



# Home Seller's Guide

GLAMOR REALTY

*A Boutique Real Estate Experience*

**Missy Conway**

BROKER/OWNER/CEO ♦ GRI® PSA® SRES® SRS



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LET'S STAY CONNECTED

**Glamor Realty** offers a full-service real estate experience, uniquely personalized for Buyer, Sellers, and Investors, from listing to celebration!



When you list your home with me, not only do you get detailed attention to the selling process, but I also offer marketing solutions and features to help your home stand out from the local competition.

In order for your home to get top dollar, it's imperative to work with an agent that does more than stick a sign in your yard. You can view our unique marketing solutions in this guide.

# Our Mission

It is the mission of our brokerage and me to consistently provide the highest quality, most innovative, and exceptional real estate service available anywhere in our surrounding areas.

Our customers needs come first. We strive to always provide value far beyond your expectations. Our constant goal is mutual respect and long-term relationships which are beneficial to all parties.

Our operation is a great place to work and conduct business. We are positive, helpful, and enthusiastic - always focusing on solutions, not challenges. We take care of business first and enjoy ourselves in the process.

We run a clean, organized, and efficient operation, always adhering to the highest standard of integrity and ethical business practices. We will never rest on our accomplishments, but constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit our customers. We will continue to educate ourselves in all aspects of real estate to increase the level of service we offer our customers.

# Core Values

Honesty and integrity always and in all situations.

- Continually improve our services to exceed customer expectations.
- Create and nurture a fun, exciting, creative, and productive work environment.
- Tirelessly pursue personal and team growth and well-formulated goals.
- Work with only the most relatable and committed customers and co-workers.

# Let's sit down and understand your needs

92%

Of all homes sold in 2021 were sold with a real estate agent.

The key to having a lower stress transaction is building good communication methods between you (the seller) and the agent from the beginning.

## Let's discuss:

- ❖ Where you want to move to?
- ❖ Why are you moving?
- ❖ How long do you have to sell your home?
- ❖ What is your budget?

It's important to first understand your needs, so we know what you are looking for at the time. As REALTORS®, we will help you achieve your goals in selling your home.



# Discussing Your Home

When presenting your home to prospective buyers, first impressions are crucial. It is important to put your home in its best light and create a buzz regarding your home. This can be achieved by improving your home to impress buyers.

## Exterior:

- Fix or replace anything damaged or worn
- New paint or pressure wash
- Fix doorbells, clean or paint front door
- Create curb appeal; freshly cut green grass, fresh flowers or plants, or mulch

## Interior:

- Fresh new paint
- New flooring
- Carpeting
- Kitchen appliances
- Light switches
- Upgrade lighting
- Fix or replace cracked molding or floor tiles, leaking taps and toilets. Loose doorknobs, squeaky door hinges, closets or screen doors that are off their tracks.
- Fix or touch up walls, ceilings, windows
- Shampoo carpets and rugs, replace if necessary.

There are (3) types of improvements that will impress buyers and help sell your home:

1. Cost effective improvements
2. Upgrades and repairs
3. Reorganization and maintenance



# Discussing Market Conditions

## Get Comparative Market Analysis (CMA)



A comparative market analysis (CMA) is a document drawn from a local multiple listing service (MLS) database. To create a CMA, a REALTOR® considers the average price of recently sold, active, and expired listings that are comparable to the home currently being sold by the agent (known in the industry as “comps”). While most often used by seller agents to determine a listing price for a home, CMAs can also be used by buyer agents.

### Comparable properties you should incorporate into your CMA include:

- Evaluate homes that have sold, expired, have sales pending, or been listed in the past 6 months.
- Evaluate homes with the same number of bedrooms & baths.
- Evaluate homes within roughly 300 square feet of yours.
- Evaluate homes that are in the same neighborhood.
- Evaluate homes that are in the same or comparable school zones.
- Evaluate homes with a similar lot size as yours.
- Evaluate homes that have similar amenities as yours.

# Tips for Reorganization & Maintenance



## EXTERIOR:

- Mow and rake the lawn; trim hedges and shrubs; weed and edge gardens.
- Clean sidewalks and driveway; remove litter.
- Power wash the porch, deck and patio.

## INTERIOR:

- Clean and tidy the "money rooms" - these include the kitchen, master, and family room. These rooms are what buyers mainly look at and can help sell your home.
- Create space by storing all excess furniture (Less is more).
- Remove all odors and add air freshener, dishes of potpourri, etc. for scent.

