concerns from clients

Field and answer questions from other agents and prospective buyers

Show home to any prospective buyers who contact agent directly

Receive offers from other agents

Review and compare offers

Contact buyer's lender and verify buyer's qualifications

Negotiate and counsel client on offers

Prepare and calculate estimated net sheets for clients

Advise other prospective buyers of current offer

Prepare counteroffer if applicable

Execute acceptable contract

UNDER CONTRACT OR IN ESCROW

Send contract to title company

Update status in MLS and other databases

Cancel or update open house status

Upload contracts and executed disclosure for brokerage and state requirements

Update calendar with all dates and deadlines

Request or send HOA documents for buyers

Handle inspection and appraisal requests

Negotiate inspection and appraisal issues

Review any title insurance issues

Present any modifications, such as date changes, to clients

Prepare and schedule closing

Attend closing

Facilitate utility transfer and new owner questions

POST CLOSING

Upload all documents for brokerage and file storage requirements

Follow up with clients regarding move out and transfer of possession

Follow up with other agent regarding move in and possession

Follow up with clients one week after closing to see if there are other questions

WHAT OUR CLIENTS SAY



We highly recommend Julchen as a realtor. The measure of her realty knowledge is unprecedented. No question went unanswered. Honesty prevailed during our dealings Julchen Zamora is honest, very professional, attentive to detail and very easy to work with. She stayed the course of buying /closing process and achieved our expectations in a time frame that fitted our schedule perfectly. I agree that Julchen is an straight shooter and extremely honest with his clients. I can highly recommend Julchen Zamora to anyone seeking a truly honest/professional Realtor

She is very professional and patient. We will highly recommend her to all my friend and everyone that want to buy their home. She works hard and get what is best for her customer



Wuaoooo she is amazing!!!! She is the perfect person and professional that can turn your dreams into a real life,she changed our life for ever,she never give up and make you feel strong even when the process looks like is not going throug.she always thinking in your benefits ,she takes care about every single detail.you can contact her anytime you need her and always has the right explanation for you,thanks a lot Julchen Zamora ,we love you!!!!



THE PROCESS

Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then I can have your home on the market in as little as 48 hours.

MEET WITH YOUR REAL ESTATE PROFESSIONAL

REVIEW COMPARATIVE MRKET ANALYSIS, AND ESTABLISH THE PRICE

PREPARE YOUR HOME FOR THE MARKET

LIST THE HOME FOR SALE

OFFERS AND NEGOTIATION

GO UNDER CONTRACT

FINAL DETAILS

CLOSING

FORMULA FOR A SUCCESSFUL HOME SALE



MARKET PREPARATION



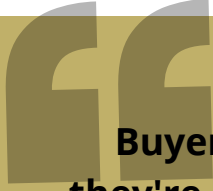
STRATEGIC PRICING



MARKETING



MARKET PREPARATION



Buyers decide in the first eight seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first eight seconds.

-Barbara Corcoran

Improve your landscaping. Curb appeal is crucial to a good first impression, so make sure your home's lawn is immaculate. Mow the lawn, prune the bushes, weed the garden and plant flowers.

Clean the outside. A sloppy exterior will make buyers think you've slacked off on interior maintenance as well. Be sure to clean the gutters and pressure wash your home's siding.

Make repairs. In a buyer's market, you want your home to be in the best condition possible. Take care of major defects like broken windows or a leaky roof that could discourage buyers.

Make the front door inviting. A fresh coat of paint, especially in a color that contrasts with the home, will make the front door stand out. Replace faded house numbers so buyers can see them from the curb.

Buy a new welcome mat.

Let buyers know they're invited into your home.

Remove clutter and depersonalize. Buyers want to envision their belongings in your home. Clean up by renting a storage unit for knickknacks, photos, extra furniture and other personal items.

Organize closets and drawers. Messy closets give the appearance that your home doesn't have enough storage space.

Make every surface shine. From ceiling fans to floors and everything in between, clean your home until it sparkles.

Take color down a notch. You might like your lime-green bedroom, but it may sour buyers. Paint your walls a neutral color that will appeal to a wide range of buyers.

Eliminate bad odors. Hide the litter box and spray air neutralizer throughout your home. When showing the home, fill it with inviting smells by putting out fresh flowers and baking a batch of cookies.

