



The Ultimate Guide to Effective Real Estate Strategies



Proudly Serving Southwest Florida
SWFL-Search.com
239-898-1214



Brokers

Letter



Ross Winchel



Home...

Much more than a simple word, home is the anchor of our lives and the symbol of family, love, safety and retreat. What makes each of us unique can be defined by the way our home radiates life into our community.

For me, my home is a sanctuary where my mind may rest, and my soul is able to recharge.

Since 1994, The Koffman Group has been a fixture in Southwest Florida Real Estate - helping families of all backgrounds buy and sell properties, including Cape Coral, Ft Myers, Sanibel and Captiva. Surely you agree that we live in one of the most amazing places in the world.

Ranging from solid starter homes to ultra luxury estates, there is something for everyone. Nothing makes me happier than to get a call from a past client when they're ready to sell the first home I sold them and move up to their next great place.

Given today's technology, it can seem like all the answers to your questions are simply a search away. However, the human aspect of real estate is still the most important. At The Koffman Group we focus our efforts on the clients we serve.

So don't be shy!

Make sure to reach out and call us for any and all questions. This quick guide is only an introduction to our services. Each day we speak to people buying and selling. We may have exactly what you are looking for, but can't find on the Internet.

Thank you for the opportunity to earn your business!

Ross Winchel

239-898-1214



Client Reviews



Ross Winchel
239-898-1214

SWFL-Search.com
Ross.Winchel@gmail.com

What is it like to work with us?

Just ask our clients, or read their reviews.

We treat our clients like family.

Since we set clear expectations and do exactly what we say we'll do, we've enjoyed an incredible career and made friends along the way.

Rest assured if you choose to work with us, you'll always get world-class service from competent professionals.

Clients work with us because our services are in their best interest.

We'll save you time, money, and stress, not add to it with high pressure sales or old school sales.

Serving the Southwest Florida market since 1994.

Call us today for all real estate needs!



★★★★★ Highly likely to recommend

04/08/2017 - tomapt
Bought and sold a Single Family home in 2017 in Cape Coral, FL.
Review for Team Member: [Jill Winchel](#)

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Jill is a true professional who actually listens to her clients and responds to meet their expectations. She will not waste your time. She is meticulous and thorough and patient in every aspect of seeking out the right property. She provides direction and guidance and goes out of her way to assure a successful process. Highly recommended! [Less](#) ^

Theresa Freeman reviewed Cape Coral Real Estate - Ross and Jill Winchel — 4★
September 13 · 🌐

👍 Like 💬 Comment ➦ Share

Alan Gallagher reviewed Cape Coral Real Estate - Ross and Jill Winchel — 5★
July 16 · 🌐

👍 Like 💬 Comment ➦ Share

Terry Walsh reviewed Cape Coral Real Estate - Ross and Jill Winchel — 5★
August 15 · 🌐

👍 Like 💬 Comment ➦ Share

★★★★★ Highly likely to recommend

05/08/2017 - Willistine Gaymon
Bought a Condo home in 2017 in Cape Coral, FL.
Review for Team Member: [Eric Naugle](#)

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Eric gets the job done I was in contract in under 3 hours. I would definitely recommend Eric !! The home was exactly as the pictures / video which is so important. Call Eric to buy / sell your next home !!!

★★★★★ Highly likely to recommend

05/12/2014 - jackhynes480
Bought a home in 2014 in Cape Coral, FL.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Ross Winchel is a personable and highly skilled broker. I would recommend him for buying or selling a home or other real property. He provides information that is reliable for the transaction to go forward and be completed on time.

★★★★★ Highly likely to recommend

09/30/2017 - nr1s52
Sold a Single Family home in 2017 in Lehigh Acres, FL.
Review for Team Member: [Erica Mckenzie](#)

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Erica is amazing. She sold my son's house and did such a great job I called her when I was ready to sell mine. She had my house sold before I even had time to sign the listing agreement! As a legal assistant for a real estate attorney, I have worked with many real estate agents. Erica is the "cream of the crop." [Less](#) ^



08/27/2014 - sadiegregg
Sold a Multi Family home in 2014 in Cape Coral, FL.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Your review helps others decide on the right agent for them. Please tell others why you recommend this agent.

I love Ross Winchel! He hired a professional photographer and did a fine job marketing my home. He spread the word quickly and had people drive by before house hit market. This is no lazy man here. If you want your home sold fast, for a good price and handled professionally from start to finish this is your man!

I had him help me with my next purchase and am using him to sell my mom's home.

Fantastic person. He is cool calm and collected and was able to handle whatever I threw at him.

★★★★★ Highly likely to recommend

09/14/2014 - pbrimm
Bought a home in 2014.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Ross spent the better part of a week with us getting to know us and showing us homes in Fort Myers. He was honest about the areas we looked at, and very knowledgeable about the entire buying process. Since we were buying a second home, he attended the closing on our behalf and we have since been in touch via email and in person. I would recommend him to anyone who is interested in buying or selling a home - great service, great guy!!!!
[Less](#)

"Ross was the consummate professional. He made me feel comfortable during the entire process including the those times when things went wrong. I did and will recommend him."

Ed Broderick, Cape Coral (Seller)

★★★★★ Highly likely to recommend

05/12/2014 - jackhaynes480
Bought a home in 2014 in Cape Coral, FL.

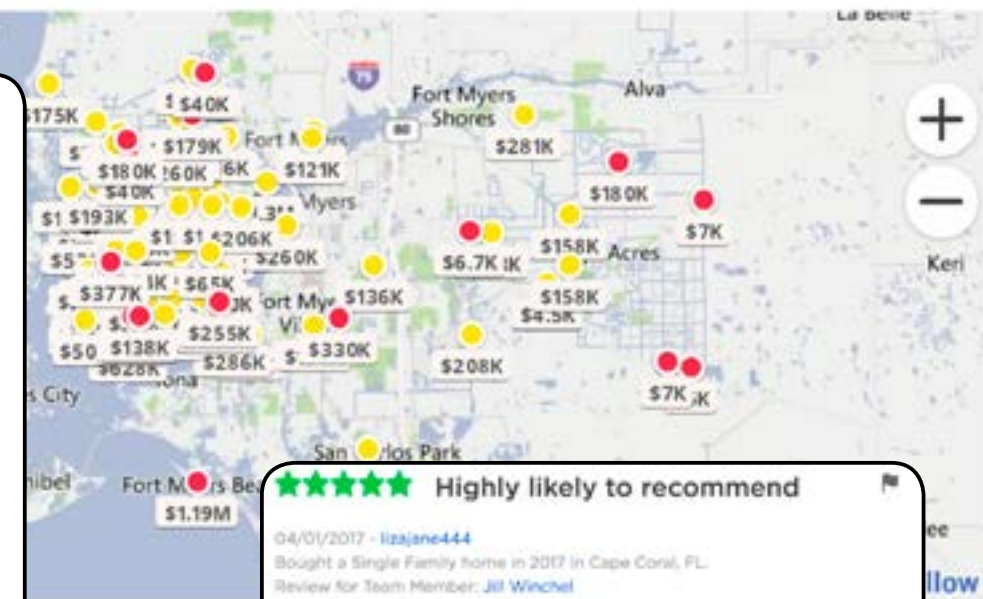
Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Ross Winchel is a personable and highly skilled broker. I would recommend him for buying or selling a home or other real property. He provides information that is reliable for the transaction to go forward and be completed on time.

