



real LUXURY

FROM JUST  
LISTED TO

*Sold*

YOUR HOME SELLER GUIDE

TARA CARTER: YOUR CONCIERGE REALTOR

## YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & and exceptional client experience.

As a 3rd generation realtor with years of hospitality management on Las Olas, new construction, and marketing under her belt, Tara is one of the most sought after real estate agents in her area and a 3rd generation realtor. Tara averages \$45 Million in sales through almost 100% referrals and NEVER paying for a lead and her coaching team did over \$150 million last year.

Tara has been the top team the last 11 years and regularly speaks on Top Producer panels all over the country. She is endorsed by America's Most Connected Agent, Michael J. Maher, and was a Founding Member of his Certified Referral Trainers course. She is praised for her enthusiasm, relatable teaching style and personalizing the client experience. Tara is known among her peers as a trailblazer for ideas, ethical business and leading the industry in love, generosity and appreciation. Frank Sinatra and a good book bring her joy.



*Tara Carter*

YOUR CONCIERGE REALTOR®

LEAD COACH FOR 3 OFFICES  
NATIONAL SPEAKER & TRAINER



954.661.6990 - Personal Line



954.695.SOLD - Team Line

Tara@SoldWithTara.com



Born & Raised in South Florida  
& 3rd Generation Realtor





CLIENT TESTIMONIALS

# Client Testimonials

MEET SOME OF OUR FLOCK WHO IS HAPPY!

*Tara embraced the challenge of buying and selling and exceeded our expectations."*

Tara Carter sincerely exceeded every expectation we had. Her knowledge of the market, combined with her drive and motivation, resulted in a very quick sale of our home over asking price. After selling, Tara also helped us find our forever home, and what a dream come true! She was there for us every step of the way and tirelessly searched for exactly what we wanted. I sincerely appreciated her availability--I never felt rushed or like I was an inconvenience. Her entire team made both experiences absolutely seamless. I'd never use anyone else and have already recommended her to friends and family. Thanks, Tara for all that you do!

**DAVID & DONNA COPPOLA**

*"We were so impressed with Tara and her team's knowledge of the market."*

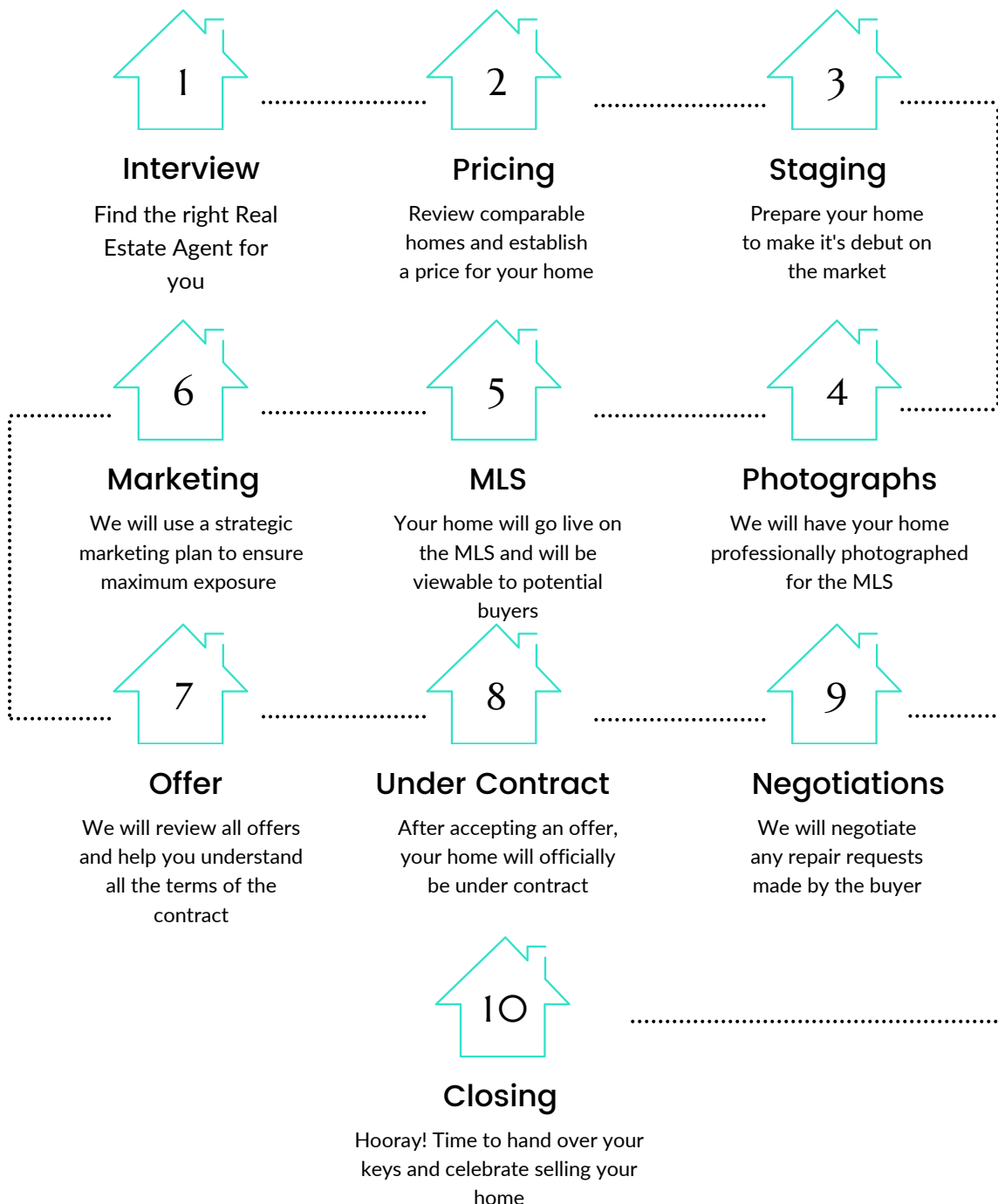
We had THE BEST experience! We are so fortunate to have had Tara Carter (Joy's Daughter and Jeff's niece) as our realtor. She really is the best of the best.

