



GUILLETTE GROUP
— LIVE JOY —



Seller's GUIDE

GUILLETTE
GROUP
Angie & Jeremy

The Guillette Group is a hyper-Local real estate team specializing in the Southwest Florida destination market. Distinguished by their customer service and their extensive experience in the local market, they are recognized for selling properties at the right time for the right price while maximizing seller profits.

Angie's casual and confident approach puts our sellers at ease with their life changes. Jeremy's innovative prowess and drive brings knowledge and prediction to the ever changing real estate market. Together, this power couple is constantly moving forward as a conduit between top industry technology and our sellers while maintaining high values and ever lasting loyalty.



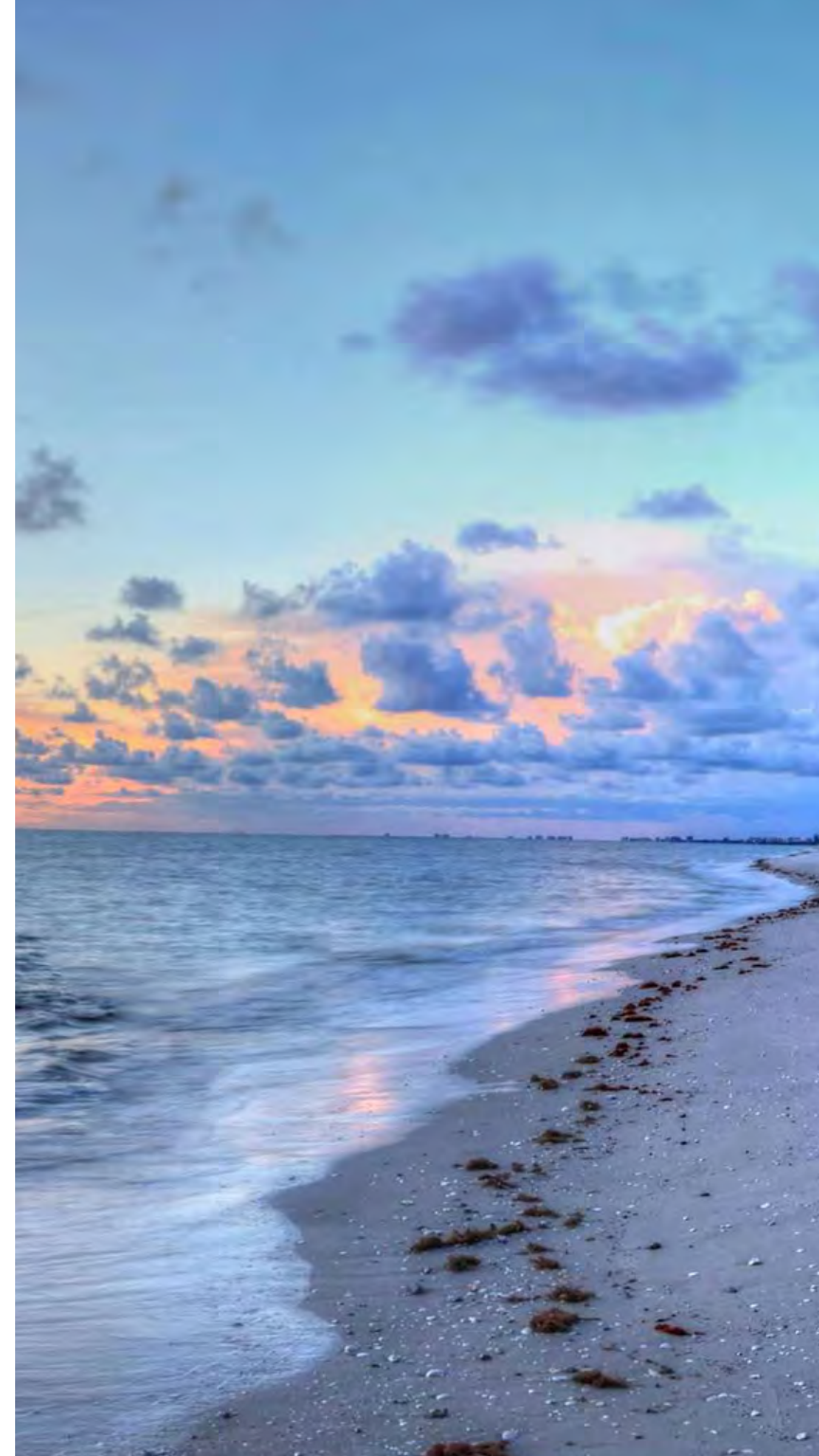
Angie Guillette

OWNER - GENERAL MANAGER



Jeremy Guillette

OWNER - LEAD LISTING AGENT





SELL YOUR PROPERTY FOR MORE

Our unmatched expertise, attentive service, and aggressive marketing provides you, the seller, an advantage to achieve the most amount of money, in the least amount of time with the fewest hassles. From preparing your listing to closing the deal, we'll be by your side the entire time.