# Lockbox and Sign

- ❖ We make sure to keep your home safe with a professional grade lockbox. Only licensed realtors of our association have access to these Bluetooth lockboxes.
- ❖ When a realtor enters the property, we will be notified.
- ❖ In addition, you will be able to approve and deny showings once the realtor has requested showing online.
- ❖ A sign will be placed in front of your home to display.
- ❖ When prospective buyers are coming to your open house or showings the sign will make sure your house stand out and easy for them to arrive.



# Your home will be featured on 100+ websites Zillow, Trulia, Realtor.com, etc.



The buying process has been completely redefined from the past. In today's age looking for homes has become heavily dependent on the internet. Therefore, we hire the best photographers in the state of Florida to showcase your home.

Once your professional pictures and videos are taken, we can upload them to our MLS, Zillow, Realtor.com, Trulia, etc. to make sure the home gets as much exposure as possible!

Also, when you list with me your property will be featured on all my social media platforms to ensure the property receives the best exposure.

In today's age, social media is used with almost everybody! It is crucial to do proper social media marketing to sell your home. A good social media presence for your home can drastically change the way potential buyers look at it.

# Creating the best listing description...



We write listing descriptions to attract and sell!

When creating the listing description for the multiple listing service (MLS), I love having sellers complete my property features sheet. This is used for multiple purposes.

1. Help me create the best listing description for the property. I know the stats of your home, but you know all the special reasons potential buyers will love the home.
2. Placing it in the welcome presentation for buyers to see what you love most about your home, and you took the time to handwrite on the property features sheet. It's emotional for buyers purchasing their new home, and we want to give them all the reasons why your home is special.

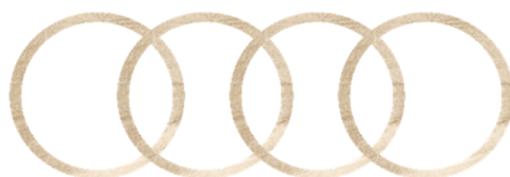
# Property Flyers



Our marketing efforts don't just stop online. We'll create beautiful flyers, customized to the detail of your home, and market it to neighbors, and reach out to neighboring cities to land the perfect buyer. Whether we sell to someone local, or someone moving here from out of state, we take the steps to get as many eyes on your home as possible.

The more interest your home gets, the better the sales price and contract details can end up being more negotiable.

In addition, we like to have a welcome presentation in the home for potential buyers. This presentation includes the MLS listing for reference also all the upgrades/features of the home.



# Open House



Open houses are a phenomenal way to generate foot traffic into your home, giving potential buyers an overview of all its unique features and the opportunity to fall in love with it in person.

Once the property is LIVE, we will prepare an open house for potential buyers. Our feedback forms allow us to capture the info of each potential buyer and gain insight into what they think of your home. We can then follow up with each visitor to see if they are ready to make an offer and we can get your home sold.

**Here are some tips to make sure your house shines at open house:**

- Ideally, pets should be unseen. Pet areas should be clean and odor-free; not everyone may share your love for animals, and some may be allergic to them.
- Light candles or use plug-ins to create a warm and inviting aroma throughout.
- Lock away and hide all cash, jewelry, small valuables, and prescription drugs.
- You should be absent, so buyers feel comfortable making comments.

# Benefits of Proper Pricing

**Faster Sale:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurances, and other carrying costs.

**Less Inconvenience:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, decide for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

**Increased Salesperson Response:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

**Exposure To More Prospects:** Pricing at market value will open your home up to more people who can afford it.

**Better Response From Advertising:** Buyer inquiry calls are more readily converted into showing appointments when the price is not deterrent.

**Higher Offers:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

**More Money To Sellers:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.



# Drawbacks of Over Pricing

**Reduces Activity:** Agents won't show the property if they feel its priced too high  
Lower advertising response: Buyer excitement will be with other properties that offer better value.

**Loss of Interested Buyers:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

Attracts the wrong prospects: Serious buyers will feel that they should be getting more for their money.

**Helps The Competition:** The high price makes the others look like a good deal.

**Eliminates Offers:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

Causes appraisal problems: Appraisers must base their value on what comparable properties have sold for.