Team Listings & Sales

Charlotte Harbor

● For Sale ● For Rent ● Sold



★★★★★ Highly likely to recommend

04/01/2017 - lizajane444
Bought a Single Family home in 2017 in Cape Coral, FL.
Review for Team Member: Jill Winchel

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

We called on a sign we saw and were connected with Jill. That house wasn't for us, but she offered to try and find what we wanted. Jill worked hard to match our specific list of must haves with available properties and showed us a lot of homes before we made our selection. The one we bought was one she found and that was "just right" for us. She was very attentive and responsive during the whole process. I would recommend Jill without reservation. [Less](#)

03/04/2017 - freedomtospeak

Bought a Single Family home in 2017 in Cape Coral, FL.
Review for Team Member: Eric Naugle

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Eric Naugle is a people person with all the professional and business sense to create a successful and enjoyable "house buying experience". As much as possible, Eric has made our purchase non-stressful and joyful. We will continue our relationship with Eric over the years and definitely use him when and if we are ready to buy and sell in the future. [Less](#)

★★★★★ Highly likely to recommend

02/20/2015 - pearlfarfan007
Sold a Vacant Land home in 2015 in Cape Coral, FL.
Review for Team Member: Eric Naugle

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

After failing to sell our property with another local realtor due to some technicalities, I Googled Realtors in SW FL. Having no knowledge of the area as we live in Chibria, (AKA Chicago), I filled out a form asking for responses from Realtor's in the Cape Coral area who may be willing to help us. Eric responded, and after a couple of minutes in talking with him, I knew we had our man. Eric stayed in touch, providing market information until an offer finally came in. Although it was lower than what we wanted, Eric's professionalism, attention to detail, and follow-through with the Title Company and the buyer, was nothing short of outstanding! There were some legalities pertaining to a family trust, that we had to work through, and Eric was there to help, every step of the way. If you are from out-of-town, or local, I would highly recommend Eric to help you buy, or sell your property! [Less](#)

"Ross Winchel is a very experienced realtor and excellent salesman. Provided good advises and great planning, very polite, very patient and DELIVERS. Bill DeMay his partner is awesome too.."

Sabine, Cape Coral (Seller)
10 months ago

★★★★★ Highly likely to recommend

12/23/2014 - jeffrey109876
Bought a Single Family home in 2014 in Fort Myers, FL.
Review for Team Member: [Chris Adamski](#)

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Chris is hard working and extremely responsive to any inquiry. I have recommended him to other friends and he has delivered for them. When ever legal advice was needed Chris was quick to find those answers and really listened to my wishes throughout the negotiating process.

★★★★★ Highly likely to recommend

08/02/2017 - fishlochary
Sold a Single Family home in 2017 in Cape Coral, FL.
Review for Team Member: [Erica McKenzie](#)

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Excellent customer service. Erica knows the local area extremely well. Very professional in her ways. Sold the house in two days settled on it with no problems

"Want to sell your home the modern way, with constant professional support, deep market understanding, regular updates, tremendous Internet exposure, and all-around pleasant advice and action? Go to Ross Winchel--you can thank me later. Bill Eckert"

Bill Eckert, Cape Coral, FL (Seller)

"Ross took plenty of time to show me all the properties I wanted to see, very professional, honest. Would definitely recommend him to freinds and family"

Lonnie byers (Buyer)

★★★★★ Highly likely to recommend

09/25/2017 - zuser20160924055824947
Bought a Single Family home in 2016 in Lehigh Acres, FL.
Review for Team Member: [Erica McKenzie](#)

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Very nice, knows her job, cares about what your looking for. Always ready to answer any question. A real pleasure to have her as your agent. Really helped me out with the home buying process.

★★★★★ Highly likely to recommend

05/14/2016 - lalunabond91
Bought a Multi Family home in 2016 in Benicia, CA.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Or experience with him was more than satisfactory. He was so on top of everything and helped us even when the first lender we went with didn't approve us. Jim and his team are the best out there and I will be recommending to all my friends and family.

"I love Ross Winchel! I used him to sell a home I lived in, purchase my new (current) house, sell my mother's house, and sell my second home. He is a very positive person who gets quick results.

I have always been satisfied with my dealings with Ross, and when I am ready to sell my current home I will call on him again. He is in tune with market pricing and has a good marketing strategy that gets fast results. All my dealings with him have been quick and painless."

A Gregg, Cape Coral, FL (Seller)

★★★★★ Highly likely to recommend

08/03/2017 - zuser20140606080545410
Sold a Single Family home in 2017 in Cape Coral, FL.
Review for Team Member: [Erica McKenzie](#)

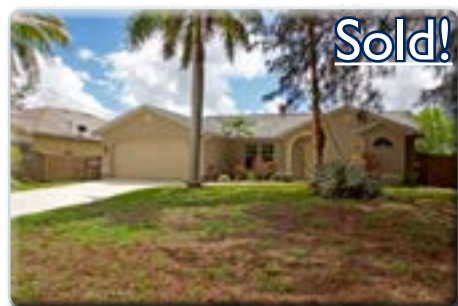
Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Very professional & job well done! We were very pleased with Erica -- from the wonderful pictures to the offer in FIVE days! She was always available to answer any questions we had any time of the day. She made selling our home an absolute pleasure!





Over \$750,000,000 in Team Sales



Sold!
We Get
Results



A photograph of a wooden porch with wicker chairs and a view of a tropical beach. The porch has a wooden railing and a wooden floor. The chairs are made of wicker and have blue cushions. A small table in front of the chairs holds two glasses of water and a small bouquet of red flowers. The view through the glass doors shows a sandy beach, palm trees, and the ocean.

Find Your Dream Home with The Best Real Estate Site in
Southwest Florida!

SWFL-Search.com

You've Tried the Rest...Now Try the Best!

All Listings Updated
Every 3 Minutes
72 Hours Faster than Zillow!

Over 7,000 HD Images
of Gorgeous Homes +
Popular Neighborhoods

Become a VIP Member Today
Get a Private Access to
Pre-Listings + Events

Create Your Own Custom Search Today



What a REALTOR® Will Do For You

Only a real estate professional who belongs to the National Association of REALTORS® may be called a REALTOR®.

REALTORS® are bound by a strict code of ethics and pledges to protect and promote the interests of the parties involved in a transaction by providing fair treatment.

Plus, local REALTORS® at Royal Shell Real Estate provide their clients with local insights and market expertise not available through part-time agents or national portals.

- A REALTOR® is knowledgeable of market conditions and has access to information not easily available to the general public.
- A REALTOR® knows how to advertise to achieve maximum exposure for your property. By creating a network of MLS listings each property gains broad market access to buyers.
- A REALTOR® has many tips on how to properly stage your home for showings
- A REALTOR® can make you aware of all the complexities of a real estate transaction
- A REALTOR® frees you from the hassle of showing your home, handling phone inquiries, as well as negotiations of the contract, and will show your property to only serious and qualified buyers.
- A REALTOR® will remain objective when presenting offers and counter-offers. Home-owners are often emotionally tied to their homes and can cost themselves thousands of dollars by not remaining objective.
- A REALTOR® carries Errors and Omissions (E&O) Insurance



Why We Buy All our Clients a Home Warranty

Buying our clients a home warranty is increasingly becoming a standard for our business. It simply makes sense, our sellers get to net more during their sale and the buyers get piece of mind. The last thing we want to hear from a new buyer moving into one of our listings is that there is a maintenance issue on the home that could have easily been prevented.

Know the difference.



Unlike a homeowners insurance policy that covers rare occurrences such as fire, theft and severe weather damage, a contract with Home Warranty of America (HWA) protects you against life's everyday disasters – the frustrating home system and appliance breakdowns that disrupt your routine and wreak havoc on your monthly budget.



With HWA, you're *prepared* when essential home appliances and mechanical systems fail due to normal wear and tear, and *protected* against the surprisingly high cost to repair or replace them.

Why choose HWA?

Home Warranty of America is a nationwide leader in the home warranty industry with two decades of experience helping homeowners feel confident when buying, selling or just plain living in their homes.

Homeowners and real estate professionals depend on HWA for:

Best-in-Class selection of coverage and payment plans
Unmatched, in-house customer service 24/7/365
More than 120 items covered
Protection against unknown pre-existing conditions
Seller's Coverage options
13 months of initial coverage
No waiting period
No age restrictions on home
Coverage for townhomes, condominiums and investment properties
Multi-year plans
Add-on options for fully customizable plans
National network of qualified service technicians



ONLY HWA!
GreenPlus Option with
ENERGY STAR
replacement products

NEW!
Freon included

PLUS!
Easy online ordering,
claims and
informational videos!

Did you know, homes sold with a home warranty sell for \$2,300 higher on average and spend 11 fewer days on market!

Protect your home and your budget.

Appliance and home system breakdowns are bound to happen. When they do, are you covered? A home warranty from HWA affords you **13 months of repair and replacement coverage for a fraction of the cost of just one major repair.**

Typical repair and replacement costs WITHOUT HWA*

Item	Repair	Replace
Washer	\$220	\$750
Dryer	\$220	\$750
Refrigerator	\$620	\$1,500
Oven	\$200	\$1,200
Dishwasher	\$200	\$650
Heating System	\$465	\$6,500

We're here for you 24/7/365.



Our customer service organization is unmatched in the industry. With an average of 20+ years helping customers, rest assured that whether you need to report an emergency, make a claim, or simply ask a question, our customer service experts are ready to help.

Need repair for a covered item?