MARKETING STRATEGY

- 🌴 **Determine** the appropriate listing price through our comparative market analysis.
- 🌴 **Ensure** your property is ready to show by completing staging, curb appeal
- 🌴 **Improvements** & other necessary updates.
- 🌴 **Obtain** professional pictures & create virtual tour options.
- 🌴 **Maximize** exposure through our online tools, print material & targeted emails.



INITIAL LIST PRICE IS *Key*

Market
CONDITIONS

Comparative
SALES

House
TRAITS

FIND OUT WHAT YOUR PROPERTY IS REALLY WORTH

There are many factors involved in selling a home, but getting the most money for your home really boils down to five things: Market conditions, comparative sales, house traits, seller's motivation, and potential value.

Getting the right price for your property will yield the best results and gain maximum exposure. A fair price shows that you respect both the value of your property and your buyers, and is the most reliable way to encourage showings & offers.

We use the Comparative Market Analysis process to ensure your property is listed at the right price giving you the opportunity to receive the highest price for your property.



Seller's
MOTIVATION

Potential
VALUE

PREPARE YOUR PROPERTY FOR OPPORTUNITIES

- 🌴 **Minimal is best**; depersonalize as much as you can.
- 🌴 **Staging helps buyers** envision themselves in the space.
- 🌴 **Highlight the design** & character of the property.

A *Little* EFFORT UPFRONT GOES A LONG WAY



- 🌴 Ensure the outside of the property looks just as good as the inside with some clean curb appeal.

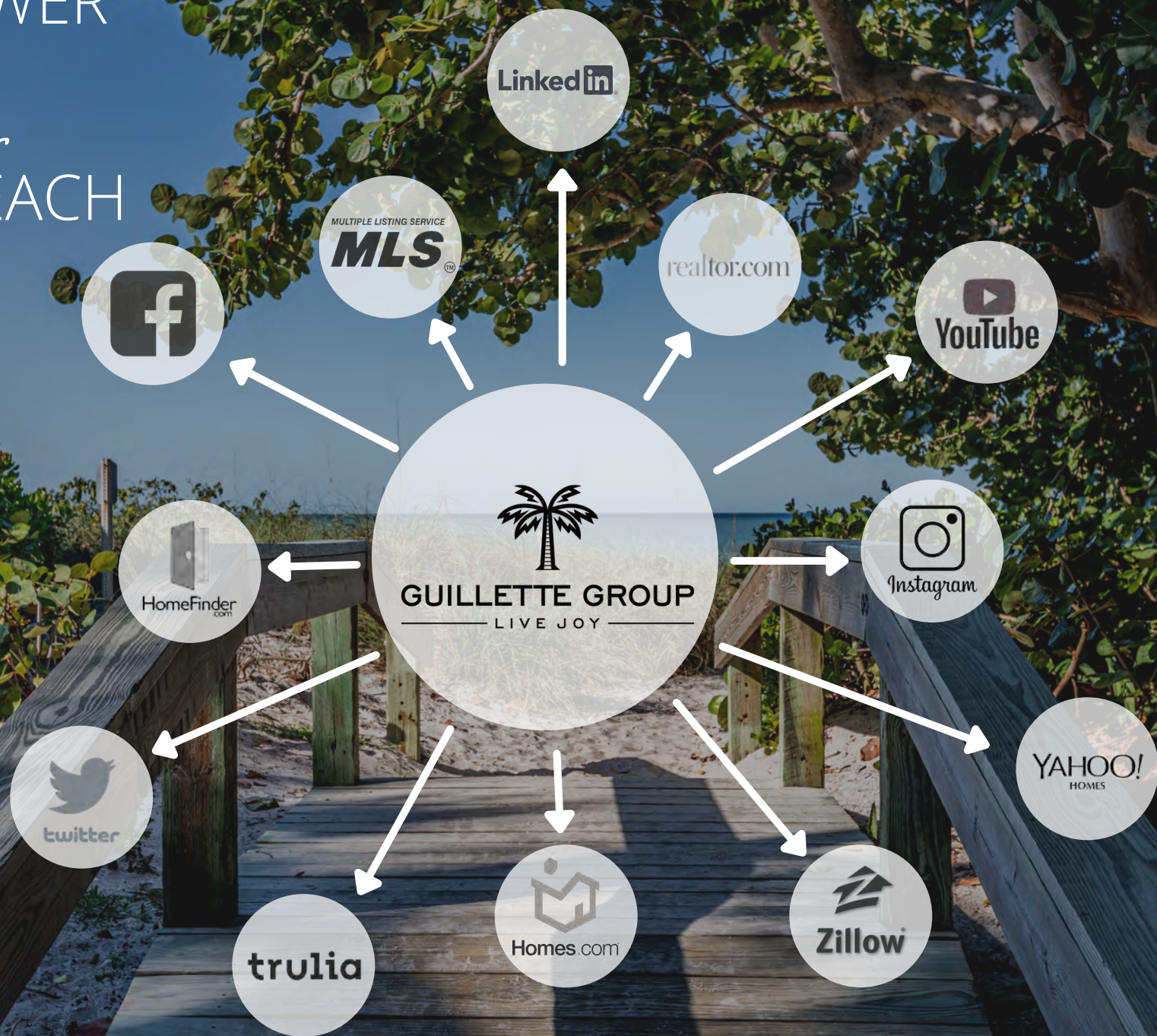


A photograph of a modern, two-story house with a large, rectangular swimming pool in the foreground. The pool is surrounded by a light-colored stone patio. To the left, there is a large palm tree and a stone wall with a built-in planter box. The house features large windows, a balcony with a dark railing, and a covered outdoor dining area with a dining table and chairs. The sky is blue with some clouds.