**Lowers Net Proceeds:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.



*"As your real estate expert, I research and recommend the best price point to sell your home as quickly as possible at the highest dollar value."* -Missy

## Couple things to expect after going under contract:



### Meet the Appraiser at the Property

As your realtor I will do the following:

- ✓ Schedule appointment with appraiser
- ✓ Meet appraiser at property with sales contract and comps
- ✓ Answer any questions or concerns with the property

### Reviewing Inspection Requests

- After the buyer has an inspection done - if they are requesting repairs, they will present a repair request form along with the inspection reports.
- They will either send in a request for certain items to be repaired or request for a credit at closing. This will be applied towards their closing costs and/or down payment.
- These items need to be completed, re-inspected prior to closing. This is a cost for the buyer.
- Typically written into the purchase and sale agreement is a 10–15-day home inspection contingency period.
- Within that 10–15-day period after going under contract, the buyer can still cancel the contract and get their earnest money deposit back.

# What customers are saying...



*"This is the second property that Missy has sold for us and if the need arises again, she will be our first call ! Prompt, efficient, and a great communicator, but perhaps the greatest attribute is her caring, calming nature. She gets the job done professionally without a big need for fanfare. Thanks again, Missy!" - Dennis & Linda Taylor*

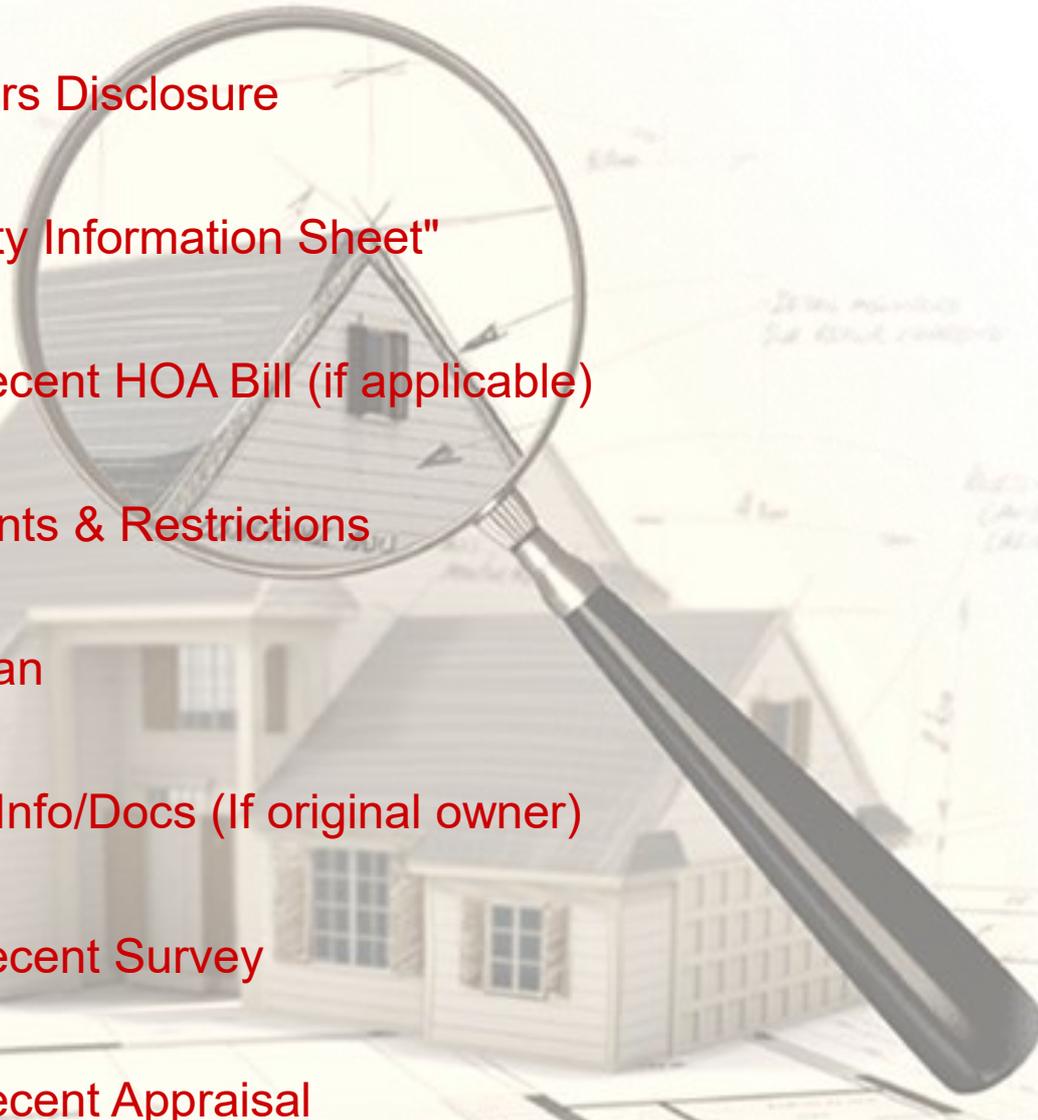
*"Missy Conway has proven to be an excellent realtor! She is responsive, knowledgeable and focused on taking care of her clients. If you're looking for an honest, hardworking realtor Missy is a great choice. She sold my house within a week of listing it and closed within thirty days while netting me more than I expected." - Jack & Christine Schneider*