Home Warranty of America boasts a national network of pre-screened independent service contractors who have the expertise to handle repair requests quickly and professionally.



Real Estate Professionals get VIP treatment at the Concierge Desk

- Toll-free VIP connection to HWA Specialists
- Streamlined response to your inquiries
- Extended hours during peak season

Professional Photography

Professional photography is a standard in my business practice, no matter the price range. It is a proven fact that homes with professional photography sell for more money in a shorter period of time.



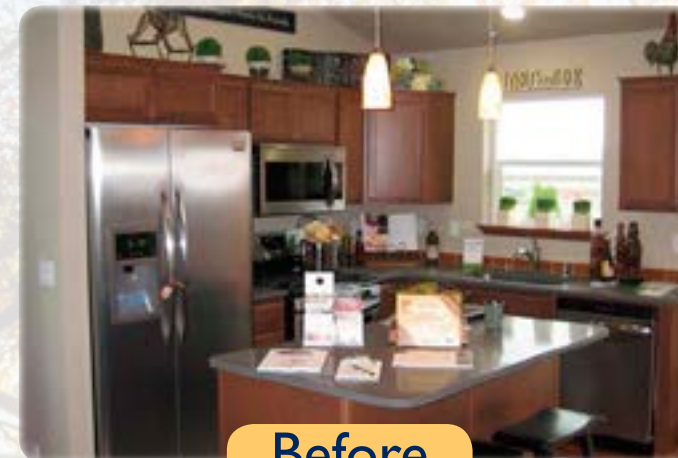
"Homes with Professional Photography can sell for up to \$19,000 more!" - MarketLeader.com



Before



After



Before



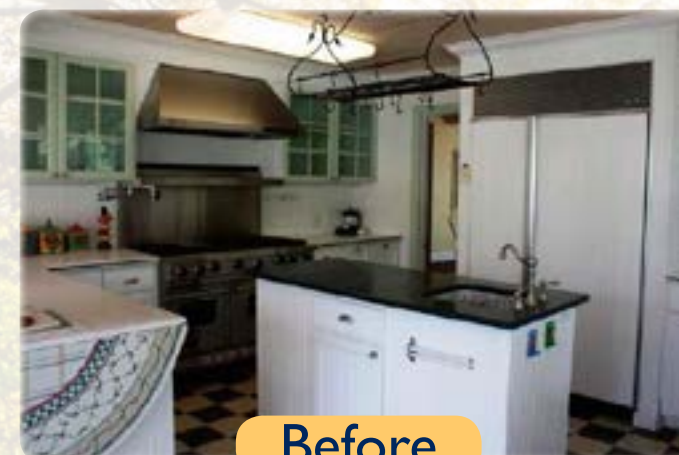
After



Before



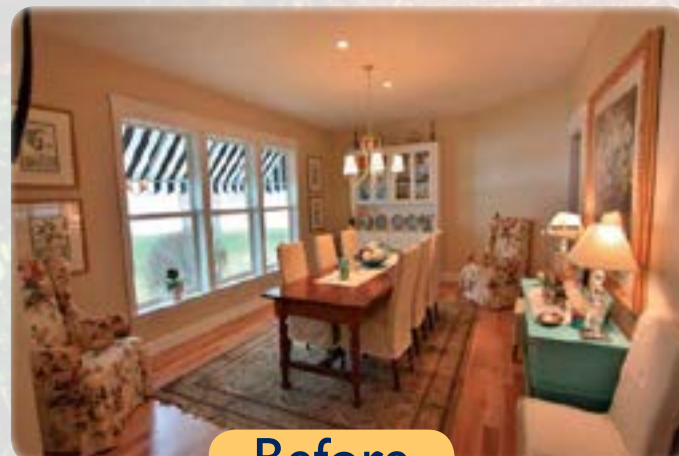
After



Before



After



Before



After



Before



After

How To...

Prepare For The Photoshoot

Did you know **only 35%** of real estate professionals use a professional photographer? Here at The Koffman Group we use a professional photographer on all listings no matter the price. We know the majority of buyers shopping for a home start Online and professional photography is guaranteed to increase showings and offers!

Understand the camera's perspective.

The camera's eye is different from the human eye. It magnifies clutter and poor furniture arrangement so that even a home that feels comfortable in person can look jumbled Online.

Accessorize.

Include a healthy plant in every room; the camera loves greenery. Energize bland decor by placing a bright vase on a mantle or draping an afghan over a couch.

Rearrange.

Spotlight the flow of your space by creating a focal point on the furthest wall from the doorway and arranging the other pieces of furniture to make a triangle shape. The focal point may be a bed in a bedroom or a china cabinet in a dining room.

Know what to leave.

You want to avoid clutter, but try to have three items of varying heights on each surface. On an end table you can place a tall lamp (high), a small plant (medium), and a book (low).

Pare down.

Removing one or two pieces of furniture from each room, even if just for the shoot, can make your space appear larger on screen.

Keep the home in shape.

Buyers who liked what they saw Online expect to encounter the same home in person. Make sure to do a quick tidy before any buyer views the home.



The Koffman Group Ultimate Moving Checklist

This comprehensive moving checklist should help you keep organized and sane during the moving process. There are quite a few moving parts, so be sure to use this checklist often, feel free to grab a sharpie and mark it up however it works best for you!

8 Weeks Before Your Move

- ☐ Start collecting estimates from moving companies
- ☐ Budget for moving expenses
- ☐ Create a “move file” to keep track of quotes, receipts, and other important information
- ☐ Order a city or neighborhood comparison from us to help familiarize yourself

7 Weeks Before Your Move

- ☐ Start compiling medical, dental, shot and prescription records
- ☐ Ask doctors for referrals in your new city
- ☐ Arrange to have school records and veterinarian records transferred
- ☐ Call your insurance agent to see what changes you need to make to your new policy
- ☐ Contact health clubs, organizations, and groups to cancel or transfer your memberships

6 Weeks Before Your Move

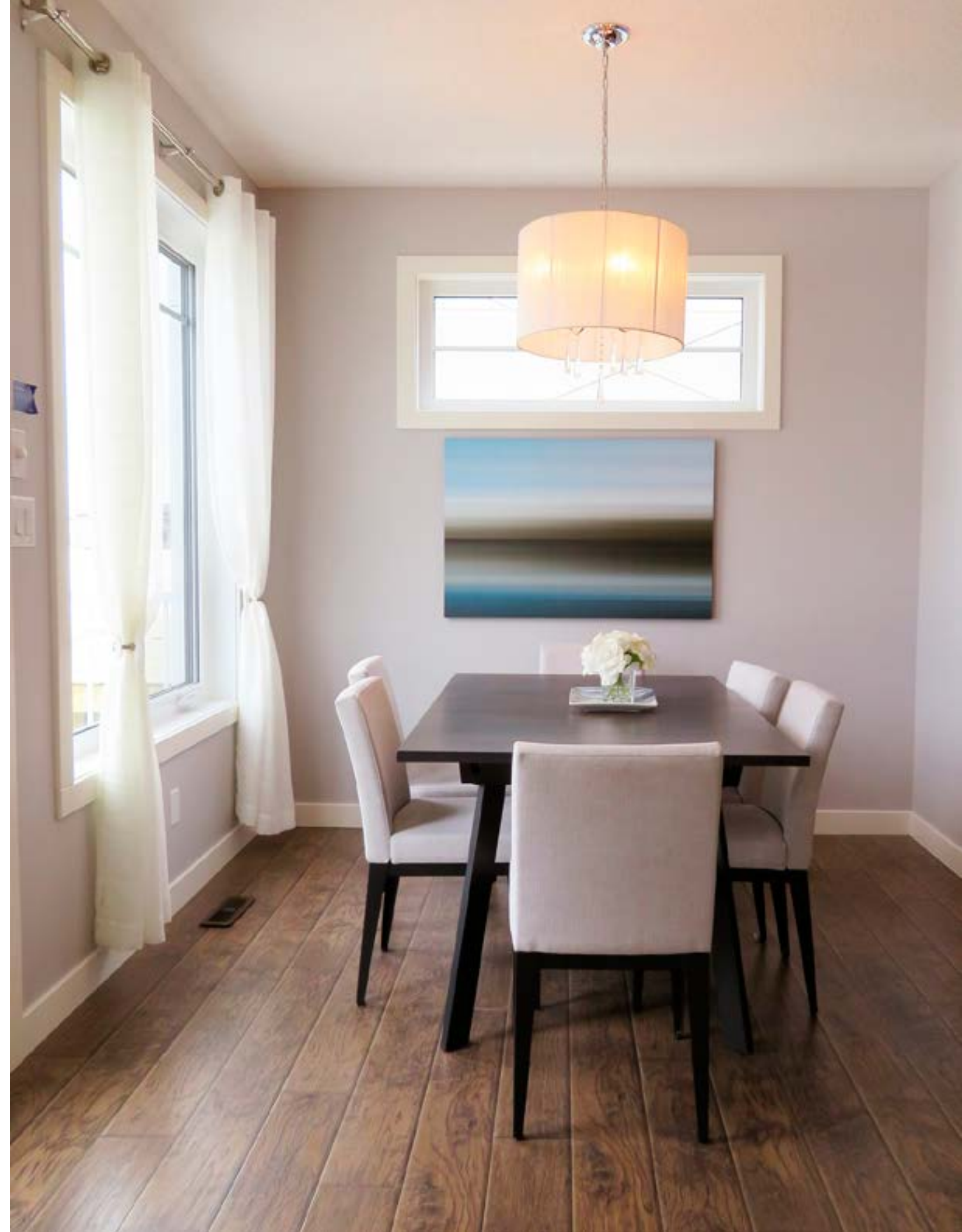
- ☐ Plan how you will move valuables and difficult to replace items
- ☐ Begin the PURGE, separate items into keep, donate, discard
- ☐ Plan a garage sale
- ☐ Start using items that can't be moved such as frozen foods, bleach, and aerosols

