GCRE

REALTY ONE GROUP MVP



Seller's GUIDE

About us



The Gulf Coast RE Group is dedicated to assisting home buyers and sellers across Southwest Florida and its surrounding areas. With a steadfast commitment to excellence, we've cultivated a strong reputation as a reliable real estate team known for our proven success and award-winning practices. Combining four team leaders' expertise totaling 40+ years in the industry, our approach is centered on Service. We prioritize Responsiveness, Accessibility, and Attention to detail, ensuring our clients receive unparalleled support. Here are some recent highlights that showcase our achievements:

- **Facilitated Thousands of Real Estate Transactions.**
- **Recognized as Top Producers for 6 consecutive years.**
- **Maintain a position in the Top 1% of sales within the Southwest Florida market.**
- **Engaged in large-scale home acquisitions for a prominent Publicly Traded Investment Firm as an Acquisitions analyst.**
- **Garnered hundreds of satisfied clients with testimonials and enduring relationships.**

As a committed FULL-TIME real estate team, we are equipped to expertly guide you through buying or selling your home. Recognizing the significance of these transactions in our clients' lives, we approach our role with utmost seriousness and dedication. Your success is paramount to us. We offer localized expertise tailored to your unique needs, drawing from our intimate knowledge of SWFL neighborhoods, schools, market dynamics, zoning regulations, and the local economy. We'll handle the legwork, ensuring you stay informed about new listings and market developments. Our success isn't measured solely by accolades, but by the satisfaction of our clients. Whether you're entering the market as a buyer or seller, we provide reliable and honest advice to help you achieve your real estate objectives. Explore testimonials from our past clients to learn more about our commitment to excellence.

Preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures.
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN UP

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



Determining FACTORS

WILL MY PROPERTY SELL OR NOT SELL?



FACTOR 1 *pricing*

When presenting a home to buyers, it's important to price the home correctly. This will set realistic expectations and attract serious buyers, ultimately leading to a successful sale for the seller. We sell homes HIGHER than the market average because We list homes at the correct price from the start.



FACTOR 2 *how it works*

It is important to have your home ready for market on day one. We will help you make sure your home is ready for showings & online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Cleaning carpets Neutralizing spaces and walls
- Make sure the home is clean and smells fresh

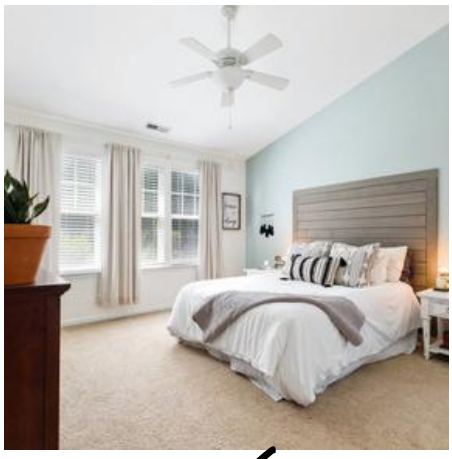
FACTOR 3 *marketing*

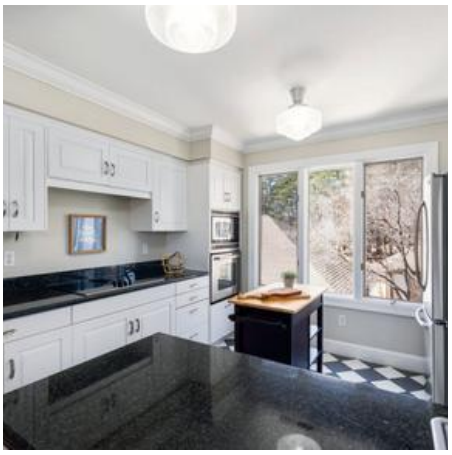
We offer PROVEN MARKETING STRATEGIES to help get your home sold quickly and for top dollar.



- **PROSPECTING**
  Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.
- **MARKETING**
  The second you sign with us, We go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.
- **COMMUNICATION**
  You can expect us to actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

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Real estate photography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home As your agent, We will ensure that your home will be shown in its best light.





QUALITY PHOTOS ENJOY **118%** MORE ONLINE VIEWS

PROFESSIONALLY SHOT LISTINGS CAN SELL FOR UP TO **19K MORE**

POTENTIAL BUYERS SPEND **10 TIMES** LONGER VIEWING PROFESSIONALLY TAKEN PHOTOS COMPARED TO NON-PROFESSIONAL ONES.