MARKET PREPARATION

SHOULD YOU STAGE YOUR HOME?



Home staging is a marketing tool that focuses on the presentation of a home to the real estate market to promote a faster sale for top dollar. Home staging should also be used as an advertising tool to visually prepare your home for the real estate market. Home staging helps to sell a home by promoting its best features and showing the home in the most aesthetically pleasing way to potential buyers. Home staging highlights features of the property, adds value, and helps to present the house as a model home. Be sure to place just as much thought and consideration into home staging as other marketing tools considered in listing your real estate.

Home staging has become a "must do" for sellers. Some 77% of buyer's agents said home staging makes it easier for prospective buyers to visualize the property as a future home. Staged homes sell faster and for more money than those that are unstaged, according to industry analysis.

PROS

CONS

According to the National Association of Realtors®:

The average cost of staging a home is \$675 49% of agents believe staging makes a difference 47% believe it has some impact on buyers 4% believe it has no impact at all

HOME STAGING CHECK LIST

Bedrooms

Depersonalize the décor and make it gender neutral, including in kids' rooms
Declutter all surfaces (end tables, dressers) and leave only a few key pieces of décor on them (such as lamps and flowers)

Put away jewelry and other valuables in a safe place
Declutter and organize your closet

Other Spaces

Address any awkward spaces and stage them to make them more appealing to buyers ([click here for tips on how to deal with awkward spaces](#))
Declutter your home office, clear off the surfaces except for a few key items and décor, put away and secure important documents, and create as much open space as possible
Declutter and organize the garage

Bathrooms

Do a deep clean and polish everything
Make necessary repairs like re-caulking around the tub and sink
Switch out outdated elements like unappealing tile and flooring
Declutter the countertop and cabinets and organize the latter
Create a spa-like appeal with elements like a white bathrobe hanging on the door, luxurious white towels, apothecary jars filled with pretty soaps or loofahs, flowers, and candles

Curb Appeal and Backyard

Make sure your house numbers are visible from the street and look good, and that the mailbox is in great shape
Power-wash the exterior of the home including the façade, driveway, sidewalk, and front porch
Clean out the gutters
Make any necessary repairs to the exterior of the home
Add a fresh coat of paint to the front door and make sure any light fixtures are clean and updated
Put out a simple, pretty welcome mat
Clean up the yard, fertilize the grass, and add colorful plants to the landscaping
Trim back trees and shrubs to make sure buyers can see the house and that plenty of natural light can make it inside
Make any outdoor living spaces appealing with comfortable furniture and stylish décor

Preparation

Evaluate each room from a buyer's perspective

Talk to a local real estate agent and professional home stager for customized advice

Make any necessary repairs (consider hiring a home inspector to find out what needs to be done)

Kitchen

Clean everything off the countertops to show as much counter space as possible except for a few key decorative items like flowers, apothecary jars, or a bowl of fruit

Put away small appliances If the cabinets are outdated, update them with a fresh coat of paint and new hardware

Declutter the cabinets and organize the items so buyers will see that they offer plenty of storage space

Declutter and organize the pantry

Clean the entire kitchen, including the interiors of the cabinets and appliances

Evaluate the appliances and consider updating them before listing the home if they are in subpar condition

Clean the trash cans and move them out of sight if possible

Declutter and Depersonalize

Go through every room and get rid of anything you no longer want or need

Depersonalize the décor with a neutral color scheme

Get rid of features like wallpaper, popcorn ceilings, and outdated carpet Edit the décor on shelves and surfaces so there is less visual clutter

Put away family photos, kids' artwork, certifications, toys, and pet supplies Make sure there is a natural traffic flow in each space by rearranging furniture and getting rid of any pieces that are too bulky

Allow as much light in as possible and add artificial lighting to dark corners

Thoroughly clean the entire home

Living Room

Evaluate the traffic pattern and make sure there is a natural flow through the space

Get rid of bulky or unnecessary furniture to create more space

Edit the shelves and surfaces so there is minimal décor left and more open space

Put away movies, video games, and magazines

Gather small items like television remotes in a pretty box

Cover outdated furniture or bold patterns with neutral slipcovers

Accent the sofa and chairs with pretty accent pillows If you have one, clean out the fireplace and stage it (such as with a stack of wood or tools)

STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay in the market longer. The longer a house stays on the market, the less it will be worth. Your property attracts the most interest in the first 3 weeks.