5 Weeks Before Your Move

- ☐ Order boxes and moving supplies
- ☐ Begin packing items you don't use often
- ☐ Clearly label each box with its contents and room destined for
- ☐ Pinpoint your move date
- ☐ File a change of address with the Postal Service, or ask them to hold your mail

4 Weeks Before Your Move

- ☐ Reserve your move time lines, double check closing schedules
- ☐ Notify these utility services of your move, both at your old address and new
 - Electric • Water • Gas • Telephone • Cable/Sat • Sewer • Trash Collection
- ☐ Make travel arrangements for your pets
- ☐ Put copies of pet medical and immunization records in your move file
- ☐ Host a garage sale, consider donating the items that don't sell, remember to get receipts for tax write offs and send to your accountant





New Construction
Resale Homes
Custom Estates

The Koffman Group Ultimate Moving Checklist

This comprehensive moving checklist should help you keep organized and sane during the moving process. There are quite a few moving parts, so be sure to use this checklist often, feel free to grab a sharpie and mark it up however it works best for you!

3 Weeks Before Your Move

- ☐ Plan how to transport your plants, they're often forgotten and get too hot in trucks
- ☐ Dispose of flammables, corrosives, and poisons, read shipping requirements
- ☐ Have your car/suv serviced

2 Weeks Before Your Move

- ☐ Notify these professional services of your move:
 - Accountant • Attorney • Doctor • Dentist • Financial Planner • Health Insurance
 - Insurance Agent • Schools • Bank tell them to expect charges in a new city consistently
 - Auto Finance Company • Bank Credit Union • Exterminator • Health Club
 - Home Care providers (lawn, pool) • Laundry Service • Magazines • Newspapers
 - City/County Tax Assessor • State Vehicle Registration • Social Security Administration
 - State/Federal Tax IRS • Veterans Administration
- ☐ Confirm travel arrangements for pets and family
- ☐ Confirm parking for your moving trailer or container, obtain permits if needed
- ☐ Plan meals for the last weeks to use up your food
- ☐ Assemble a folder of important info about your house for the next home owner

1 Week Before Your Move

- ☐ Notify friends and family of your new address and phone numbers
- ☐ Pack essentials box to keep close during the move
- ☐ Drain gas and oil from lawn equipment, gas grills, heaters, etc.
- ☐ Empty and defrost refrigerator at least 24 hours before the move (keep upright)
- ☐ Fill any prescriptions you will need during the move

Moving Day

- ☐ Stretch your hamstrings and lift with your legs!
- ☐ Place carpet, floor and door frame protectors throughout your home
- ☐ Load items in a per-designated order, saving "last load" items for the rear of your shipment
- ☐ Double check every last room and make sure nothing is left, remember hidden items
- ☐ Leave a friendly note to the new owners of your home encouraging them to forward mail

Moving in Checklist

- ☐ Deep clean your new home + replace HVAC filters
- ☐ Start unloading and organizing, boxes first then furniture
- ☐ Remember to schedule for new drivers license, plates, etc.

Factors that Affect the Sale of a Home

5

1: Location - Cannot Control

2: Condition

3: Price

4: Terms

5: The REALTOR ®



Sellers Control Condition, Price, Terms and REALTOR ®

The Realtor and His or Her Expertise Can
Dramatically Impact #2, #3, and #4.

Location: You have no control over the location of your home, but its location helps determine the value of your home and market demand.

Condition: You control this. Your home's condition is vital to a sale. A clean, well maintained home enjoys a competitive advantage over all other homes on the market. You will sell faster and at a higher price by following our lead in staging your home for maximum value.

Price: You control this. The right price can only be determined by a well researched market evaluation by a competent agent. As a home seller, you should not consider the "Zestimate" or a computerized analysis as accurate. Commonly these estimates are off by 10-35% nationwide.

Terms: You also control this. By being open to possession dates, financing options, and repair requests you can dramatically improve your marketability to the greater pool of buyers.

The REALTOR ® There is a dramatic range in service and expertise among agents. Many agents work part-time in this industry. Just as you would insist on an experienced and well prepared doctor, dentist, or lawyer, you should insist on working with a top rated and full time agent during the sale of your home.

Many clients in the Southwest Florida area trust Ross Winchel and The Koffman Group - Royal Shell Real Estate for all their real estate needs because of a long history of client satisfaction and professionalism.



The Average American Home Buyer

“Buyers Only
Know What They
See, Not the Way
its Going to Be!”

- Barb Schwarz

As you are starting to think about putting your home up for sale, it is important to look at the metrics behind the “Average American Home Buyer.”

After all, its likely your buyer will fit the profile illustrated on the next few pages. Consumer housing trends tells us much more than just average sales price and number of days on market.

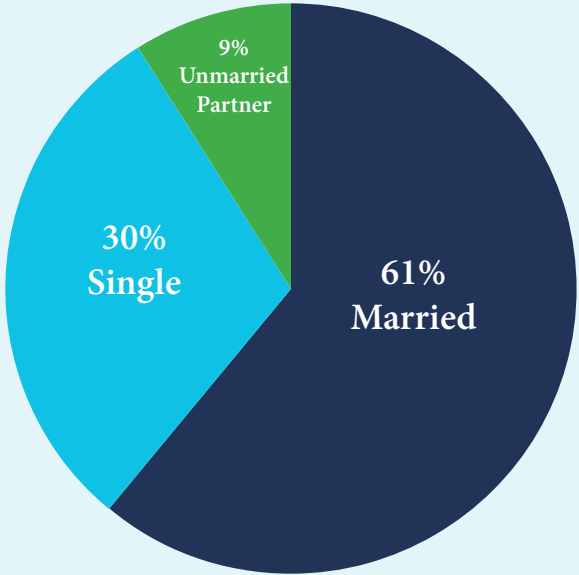
The data shows us that buyers of different generations, ethnicities and gender prioritize their wants and needs differently.

Here at The Koffman Group we believe knowledge is power and by understanding WHO is buying your home we can better prepare ourselves for the selling process.