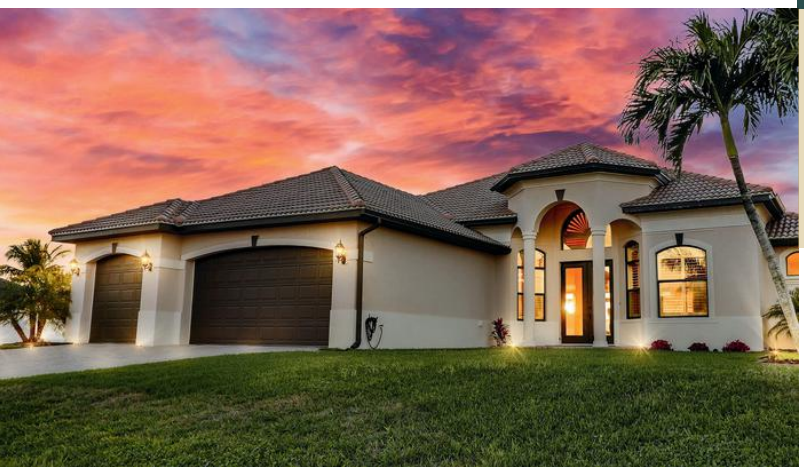
INTERESTING FACTS

AERIAL

photography



Using aerial photography in real estate offers buyers a more accurate and comprehensive view of the property, allowing them to see its true layout and surroundings from a unique perspective.



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View Listing Video

BENEFITS AERIAL PHOTOS

- PROVIDES VIEWS OF THE ENTIRE PROPERTY & LAND
- THE CONDITION OF THE ROOF & OTHER PROPERTY FEATURES .
- THE NEIGHBORHOOD AND SURROUNDING AREA, INCLUDING THE HOME'S PROXIMITY TO SCHOOLS & AMENITIES
- DEVELOPMENTS OR LOCAL DISTRICTS THAT ARE SUPPORTED BY THE BUYER'S PROPERTY TAXES

Listing STRATEGY

PRICING STRATEGY

We will price your home accurately from the start, based on a thorough market analysis, to attract the most buyers in the first few weeks. Overpricing reduces buyer interest, as most buyers quickly recognize fair market value for homes in a specific area and condition.



OUR TEAM ADVANTAGE

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

We are part of a very large agent network. We will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. We focus most of our attention on this. Our expertise is increasing brand awareness and attracting hundreds of buyers per month.

Marketing PLAN

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. We will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, We will follow up with those agents requesting their feedback within 24 hours.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

High quality property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

OPEN HOUSES

We have discovered a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

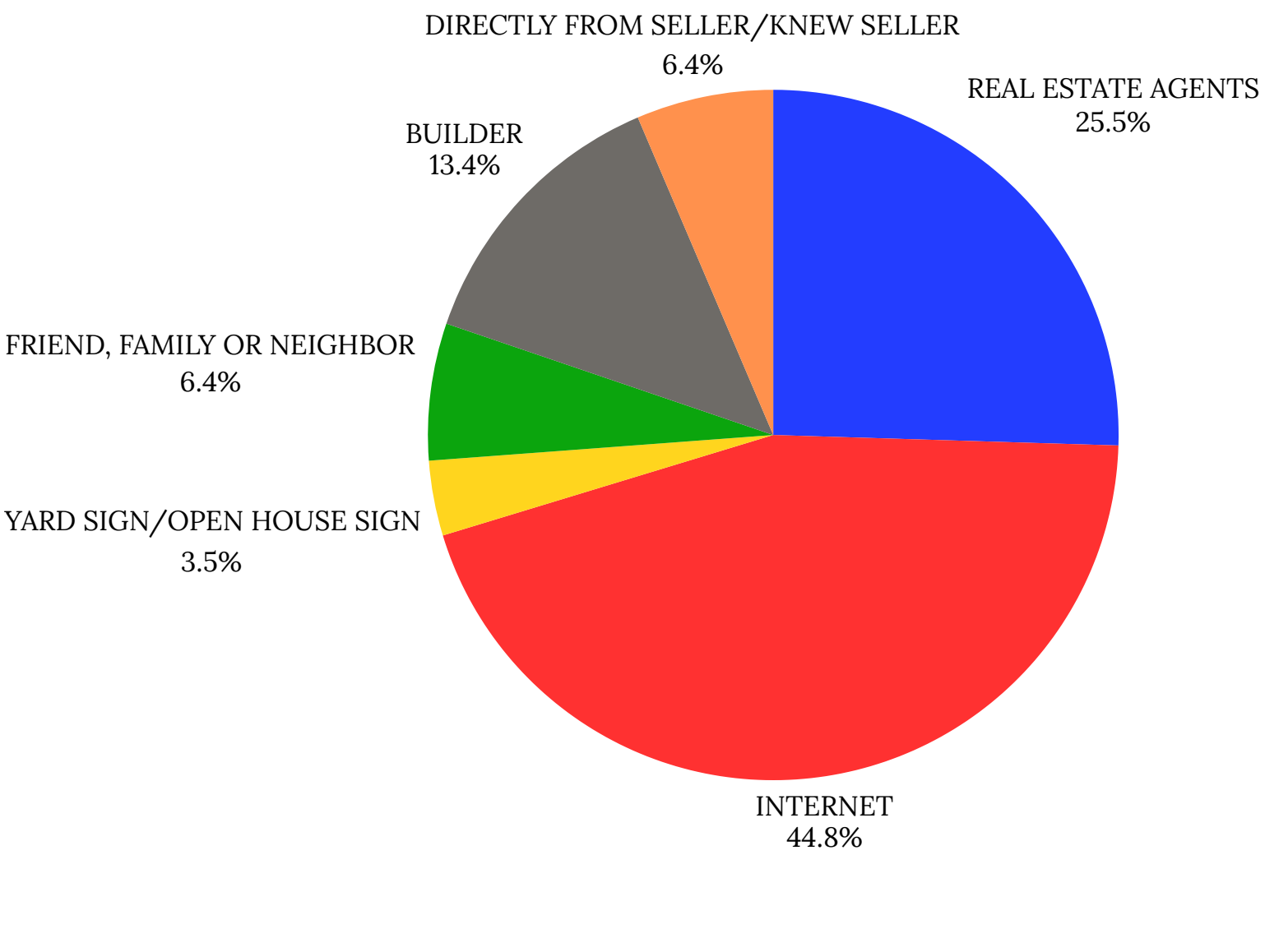
SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.





