SELLING YOUR HOME WITH SPITZER RUTLAND

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YOU’VE DECIDED TO SELL YOUR HOME

Deciding to sell your home is a major endeavor. If you're like most people, your home is the most valuable asset you own. At Spitzer Rutland we understand the importance of selling for the best possible price, with your ideal terms, and we’re ready to make it happen.

This booklet is designed to provide all of the necessary information upfront, so that you can make an informed decision about how to sell your home.

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A GOOD AGENT IS YOUR BEST RESOURCE

Jason Spitzer, J.D.

A St. Pete native, Jason grew up surrounded by the charm and sunshine of the city he still proudly calls home. After high school, he set out to experience life beyond Florida, attending Elon University in North Carolina, where he graduated in 2009 before earning his law degree from the Elon School of Law.

During law school, Jason spent a summer as a project manager for the acquisition of a 150-unit distressed apartment complex—a hands-on project that reignited his passion for real estate and set the course for his career. After graduation, he dove into commercial real estate sales in Greensboro, North Carolina, where he honed his expertise in property investment, development, and client relations.

Eventually, the pull of the Gulf Coast proved too strong to resist, and Jason returned to his hometown of St. Petersburg. Since then, he has built a reputation as one of the area's leading real estate professionals and serves as the leader of a top-producing team, Spitzer Rutland. Under his guidance, the team has become known for its collaborative culture, client-centered approach, and impressive results across both residential and commercial markets.

Today, Jason channels his legal background, leadership experience, and deep market knowledge into helping clients and team members alike navigate the dynamic world of real estate with confidence and clarity. He and his team have a broad range of experience handling sales, leasing, and property management for both commercial and residential properties. They are passionate about every facet of the industry, and are driven by the endless opportunities it provides to create value, build community, and make a lasting impact right here in the Greater Tampa Bay Area.

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MATT LANNI

REALTOR

Matt is a proud St. Pete Beach native and accomplished Realtor® with deep local roots and a genuine passion for helping clients make the most of life on Florida's beautiful Gulf Coast. Growing up here has given him an insider's understanding of the area's neighborhoods, hidden gems, and unique market trends—knowledge he draws on daily to guide buyers, sellers, and investors with confidence.

Before launching his real estate career, Matt spent 15 years in the hospitality industry, including 13 years at the iconic Don CeSar Beach Resort. There, he mastered the art of precision, professionalism, and five-star service—skills that now define his approach to real estate. Whether he's negotiating a sale, managing an investment property, or helping a family find their forever home, Matt's attention to detail and commitment to excellence ensure a seamless experience from start to finish.

Since joining the Spitzer Rutland team, Matt has built a reputation for his local expertise, strong work ethic, and client-first philosophy. Today, he specializes in residential sales, commercial leasing, and investment properties, as well as property management. His goal is simple: to provide every client with the same level of care and professionalism that has become his hallmark throughout his career.

TOM KELLY

Director of Operations

In February of 2020, after two years of working on the brokerage team at RE/MAX Metro, Tom joined us at Spitzer Rutland as our Director of Operations.

Additionally, Tom has 10+ years of experience as a full-time Realtor® focused on providing exceptional customer service by getting to know his clients, supplying them with the information to make the best-informed decisions, and taking care of them from beginning to end, and beyond.

Tom is a member of the National Association of REALTORS® (NAR), and the Pinellas REALTOR® Organizaion (PRO), and has earned the Graduate REALTOR® Institute (GRI) designation. In 2016, Tom was named one of Washingtonian Magazine's "Best Residential Real Estate Agents" for customer service. He was also named as a Five Star Professional for customer satisfaction in the Washington Post Magazine.

With a combined two decades of experience, 120+ closed transactions, 28 units under management, and well over 100 satisfied clients, you can be sure that Spitzer Rutland team members are ready to meet all of your real estate needs.

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SPITZER RUTLAND'S CORE VALUES

LEGAL

We strive to always be compliant with laws, regulations and policies, We endeavor to conduct ourselves in a manner beyond reproach, and are guided by what is right.

