

THE 2023

SMART GUIDE TO SELLING YOUR HOME

THE TRICOLI TEAM AT KELLERWILLIAMS.
HERE TO SERVE

WHAT YOU NEED TO KNOW TO
SELL REAL ESTATE IN FLORIDA

SCAN ME



Scan me for
an instant
home value

SOLD

Area Experts

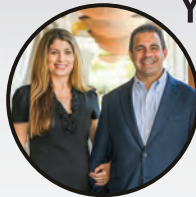
THE
TRICOLI
TEAM

kw
KELLERWILLIAMS
REAL ESTATE

www.TricoliTeam.com

YOUR LOCAL REAL ESTATE
experts and neighbors

THE TRICOLI
REAL ESTATE TEAM



Your home may be
worth **WAY** more
than you think!

SERVING
SOUTH EAST FLORIDA:

561-220-8204 | 954-519-7074 | 772-763-6680

www.TricoliTeam.com

kw PREFERRED
PARTNERS
KELLERWILLIAMS

THE
TRICOLI
TEAM

A SMART GUIDE TO SELLING

*We are committed to providing guidance to help you with one of the biggest and most important financial transactions you'll ever make: selling your home. The process can often be tumultuous and full of decisions, negotiations, regulations, etc. We strive to avert and manage these issues and to get **you the most money possible from the sale, in the shortest amount of time.***

Our local real estate market is affected by the economic climate, employment rates, and general growth of our area. That's why an experienced, professional real estate consultant from The Tricoli Team is available to advise and assist you during this important transaction.

*The insights in this guide are based on studies conducted by our own research as well as Keller Williams research for your benefit! **Prepare yourself to sell your property by reviewing this guide and consulting with The Tricoli Team.***

We are seeing higher demand and low inventory in Florida, with properties on the market selling quickly for asking price or higher. In fact, one of the indicators of a sellers' market is when offers from multiple buyers are made on a property. This year, multiple offers are double what they were last year.

Myth: The value of my home will be higher the longer I wait.

Truth: The economic forecast is unpredictable at best, with the value of your home decreasing significantly at worst. As interest rates increase, so does the cost to own a house which could cause a decrease in value.

IS NOW THE BEST TIME FOR YOUR FAMILY TO SELL?

We consult you to help you make the decision that is best for your family. When there's a reason and you're motivated, **it's always the right time to sell.** People sell their property due to financial issues, family changes, job opportunities, or a need to move up or downsize.

For the first time in several years, the U.S. real estate market favors sellers in most areas. The demand for well-priced homes in good condition is high. Buyers are plentiful and eager, and are armed with low-interest financing for now. In addition, affordability is at an all-time high making it a great time sell.

WHAT IS MOTIVATING YOU TO SELL AND HOW URGENT ARE YOU TO DO SO?

Listing your house at a high price just to "test the waters" can cause more harm than good. The housing market is competitive and a house listed higher than its value will only make other houses in the same price range look like a deal. Nearly three out of five sellers, or 58%, have some urgency to sell, while 14% need to sell very quickly. As your broker, you will let us know your urgency level so we can best serve you – **we are here for you and your needs are top priority!**

Jeff Tricoli

TEAM LEADER, LISTING SPECIALIST



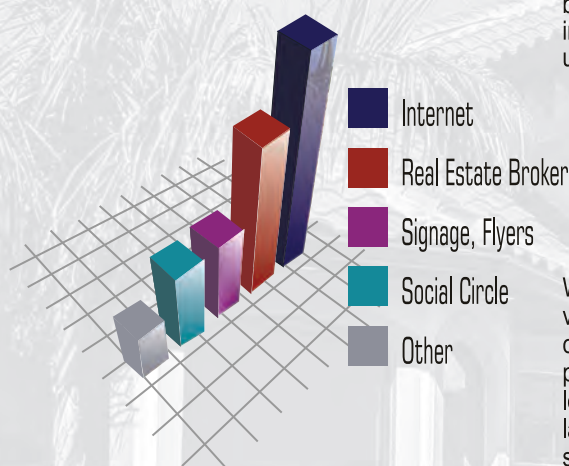
*Don't be caught unaware of your local real estate market and competition! We will interpret your market and help position your property favorably. We know what buyers are looking for. Of the thousands of homes that sold in Florida in 2022, single-family homes dominated the sales charts. Are you selling a detached, single-family home? If so, you have a higher chance of attracting more buyers. **Sell while inventory is low.***

WHY SHOULD I HIRE A BROKER?

WHAT'S MORE COST EFFECTIVE: LISTING MY OWN HOME OR HIRING A BROKER? Statistics show that FSBO (for sale by owner) homes sell, on average, for 12% less than other homes, take 70% longer, and result in a higher number of real estate related lawsuits.