Where do buyers
FIND THEIR HOME?



Maximum EXPOSURE

During the initial two weeks post-launch, we deploy tailored advertisements for your home across the most prominent websites globally. Additionally, we employ smart- targeting strategies to reach individuals who have recently browsed real estate platforms such as Zillow, Realtor.com, and Trulia, focusing on properties similar to yours in Southwest Florida. Our objective is to generate over 4,000 impressions within this crucial advertising timeframe. This ensures maximum visibility and engagement during the most pivotal phase of marketing your property.



Choosing the Right Real Estate Team Matters

Selling your home is a major decision, and having the right team makes all the difference. Our proven strategies, extensive experience, and cutting-edge marketing ensure your home sells quickly and for top dollar.

WHY CHOOSE US?

- Unmatched Experience & Market Success
- Our team of 40+ Realtors, backed by a brokerage of 1,200+ agents, works to market and sell your home.
- Decades of expertise, market knowledge, and strong negotiation skills guide you every step of the way.
- Ranked in the top 1% of sales in Southwest Florida and among the top 150 real estate teams nationwide.
- Our listings sell 47% faster than the market average thanks to strategic marketing and pricing.
- A Full-Time, Professional Team
  - Unlike part-time agents, our licensed professionals are fully dedicated to real estate.
- Our in-house support team includes:
  - A listing coordinator to maximize marketing exposure.
  - Three transaction coordinators to ensure a smooth process.
  - A marketing specialist to drive online visibility.
- No-Risk Listing Agreement
  - No locked-in contracts or high cancellation fees—if you're not satisfied, cancel anytime.
- Comprehensive Marketing & Buyer Exposure
- 70,000+ active buyer leads for direct connections to potential buyers.
- Beyond MLS:
  - Paid ads on Facebook, Instagram, and Realtor.com.
  - Open houses & targeted social media promotions.
  - Email campaigns to thousands of Realtors with potential buyers.
  - Professional photography, videography, and drone footage.
  - High-traffic website placement and a dedicated property page.
  - Exposure on YouTube for maximum reach.
- Industry-Leading Support & Service
- Proactive communication with regular updates and market insights.
- Pre-listing preparation, including staging recommendations & minor home enhancements.
- Expert pricing strategy backed by market analysis to maximize value.
- Strong vendor relationships for repairs and improvements before listing.
- Seamless closing process, ensuring inspections, appraisals, and financing stay on track.
- Concierge-level service—from showings to negotiations, we handle the details so you can focus on your next move.

With our expertise, connections, and innovative marketing, we'll sell your home faster and for the best price.

Client Testimonials

"Beyond impressed. This was our first home sale and they made the process very easy and simple to understand. They handled all negotiations and contracts with professionalism. Helped every step of the way with issues and concerns from me and the new homebuyer. I couldn't offer anyone better for the job." Sean D.

“We have had a great experience with this company. Each associate we’ve spoken with has been friendly, understanding & willing to put in the time. They provide details about each community & take the lead from the customer.” Clark M.

"I was blown away by the exceptional service I received from Gulf Coast RE Group. They were knowledgeable, professional, and went above and beyond to ensure a successful home sale. I highly recommend them to anyone looking to sell their home." Cheryl S.

"Working with Alex and his associates was a pleasure. Communication with them was excellent. I was kept fully aware of every detail in the sale of my home. The way he marketed my home was amazing! The proof of his expertise is that my home had multiple offers and sold in less than two weeks." Tiffany D.

"Selling our home was a breeze with the help of Gulf Coast RE Group. Their knowledge of the market and expert guidance made the process seamless.” Ashley M.

“Gulf Coast RE Group made selling our home easy and stress-free. Their expertise and professionalism were top-notch. Highly recommend!" Stephanie L.

"Alex went above and beyond the call of duty. As out of town sellers it was really important for us having a team that was on top of communication. Would highly recommend them!" The Holtz Family

“Gulf Coast RE Group are great people to work with. They are knowledgeable and attentive and very personable. They handled many details of the prep for sale among other things requiring access to our condo that would have been significantly inconvenient for us as out of town landlords. I highly recommend this group if you are in need for buying or selling”. Rob & Rebecca

View More Testimonials