ETHICAL

Integrity and strict ethical standards are assured with us. We support and practice the professional standards of the National Association of REALTORS.

(visit www.REALTOR.com to read the code of ethics) and the Pinellas REALTOR Organization (PRO).

PROFESSIONAL

Our team is known for qualified, skilled and committed agents that provide the exceptional, service that is expected of a real estate professional.

RESPONSIBLE

Beyond the responsibility we have to our customers, our clients, our peers, & our profession, we recognize and embrace our broader responsibility to give back to our community through charity & volunteering, to be good stewards of the environment, and to protect & promote fundamental human rights for all.

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EQUAL HOUSING OPPORTUNITY

EQUAL HOUSING OPPORTUNITY

"Agents in a real estate transaction are prohibited by law from discriminating on the basis of race, color, religion, sex, handicap, familial status, or national origin."

REALTOR®

NATIONAL ASSOCIATION OF REALTORS - CODE OF ETHICS

"NAR's Code of Ethics, adopted in 1913...ensures that consumers are served by requiring REALTORS® to cooperate with each other in furthering clients' best interests."

READ MORE

SPITZER RUTLAND GIVES BACK

LOCAL IMPACT: Integral to our core values is the responsibility to give back to the community that has been so generous to us. With this in mind, each year Spitzer Rutland is proud to partner with three main local charities, and many other smaller organizations. Our three main charities are:

- Metro Inclusive Health
- St. Petersburg Free Clinic
- Tampa Bay Watch

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PHILOSOPHY

- Personal Concierge Service
- Honesty
- Care
- Help and Guidance

MOUNT EVEREST AND THE SHERPAS

- The Sherpa people live high in the Himalayas of Nepal.
- They are experts in the local terrain, and are exceptional mountaineers.
- They are invaluable guides to all those who have, and who desire to ascend Mt. Everest and the other peaks of the Himalayas

LIKE THE SHERPAS, SPITZER RUTLAND AGENTS APPLY THEIR SKILLS, EXTENSIVE EXPERTISE, & KNOWLEDGE OF THE LOCAL AREA TO SERVE AS INVALUABLE GUIDES TO CLIENTS SEEKING TO ACHIEVE THEIR REAL ESTATE GOALS.

OUR MUTUAL GOALS

Now that you know who we are, let’s talk about what we want to do for you.
Spitzer Rutland wants to sell your home....

- **At the highest possible price**
- **In the shortest amount of time, or within the timeframe you specify**
- **With the most favorable terms for you**

With Spitzer Rutland, your goals become our goals, and our top priority.

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THE SPITZER RUTLAND DIFFERENCE

What Most Agents do:

- Yard Signs
- Open Houses
- Multiple Listing Service
- MLS print-outs for flyers
- Wait for the phone to ring

What MORE We Do:

- Market Analysis
  - Understanding the local market
  - Your Neighborhood
  - Comparable homes
- Pre-Listing tips
- Staging Consultation
- Personally at all showings, open houses, inspections, and appraisals.
- Communication & Weekly Updates
- 24/7 Access

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THE PLAN

PRICING

We utilize Strategic Pricing and complete extensive research so your home is priced right.

PRESENTING

Together, we'll prepare your home, highlighting its best attributes, inside and out. First impressions are crucial!

PROMOTING

You receive a complete Online, and Mobile marketing campaign to attract the most potential buyers.

PERSONAL CONCIERGE SERVICE

We seek to excel, exceed & astonish!

Consistent Communication

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STRATEGIC PRICING

THE WINDOW OF OPPORTUNITY

The **"Window of Opportunity"** is the prime period, approximately thirty days, after a home is first listed. Eighty percent of showings will occur during this period. For this reason, your home should be priced right from the very beginning. A brand new, well priced listing is exciting, shown more, and sells for a higher price than listings that have been on the market a long time. The further you get away from the list date, the further you get away from the original list price. This is because, beyond the Window of Opportunity, prospective buyers begin to wonder why the listing hasn't already been sold.