COMPARATIVE MARKET ANALYSIS

- Comparable include sales from all real estate agents and companies
- I check public records in addition to MLS
- The best measure of value is sold listings
- Active listings demonstrate supply and competition
- Withdrawn/expired listings usually demonstrate an overpriced listing.

MARKETING

When it comes to online marketing, many agents will try to convince you they have the “secret sauce.” The fact is, every agent’s listing is syndicated out by the MLS to hundreds, if not thousands, of web sites. The truth: If a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home

95%

of buyer uses the internet

The Internet has become an essential and indispensable tool in the home search process with nearly 95 percent of home buyers using it to search for homes, and 54 percent of buyers stating that the use of the Internet was the first step taken during the home buying process.

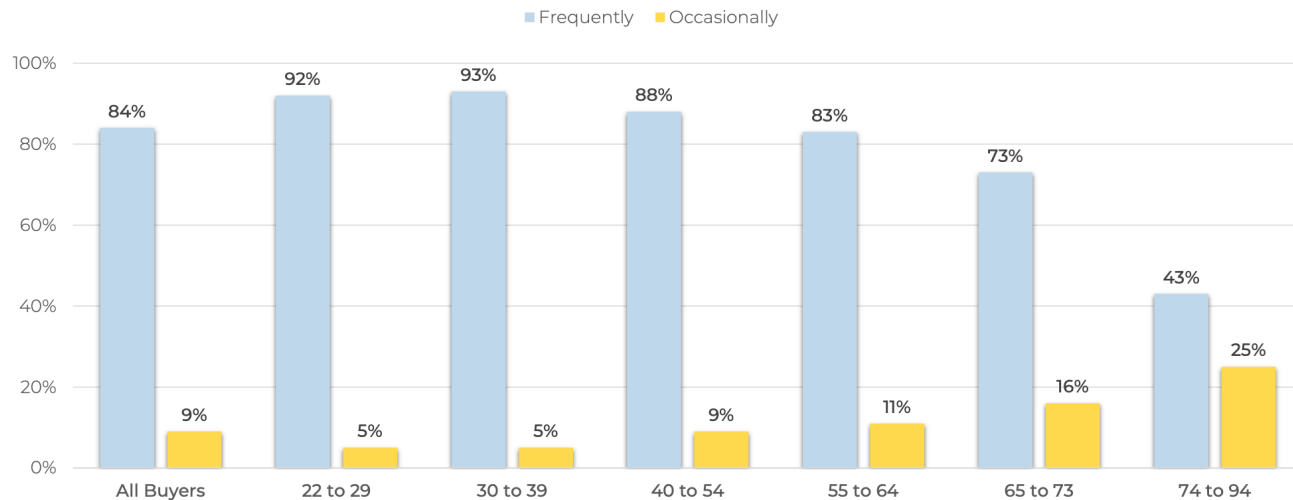
PHOTOGRAPHY SELLS



Never let your agent to take phone pictures to post in the MLS, always ask for professional pictures

MARKETING

USE OF INTERNET TO SEARCH FOR HOMES



2020 NAR Home Buyer and Seller Generational Trends

Among all generations of home buyers, the first step taken in the home search process was to look online for properties. For buyers 74 years and older, they contacted a real estate agent nearly as often as they looked online. The oldest and youngest age groups (74 and older, and 22 to 29) were more likely than others to talk with a friend or relative about the home buying process first.

This is why I work hard from the first day, to reach as many buyers as possible

I OFFER THE FOLLOWING MARKETING METHODS

Displayed on brokerage website & Google

Displayed on my website

Broadcasted to thousands of followers across social media platforms Facebook

Market Place & Craighlist, Instagram, Twitter, LinkedIn, Pinterest

Flyers

Coming soon Campaigns

Professional Photography

Drone Shots

Professional Videography

Open House

Yard Sign Captures

THANK YOU

Selling your home is a big deal and I take the task very seriously. The fact that you have considered me to help you accomplish this means the world to me!

I am honored to represent you through the process.

My goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email me with any questions or concerns



Julchen Zamora

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MAKING YOUR REALTY
DREAMS A REALITY