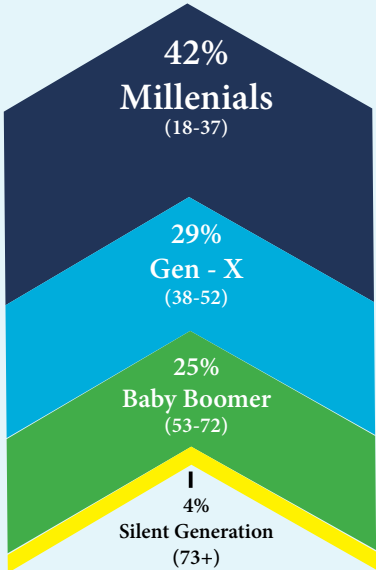


40
Median Age

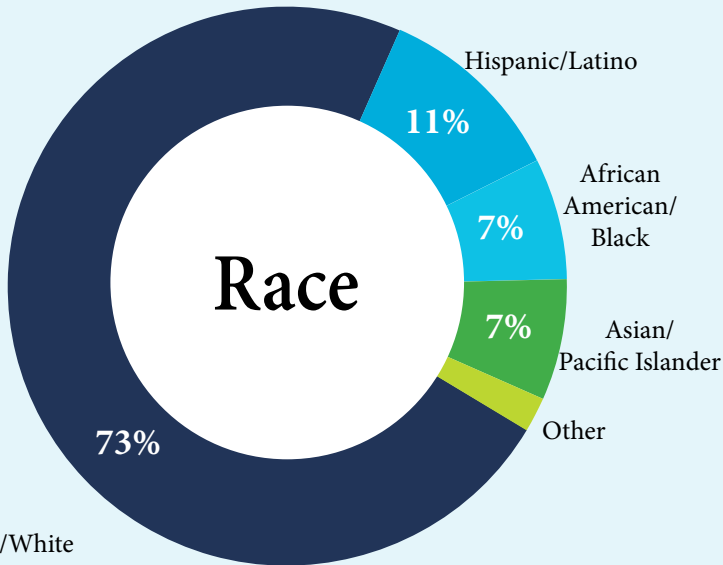
\$87,500
Median Household Income



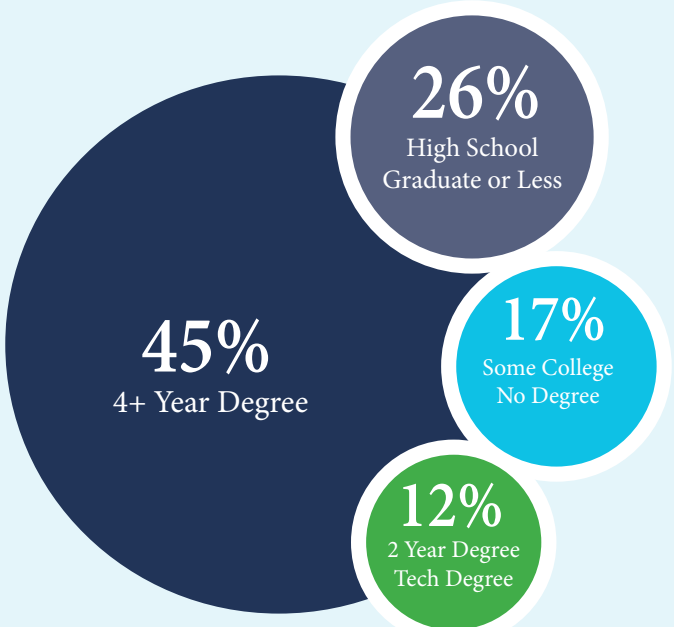
Martial Status



Generation



Caucasian/White



Education

What Do You Love About Your Neighborhood?

Buyers today, are looking for more than a good floor-plan and price. Buyers want to know they are buying into a good community that feels safe and fits the needs of their life, day in and day out.

At The Koffman Group we believe in highlighting all aspects of your home and this includes the neighborhood you live in. So please, grab a pen and make a list of your neighborhoods best features.

Maybe there is a park down the street, a great babysitter you can call last minute or a monthly block-party where you can get to know your neighbors.

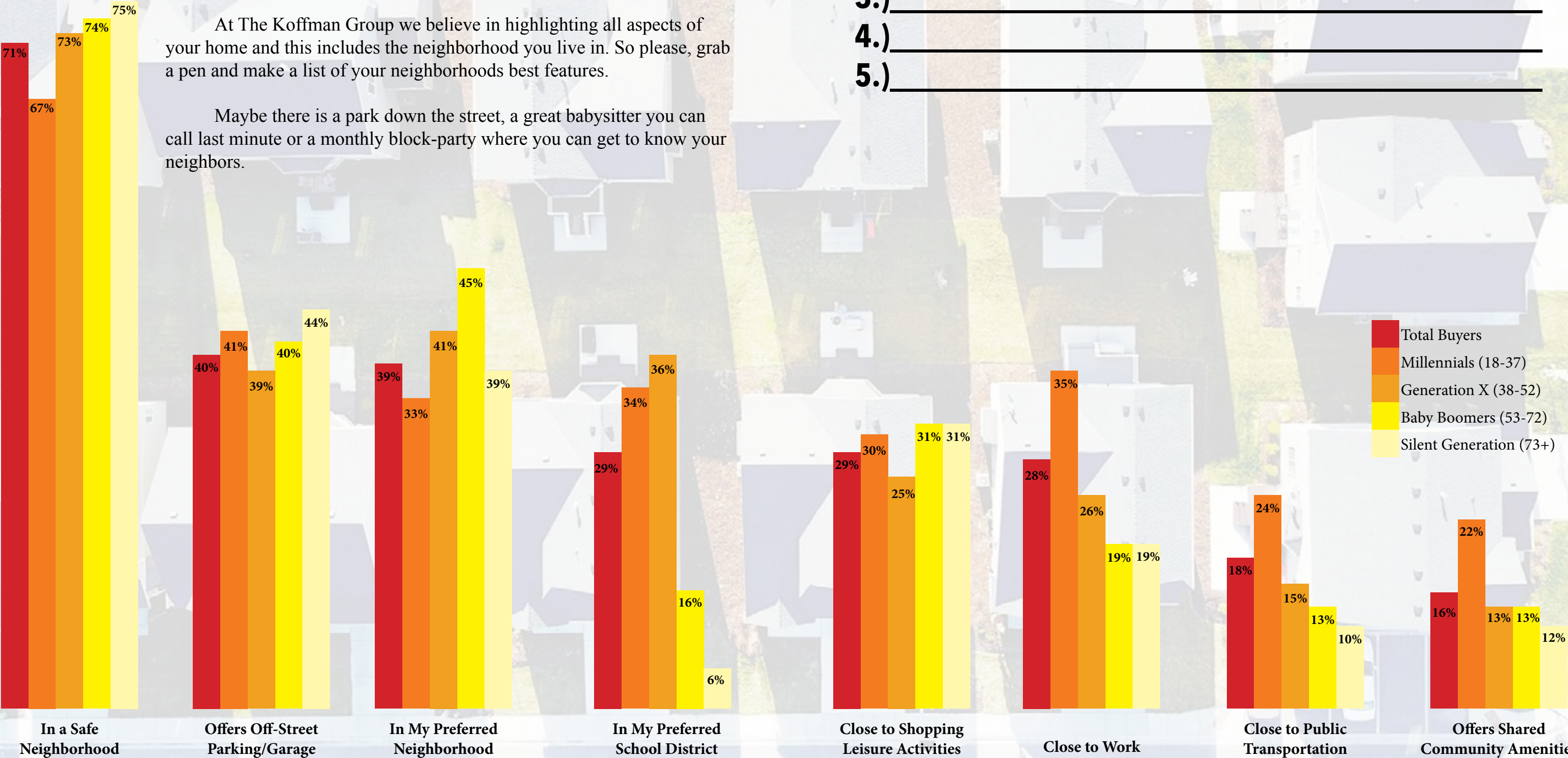
1.)