STRATEGIC PRICING

Many sellers choose a higher than market value price, hoping to make the most amount of money. They figure that buyers are going to want to negotiate, and so they build in a cushion so that they will land at the market value. The problem with this strategy is that overpriced homes turn away buyers and usually just get ignored. Buyers don't buy overpriced properties. Sellers who overprice their homes, even just 10% above market value, usually will need to reduce the price one or more times, often ending up getting less than they would have if they'd priced it realistically from the start.

PRESENTING YOUR HOME

First impressions are crucial, so Spitzer Rutland will help prepare your home to highlight its best attributes, inside and out. We'll coordinate professional photography, landscaping, handiwork, and house cleaning, if needed. Many buyers start shopping online, so we aim to make the best possible impression and spark as much interest as possible.

- **Professional Photography**
- **Professional Floor Plans**
- **Drone Photography (optional)**
- **Staging**
- **Deep Cleaning**
- **MLS**
- **Open Houses**

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HOW WE PROMOTE YOUR HOME

You receive a complete online, mobile and print marketing campaign to attract the most potential buyers. Our innovative, research driven marketing strategies are designed to increase the number of buyers who see your home in the first 10 days increasing the potential for higher and better offers to purchase.

- **Marketing strategy based on your property and the buyer profile**
- **Multiple Listing Service**
- **Smith & Associates Network**
- **Custom Property Website**
- **Savvycard**
- **Targeted social media**
- **Share with exclusive top agent Facebook groups**
- **Email to our database of current buyers**
- **Email to our network of agents**
- **Listing syndication to real estate websites such as Zillow, Trulia, Realtor.com, and many more**

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PERSONAL CONCIERGE SERVICES

- Spitzer Rutland is a team of experts working together for you throughout your home sale and beyond
- Working with us, you'll have access to our network of trusted professional service providers & contractors for everything you could need during the process
- We are commited to excellent customer service that continues past the closing of your home

WE SEEK TO EXCEL, EXCEED & ASTONISH!

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COMMUNICATION

In the beginning stages we'll work with you to prepare your home for showings, as well as coordinate the signing of necessary documents to list your home.

Once your home is listed, our team will provide periodic updates about recent activities and open houses. Buyer feedback can offer valuable insight into our marketing strategy, and it will allow us to adjust our strategy if needed.

All offers received will be presented to you for review, and your agent will discuss negotiation strategy with you before responding. Once you decide on an offer, our team will keep you informed about repair requests, milestones, and deadlines.

Throughout the process, Spitzer Rutland is just a call, text, or email away.
We're here to help, so feel free to share concerns or ask questions.

OUR REPUTATION DEPENDS ON CLIENTS LIKE YOU!

II would highly recommend Jason to anyone looking to sell, or buy a new home.!

Jason was an absolute pleasure to work with throughout our entire home buying experience. He helped us narrow down our search to what we were really looking for, and ended up finding us something that was even better than we could have imagined. Jason was diligent in his search for our home, prompt at notifying us of any new listings, and acted as a true professional throughout the entire home search process. Once we found our perfect home, Jason remained by our side to ensure that both sides had everything in place to have a successful, and timely closing. One thing I took comfort in was that Jason has a law degree, while dealing with all the unfamiliar paperwork, and contracts that go along with purchasing a home.

— TANNER

What a great experience we had with the purchase of our son's first home!

Matt Lanni was very professional, accommodating and patient during the many showings. He answered all our questions and would promptly return our texts and phone calls.

We never felt pressured or rushed, even during this real estate peak we still got a great deal!

We would highly recommend Matt. "

— LISET & JEREMY

"Jason, big time kudos to you. Great job with the tenant negotiations and retention. Despite the difficulties of 2020 we are on a ROLL."

A SATISFIED SPITZER RUTLAND PROPERTY MANAGEMENT CLIENT

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CONTACT US

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