A *Picture* IS WORTH A THOUSAND WORDS

You never get a second chance to make a first impression! We make your picture say a thousand words! We exclusively use professional photography on every property we list, and with buyers starting their search online, that first impression has to be compelling enough to drive them to your front door.

THE POWER OF *Our* REACH





SHOWING YOUR PROPERTY

Once your property is listed and in-person showings are scheduled, it's time to put the finishing touches in place so it makes the best possible impression.

- 🌴 Turn every light on to make your property appear bright & friendly.
- 🌴 Fully open all your shades & blinds to let in the maximum amount of natural light.

- 🌴 Rub some vanilla on your light bulbs to create a pleasant aroma or have scented candles in each main room of your property.
- 🌴 Play some soothing music at a low volume so buyers can instantly feel relaxed as they view your property.
- 🌴 Strategically arrange mirrors to reflect open areas, creating the illusion of extra space.

DO YOUR *Best* TO ACCOMMODATE SHOWINGS



OUR NEGOTIATION

Process

As your realtor, it is our duty to negotiate the best price for your property, so rest assured the Guillette Group will treat your deal as if it were our own. We are your advocates through and through and will work hard to ensure your experience is both financially rewarding and hassle-free. Once you've put our market power and negotiation mastery to work for you we are certain you will walk away with a competitive & fair offer.



TOP DOLLAR, LEAST HASSLE





CONTRACT TO CLOSE

Once you've accepted a contract, there are a few potential steps before you close:



HOME INSPECTION



APPRAISAL



LENDER'S APPROVAL TO CLOSE

MEET OUR TRANSACTION COORDINATOR



Wendy Miller

CLOSING & TRANSACTION COORDINATOR

Wendy brings over twenty years of experience in Real Estate. She is not just a transaction manager, she assists with writing contracts, finding condo docs, and assists with inspections. She keeps all of our transactions on track.





CLIENTS *Become* FRIENDS

JEFF CHANEY

Buyer in WildBlue

Angie, Jeremy, and their team helped us find our home in WildBlue. The team went above and beyond to get the deal done. They always responded to us in a timely manner. We purchased the home sight unseen and Jeremy was able to upload a video to his YouTube channel to show us the details. He also took a drone video to show us the home and the surrounding area. Jeremy is extremely knowledgeable, professional and so easy to work with. We would highly recommend Jeremy and his team!

LISA AND ERIC R.

World Class Service

We have never had a better experience in the real estate/service industry than dealing with Jeremy and Angie from the Guillette group. Three words say it all. World Class Service. Jeremy and Angie exceeded all our expectations, with timelines and all other aspects of our transaction. The process was smooth with no questions left unanswered. Jeremy and Angie went above what is expected of realtors and saved the day for us. Jeremy actually met a vehicle transport for us, can you believe that? The transport arrived a day early and Jeremy saved the day.

JOHN O.

A Marketing Strategy That Is Unrivaled

We've done multiple transactions with Angie and Jeremy, most recently selling the first condo we bought in SWFL. Jeremy and Angie handled the sale for us setting the high comp in the neighborhood with just a few days on market. They have a marketing strategy that is unrivaled in the area. They communicate better than any realtor we've worked with and helped us with each step in the process. We have since referred them to many friends and family members.

DYAN K.

Simply put, AMAZING

Our house was on the market for 6 days. Six Days! That never would have happened without all of Angie and Jeremy's hard work and support. From helping us to know how to get the house ready to put on the market, to the unbelievable pictures and Virtual walk-through, to the professional brochures, it was all perfect. We can not thank them enough for making the entire process easy and as stress-free as possible. I highly recommend them to anyone looking to sell their house. Simply put, AMAZING!

IT'S *Why* OUR PORTFOLIO IS FULL OF REPEAT AND REFERRAL BUSINESS.



Giving BACK TO OUR COMMUNITY

At Guillette Group we feel a deep responsibility to make a difference in the communities we live, play and serve. In addition to many volunteer efforts, we donate a portion of every transaction to local charities and universities. Below are a few of the organizations we support. We welcome a conversation if you'd like to know more about these important organizations and encourage you to reach out and become involved.



Inspiring Tomorrows™





LET'S GET
Started

Ready to take advantage of the current market and list your property?

The Guillette Group will provide you with expert guidance throughout the entire listing and selling process including these first steps:



Comparative
Market
Analysis



Determine
List Price



Listing
Agreement
& Disclosure



Initiate
Marketing Plan

AND NOW, IT'S TIME
TO SELL YOUR PROPERTY





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