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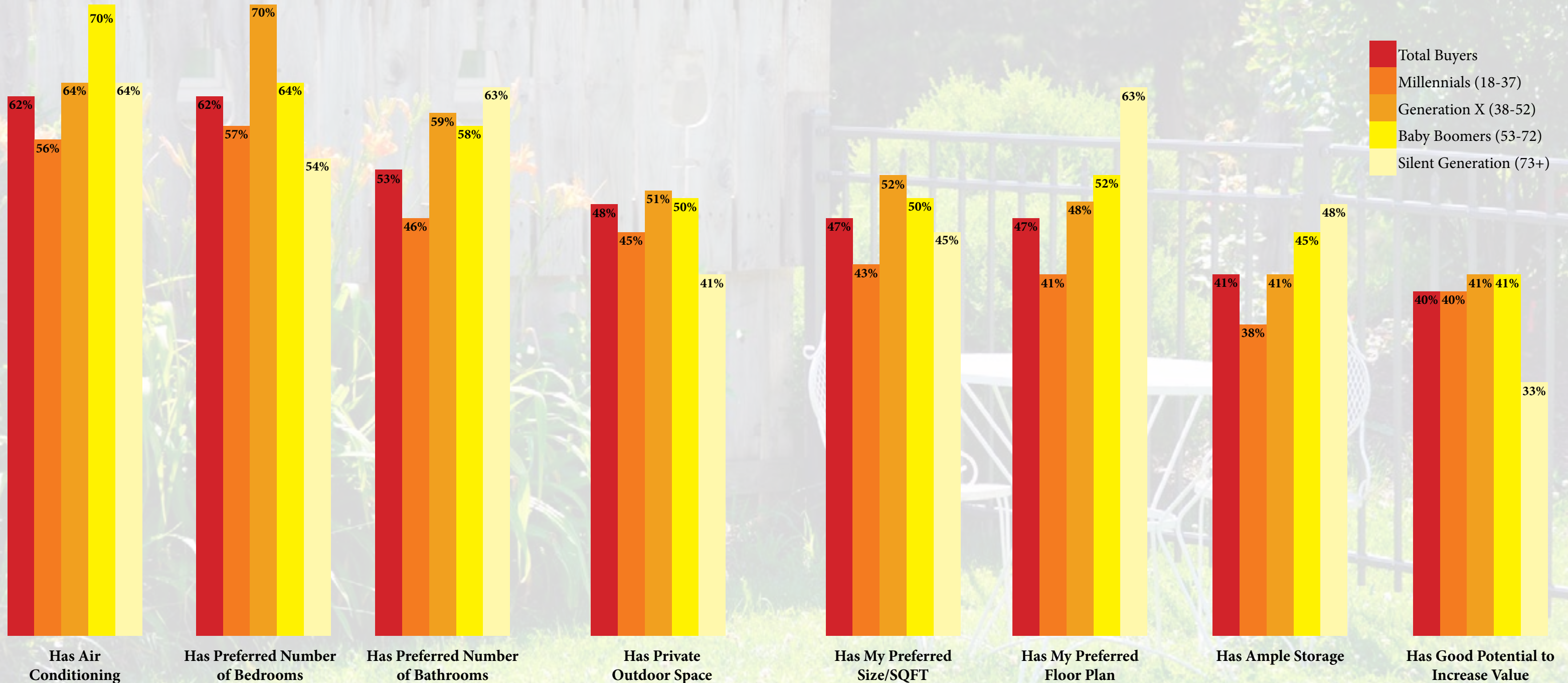
Required Home Characteristics

Below is a graph showing the most important home features to your average buyer. These are the characteristics of a home that fit the buyers daily household needs and not necessarily the preferred features of the home such as remodeled kitchen, flooring , counter-tops...etc.

Its important that during our walk through of your home, we note any and all characteristics that fit into the categories below.

"Owning a home is a keystone of wealth - both financial affluence and emotional security"

- Suze Orman



5 Tips to Help You Sell and Buy With Less Stress

71%

of Sellers also try to buy at the same time.

You may be wondering if it is possible to sell and buy a home at the same time. In fact, this question alone is often what makes sellers hesitant about selling their home in the first place. While selling and buying simultaneously comes with its challenges, such as, storage, organizing moving vans, interim housing...etc, we have put together a few tips that will help the selling and buying process run smoother.

Pack Early, Pack Smart!

No one likes to pack, however packing can serve you in multiple ways. First, packing allows you to clear the clutter, which can help you sell your home faster. In a recent study, 49% of buyers think it is important to have an empty home or free of sellers personal items. Second, packing early means the moving process is faster. If you think you may have to find interim housing, companies like PODs can make the storage process much easier and eliminate the “double move”.

3

1

Get Pre-Approved to Stay Competitive

When selling and buying a home, it is critical to understand your buying power ahead of time. Getting pre-approved is the best way to be competitive and it also helps you understand your options. Below are a few questions to ask your lender.

- Can I buy a home before I sell?
- If I sell my home, what price can I afford?
- What can I do to lower my interest rate?

Understand The Housing Market

Knowledge is power and when you understand the housing market, you can make better decisions and plan your sell and purchase accordingly. Here are a few questions to ask before coordinating your move.

- How fast are homes selling in my area?
- How much housing inventory is available in my price range?
- Are there multiple offers in my price range?

4

2

Have Your Home Pre-Inspected

Selling your home often comes with minor repairs during the buyers home inspection. If you are in the process of buying while selling, it would be helpful to identify any major issues that may arise during the sell of your home.

Be sure to ask for a few home inspector recommendations. Not all home inspectors are created equals and you should always have your home inspected by the best.

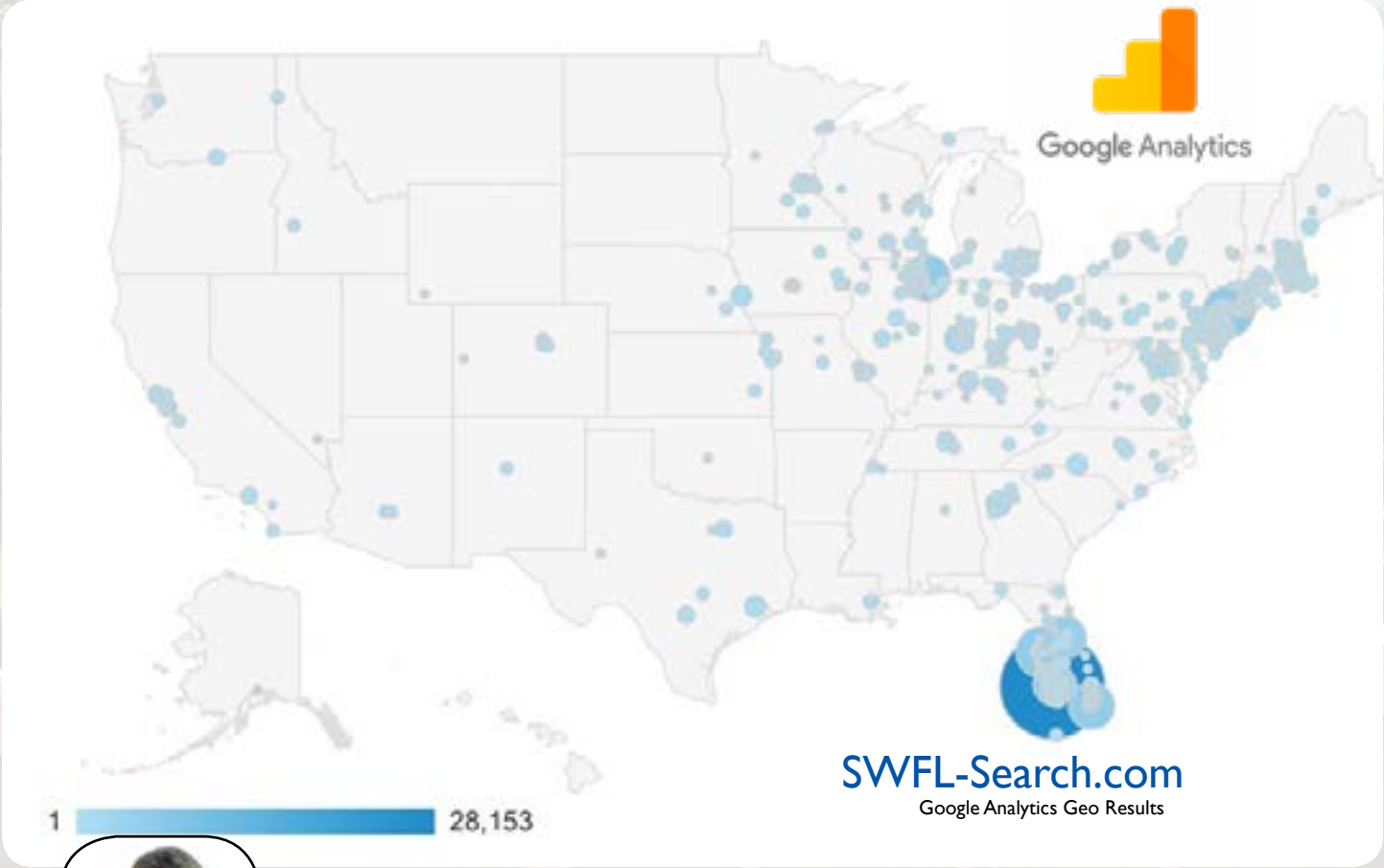
Be Flexible on Terms

Depending on the price of your home and what price you plan to buy in, be prepared to negotiate terms with your buyer and the seller of your new home.

There are several options when it comes to making offers contingent upon the sale of your home such as rent-backs, extended closings, bridge loans, temporary housing... etc.

5

Get Top Dollar When You Market to Out of State Buyers



Each blue dot on the map represents a local or out-of-state buyer we’ve introduced to the area through our marketing. List with Royal Shell Real Estate and Get Exclusive Access.