*"Missy is an AMAZING realtor! She quickly assessed our goals and delivered on her promise to help us find a property that would meet those goals. She gave us just enough leeway to be an informed consumer but also guided us through some of the more challenges aspects of our real estate transaction. Missy cares about her clients and will support or defend you as a friend would. We're happy to consider Missy not only "our realtor" but also our new friend. Thanks Missy!" - Dan & Trish Price*

*"Missy Conway sets herself apart and above all other real estates agents by her high standard of professionalism, integrity, and her desire to work hard for her clients. By offering many valuable and helpful suggestions, she sold my home quickly and made the whole process stress free. Missy is a great listener and was quick to realize what we were looking for in a new home. With her knowledge of the market, she was subsequently able to find us our dream home within a few days. Missy was a pleasure to work with and I highly recommend her for all your real estate needs." - Janice Stender Fields*

# Homework

(Due by Picture Day)

- 
- A magnifying glass with a black handle and silver frame is positioned over a detailed architectural blueprint of a house. The magnifying glass is focused on the roofline of the house, showing the gables and windows. The background is a light, faded image of the house and its blueprint.
- Complete Sellers Disclosure
  - Complete "Utility Information Sheet"
  - Obtain Most Recent HOA Bill (if applicable)
  - Obtain Covenants & Restrictions
  - Obtain Floor plan
  - Obtain Builder Info/Docs (If original owner)
  - Obtain Most Recent Survey
  - Obtain Most Recent Appraisal
  - Obtain all Warranty, Bond, Maintenance and/or permitting documentation and invoices.



"I am the Broker/Owner and CEO of **Glamor Realty**, located in the beautiful destination city of Mount Dora, Florida. Prior to earning a real estate license, I was a Registered Paralegal and graduated Magna Cum Laude with a bachelor's degree in Business. Strong business background with over 20 years of experience, attributed to my success as a REALTOR® as well as consistency to provide exceptional service, adept negotiation skills, and personal touches, keeping clients' best interests at heart. Integrity and unwavering ethical practices quickly became a standard my clients could rely on.

After seven years. I opened my boutique brokerage to continue the journey and help to make others' real estate dreams a reality too!

Glamor Realty offers a full-service real estate experience, personalized for clients, from listing to Celebration!"

### **Designations**

Graduate Realtor Institute® (GRI)  
Seller Representative Specialist (SRS)  
Seniors Real Estate Specialist® (SRES)  
Pricing Strategy Advisor® (PSA)

### **Community Service**

*Entrepreneur of the Year 2020*  
Women's Council of Realtors - North Lake

*Entrepreneur of the Year 2020*  
Women's Council of Realtors, State of Florida

*Events Director 2020*  
Women's Council of Realtors - North Lake

*President-Elect 2019*  
Women's Council of Realtors - North Lake

*Director of Programs 2018*  
Women's Council of Realtors - North Lake

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# A Boutique Real Estate Experience

## Let's Stay Connected!

I would like to say thank you for allowing me to serve you in your real estate needs. I recognize the confidence and trust you have placed in my company and me, and I assure you that I will strive to give you the best service available in our area! My goal is simple:

To sell your home in the fastest time frame possible, with no problems, and to net you the most amount of money!

I am here to guide you throughout the entire home selling/buying process!

As always, thank you for allowing me to earn your business and I look forward to the opportunity to be of service to you with your real estate needs.

Sincerely,

*Missy Conway*

**Melissa "Missy" Conway**

Broker/Owner/CEO | GRI®, PSA, SRS, SRES®

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 [www.glamorrealty.com](http://www.glamorrealty.com)

 [facebook.com/glamorrealty](https://facebook.com/glamorrealty)

*...from listing to celebration!*