**STACY PEREZ MUERER**



# Our Proven Home Selling Timeline

## THE SELLER ROADMAP OVERVIEW





KEEPING IT SIMPLE

# Our Proven Home Selling Timeline

OUR SIGNATURE PROCESS

## STEP ONE

1

### Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

## STEP TWO

2

### Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

## STEP THREE

3

### Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

## STEP FOUR

4

### Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

## STEP FIVE

5

### Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

## STEP SIX

6

### Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

## STEP SEVEN

7

### Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

## STEP EIGHT

8

### The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





# About Your Home

## HELP ME UNDERSTAND YOUR HOME

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✓ What drew you to this home when you bought it?

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✓ What is your favorite feature of your home?

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✓ What do you like most about your neighborhood?

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✓ What are some nearby attractions and amenities?

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✓ What don't you like about your home?

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HELPING YOU NAVIGATE THIS SEASON

# About Your Situation

UNDERSTANDING YOUR GOALS



01

## Your Why

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Why are you moving? What is the deadline for needing to move by?

02

## Your Plan

---

What will you do if your home doesn't sell in the expected timeframe?

03

## Obstacles

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Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



OUR STRATEGY

# Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

*Price War & Beauty Contest*

## THE TOP THREE

# Pricing Factors To Consider

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01.



### The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



### The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



### Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.







## SELLING YOUR HOME

# Our Top Priority

### PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

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*Our goal is to price your **home** correctly the first time.*

FROM JUST LISTED TO SOLD

# Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



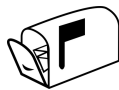
Create a professional  
listing flyer & in-home  
marketing book



Informative &  
engaging MLS listing  
description



Expose to my associates  
at bimonthly business  
meeting



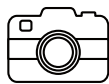
Strategic & targeted  
post card campaign



Hold Open House 1-2  
weeks after placing  
property on the market



Promote at a Realtor  
Open House  
Luncheon



Use high resolution,  
professional quality  
photography



Target one-to-one social  
media advertising



Door-knock the  
neighborhood & pass  
out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

SELLING YOUR HOME

# Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area





## YOUR PERSONAL PREFERENCES

# Important Info

Preferred day and time for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice? Access

Do buyers need to take their shoes off?

Preferred Method of Communication?

Preferred Title Company?

## YOUR PERSONAL PREFERENCES

# Important Info

Management Company/HOA Info

Average Water Bill & FPL

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?







## YOUR HOME MATTERS

Thank you for choosing me to help you in the task of selling your home.

I look forward to FLAMINGLING with you to help you achieve all of your real estate goals.

*Tara Carter*

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— ESTD. 1985 —



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