Every year over thousands people relocate from other parts of the United States to Southwest Florida and the surrounding area. What’s even more impressive is that hundreds of people move to our area from another country.

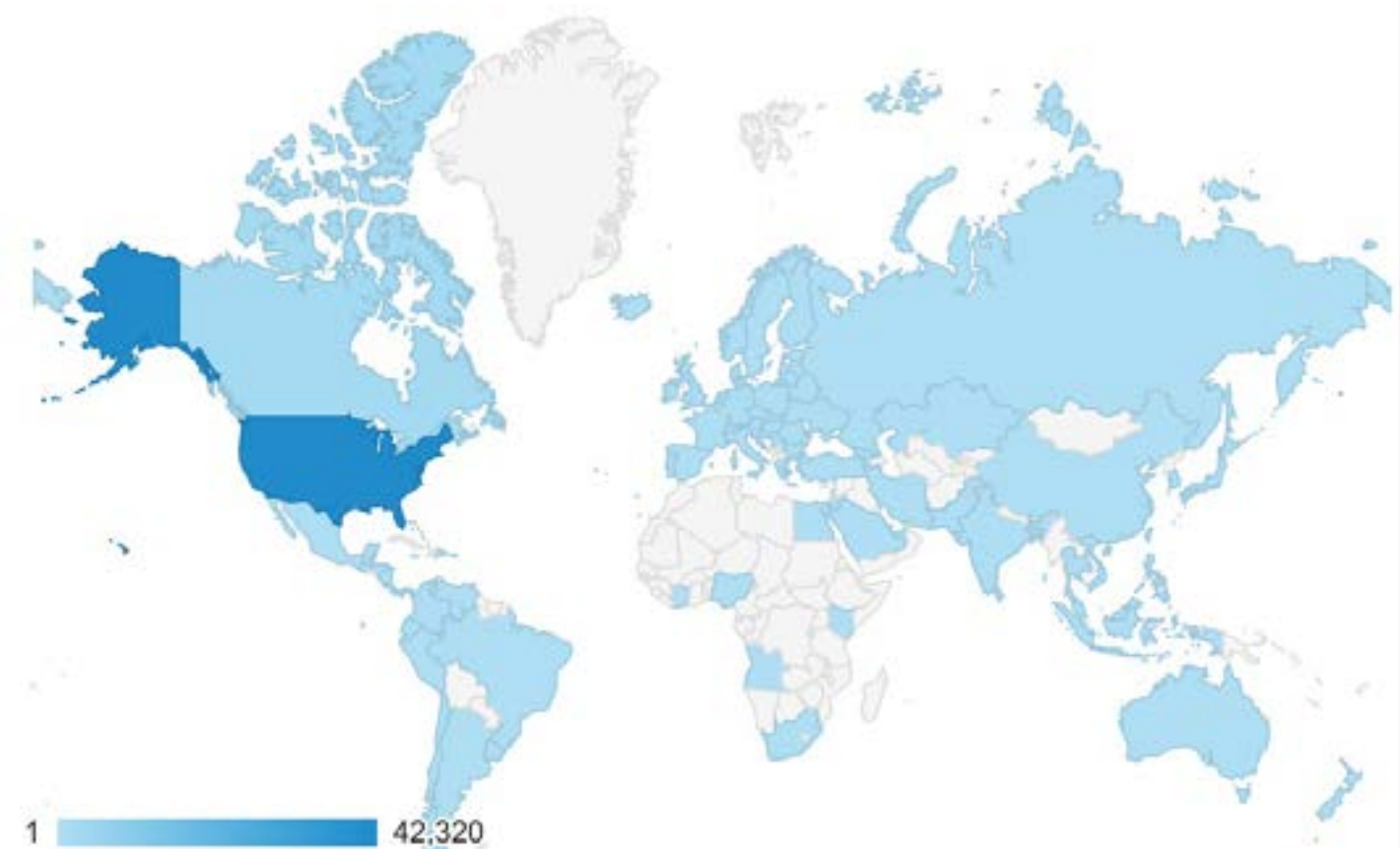
By targeting out-of-state buyers with our digital marketing campaigns we reach an incredible segment of some of the most motivated and wealthy buyers looking for homes like yours!

We even have a global network of nearly 750,000 REALTORS ® across the country to help with finding the perfect home for your family, together we sell more than 95% of the properties in the area.

Some brokerages have more agents, but that doesn’t mean get better results for their clients.

City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	211,919 % of Total: 88.49% (239,480)	39.82% Avg for View: 41.36% (-3.71%)	84,392 % of Total: 85.21% (99,042)	33.77% Avg for View: 34.05% (-0.84%)	5.80 Avg for View: 5.65 (2.58%)	00:03:32 Avg for View: 00:03:21 (5.30%)	53.98% Avg for View: 54.84% (-1.57%)	114,388 % of Total: 87.11% (131,321)
1. Cape Coral	28,153 (13.28%)	39.73%	11,185 (13.25%)	33.61%	6.34	00:03:54	62.01%	17,458 (15.26%)
2. New York	6,063 (2.86%)	40.18%	2,436 (2.89%)	32.21%	4.76	00:02:55	41.65%	2,525 (2.21%)
3. Tampa	5,963 (2.81%)	45.36%	2,705 (3.21%)	42.71%	4.68	00:02:35	48.05%	2,865 (2.50%)
4. Chicago	5,620 (2.65%)	30.20%	1,697 (2.01%)	34.57%	5.75	00:03:36	47.83%	2,688 (2.35%)
5. Miami	5,585 (2.64%)	37.30%	2,083 (2.47%)	37.30%	5.80	00:03:20	52.68%	2,942 (2.57%)
6. Fort Myers	4,668 (2.20%)	51.91%	2,423 (2.87%)	42.16%	6.19	00:03:59	53.98%	2,520 (2.20%)
7. Orlando	4,494 (2.12%)	42.81%	1,924 (2.28%)	41.39%	4.52	00:02:36	45.04%	2,024 (1.77%)
8. (not set)	3,471 (1.64%)	55.17%	1,915 (2.27%)	46.33%	4.81	00:02:37	38.84%	1,348 (1.18%)
9. Lehigh Acres	2,986 (1.41%)	44.14%	1,318 (1.56%)	35.23%	5.98	00:03:44	62.89%	1,878 (1.64%)
10. Washington	2,289 (1.08%)	30.97%	709 (0.84%)	38.18%	4.28	00:02:50	43.25%	990 (0.87%)
11. Indianapolis	2,008 (0.95%)	49.55%	995 (1.18%)	22.06%	6.49	00:03:58	55.03%	1,105 (0.97%)
12. Boston	1,677 (0.79%)	36.43%	611 (0.72%)	37.69%	7.17	00:04:04	45.86%	769 (0.67%)
13. Atlanta	1,531 (0.72%)	41.15%	630 (0.75%)	38.01%	4.93	00:02:39	48.07%	736 (0.64%)
14. North Naples	1,516	41.03%	622	44.92%	4.82	00:02:50	43.01%	652
15. Estero	1,287 (0.61%)	52.21%	672 (0.80%)	55.32%	4.38	00:02:47	38.31%	493 (0.43%)
16. Villas	1,243 (0.59%)	48.27%	600 (0.71%)	43.85%	4.63	00:02:53	43.77%	544 (0.48%)
17. Bonita Springs	1,237 (0.58%)	50.85%	629 (0.75%)	49.88%	3.57	00:01:56	35.33%	437 (0.38%)
18. Minneapolis	1,134 (0.54%)	27.34%	310 (0.37%)	29.45%	6.54	00:03:55	61.99%	703 (0.61%)
19. Iona	1,127 (0.53%)	45.43%	512 (0.61%)	45.96%	4.91	00:02:52	44.10%	497 (0.43%)
20. Philadelphia	1,113 (0.53%)	34.32%	382 (0.45%)	31.27%	6.38	00:03:47	58.76%	654 (0.57%)
21. Detroit	1,070 (0.50%)	31.96%	342 (0.41%)	32.06%	4.75	00:02:26	55.14%	590 (0.52%)
22. Sanibel	1,045 (0.49%)	67.85%	709 (0.84%)	52.73%	4.35	00:02:35	38.18%	399 (0.35%)
23. Omaha	1,022 (0.48%)	12.04%	123 (0.15%)	17.42%	9.17	00:04:37	68.00%	695 (0.61%)
24. Ann Arbor	1,019 (0.48%)	28.36%	289 (0.34%)	27.87%	11.65	00:04:41	59.67%	608 (0.53%)
25. Naples	1,018 (0.48%)	46.56%	474 (0.56%)	51.38%	3.92	00:02:10	35.56%	362 (0.32%)
26. North Fort Myers	1,015 (0.48%)	51.53%	523 (0.62%)	47.29%	6.16	00:04:35	46.90%	476 (0.42%)
27. Columbus	893 (0.42%)	31.69%	283 (0.34%)	29.56%	7.09	00:04:25	67.53%	603 (0.53%)
28. Brick	808 (0.38%)	10.89%	88 (0.10%)	20.17%	8.01	00:06:57	64.60%	522 (0.46%)
29. Louisville	769 (0.36%)	26.14%	201 (0.24%)	25.49%	6.14	00:03:04	60.47%	465 (0.41%)
30. Charlotte	753 (0.36%)	34.66%	261 (0.31%)	35.19%	4.77	00:02:18	50.07%	377 (0.33%)

Market Your Property to the World



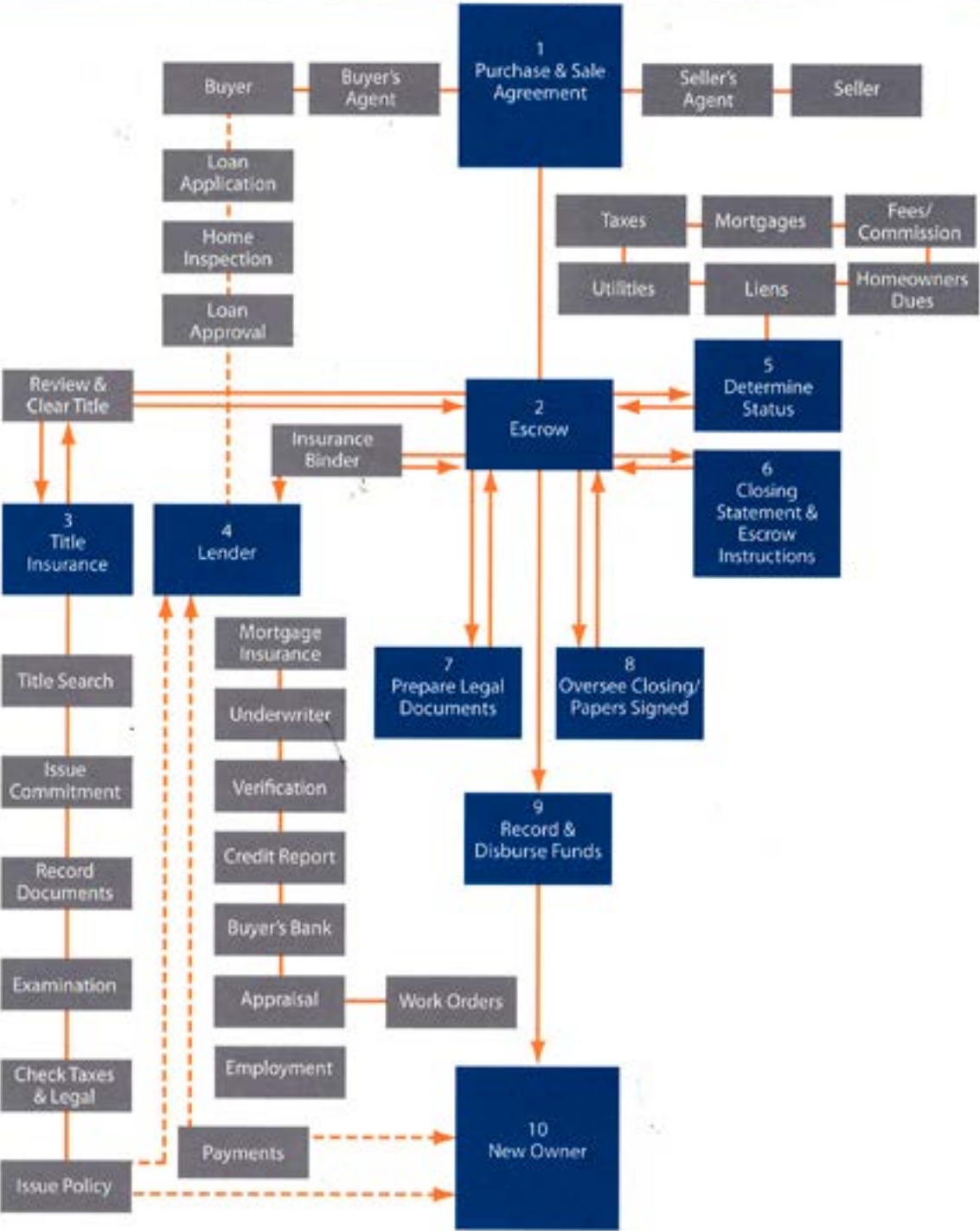
Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	47,327 % of Total: 100.00% (47,327)	42.32% Avg for View: 42.30% (0.06%)	20,031 % of Total: 100.06% (20,019)	38.25% Avg for View: 38.25% (0.00%)	5.39 Avg for View: 5.39 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)	49.96% Avg for View: 49.96% (0.00%)	23,643 % of Total: 100.00% (23,643)
1. United States	42,320 (89.42%)	41.74%	17,666 (88.19%)	38.16%	5.38	00:03:22	49.53%	20,959 (88.65%)
2. Canada	2,455 (5.19%)	42.08%	1,033 (5.16%)	33.93%	6.09	00:03:41	59.59%	1,463 (6.19%)
3. United Kingdom	776 (1.64%)	34.66%	269 (1.34%)	28.35%	4.70	00:02:06	65.98%	512 (2.17%)
4. Germany	560 (1.18%)	31.43%	176 (0.88%)	28.57%	7.95	00:03:46	55.00%	308 (1.30%)
5. (not set)	310 (0.66%)	99.03%	307 (1.53%)	91.94%	1.20	00:00:04	7.10%	22 (0.09%)
6. Turkey	97 (0.20%)	49.48%	48 (0.24%)	19.59%	4.67	00:02:18	44.33%	43 (0.18%)
7. France	70 (0.15%)	28.57%	20 (0.10%)	25.71%	6.90	00:02:48	64.29%	45 (0.19%)
8. Switzerland	66 (0.14%)	21.21%	14 (0.07%)	28.79%	3.86	00:01:24	31.82%	21 (0.09%)
9. Sweden	64 (0.14%)	57.81%	37 (0.18%)	56.25%	4.89	00:03:16	35.94%	23 (0.10%)
10. India	60 (0.13%)	91.67%	55 (0.27%)	56.67%	2.15	00:02:18	33.33%	20 (0.08%)

We'll Handle the Complexities So You Can Focus on YOU



Buying and selling a home can often be a stressful experience even among the best of situations. We have systems and processes in place to keep everything organized and simple.

Put our experience to work for you, that way you can focus on the most important aspects of your new transition.



5 Unique Aspects of Royal Shell Real Estate's Sellers VIP Program

- Maximum Exposure Worlds Largest REALTOR ® Network
- Cancel the Listing at Any Time
- No Advanced Fees of Any Kind
- No Pressure Presentation
- Flexible Commission Structure
- 100% MLS Syndication Plus National Portals

5 Unique Aspects of Royal Shell Real Estate's Buyers VIP Program

- Access Off Market Properties
- Cancel the Agreement at Any Time
- Our Service is Free to You!
- No Pressure Presentation
- 100% Direct Access to All New Construction Developments
- Negotiation Experts Backed by Years of Experience





Want to Take the Next Step in Selling Your Property?



From the Office of
Ross Winchel
Royal Shell Real Estate

There's a good chance you are looking for a competent REALTOR® if you've read this far. Let's schedule a quick time to meet and discuss your situation. You can expect us to be prepared, extremely organized, and ready to start creating a custom marketing campaign for your property.

Since 1994, we've handled transactions with international buyers, military families, 1031 exchanges with investors, luxury sales, and of course a wide variety of residential sales.

We're here to make your real estate transaction a fantastic experience in every way!

Simply call, text, or email and let us know how we can help you best. It's never too early to start planing your next move.

Thank you,

Ross Winchel
Royal Shell Real Estate

239-898-1214

Ross.Winchel@gmail.com

SWFL-Search.com



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Royal Shell Real Estate
Ross Winchel
239-898-1214
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