WE TACKLE THE WEB OF ESTABLISHED REAL ESTATE MARKETING CHANNELS

We've spent years building our reputation within the community and online to target the right buyers. This exposure isn't built overnight and much like any other technology, requires knowledge and expertise in the field. On sites where buyers may be looking at 90 pages of houses that fit their budget, we try to make yours appear on the first page.



WE ARE EXPERIENCED IN THE CURRENT MARKET

The Tricoli Team sells more homes than 99% of realtors in the country! The housing market is always changing, and owners have to put in time they don't have to keep up. We know exactly where the market is this year and sold over 300 homes last year. Hire our expertise and education rather than sacrifice valuable time to catch up with decades worth of market research.

WE EDUCATE YOU ON THE LEGAL PROCESS AND MAKE THE PROCESS SIMPLE

Legal jargon and laws specific to the real estate industry are time consuming and cumbersome to keep up with. We help you understand what you need to and eliminate the stress of not knowing what you could be held liable for unknowingly. The number of real estate lawsuits is on the rise. This common problem costs an owner much more than the commission fees of a realtor.

WE MAKE SURE THE BEST BUYERS COME TO YOUR SHOWINGS

Not only do we bring buyers in the right price range, but they are ready to move and prequalified to close quickly. Many FSBO sellers are strung along by the interest of a buyer with bad credit history, and are unaware of this information until the buying process is already underway.

WE HAVE THE RIGHT RESOURCES TO MARKET YOUR PROPERTY

We use the surrounding area to determine the value of your home alongside many other considerations in order to list it at the best selling price. FSBO homes are known for being listed too low, or for accepting low offers, because of their lack of exposure. We will make sure your house sells at the best price, not to mention addressing the many items in a contract, besides the sales price, that significantly affect your bottom line.

Myth: It doesn't matter which real estate broker you have list your home.

Truth: The right broker will get you the highest price at the least inconvenience to you. You need a broker in this competitive market who will proactively market using the right systems and technology, with the know-how to avoid & anticipate problems, someone who will communicate well with you, and see the right offer through to closing.

TRICOLITEAM.COM

THE TRICOLI
REAL ESTATE TEAM



SERVING SOUTH EAST FLORIDA: 561-220-8204 | 954-519-7074 | 772-763-6680

QUESTIONS TO ASK WHEN CHOOSING THE BEST REALTOR

ARE YOU A FULL TIME REALTOR?

Tricoli Team:

Yes, everyone on our team is full-time and committed!

HOW LONG HAVE YOU WORKED IN REAL ESTATE?

Tricoli Team:

Jeff and Hilda Tricoli have a combined 30 years of real estate experience.

DO YOU HAVE ANY REFERENCES OR TESTIMONIALS?

Tricoli Team:

Yes, on page 13 of this booklet and more on our website, as well as on our Trulia, Zillow and Angie's List profiles.

DO YOU HAVE ANY REAL ESTATE DESIGNATIONS, AWARDS OR DEGREES?

Tricoli Team:

Our team is in the top 1% of Realtors in the Country, Top Keller Williams agent in South Florida 2014, 2015, 2016, 2017, 2018, 2019, 2020 and 2021 America's Best Real Estate Agents REAL Trends 2014, 2015, 2016, 2017, 2018, 2019, 2020, and 2021.

DO YOU HAVE AN AGGRESSIVE, PROACTIVE ADVERTISING AND MARKETING PROGRAM?

Tricoli Team:

Yes, our marketing is one of the most comprehensive plans in the industry. See page 7 for a brief overview.

WILL YOU COMMUNICATE WITH ME THROUGHOUT THE SALES PROCESS?

Tricoli Team:

Yes, we are especially proud of our efforts to clearly communicate. You will receive weekly updates and feedback. We also use software systems to give you access to know what we are doing for you and when showings are happening.

DO YOU HAVE A WEBSITE?

Tricoli Team:

Yes, we do:
www.TricoliTeam.com

DO YOU GUARANTEE YOUR SERVICES IN WRITING?

Tricoli Team:

Yes, absolutely! If you are not satisfied, you can cancel at any time.

DO YOU DO WHAT YOU PROMISE?

Tricoli Team: Yes!

Myth: Brokers who "discount" commission can do an adequate job of selling your home.

Truth: You get what you pay for! Promotional costs such as professional photos, top listings on websites, direct mail and many others are often foregone by a broker who sacrifices your best showings to "save" you money. Precious time and buyer showings are lost when promotion is sacrificed. Less exposure often results in a lower price and costs you way more than the commission. Remember, you only pay a commission when your property sells successfully. You owe nothing if The Tricoli Team doesn't get results. We regularly beat the market average in negotiations – getting you the most money for your property in the least amount of time.

SERVING SOUTH EAST FLORIDA: 561-220-8204 | 954-519-7074 | 772-763-6680

NAVIGATING THE SELLING PROCESS

BEFORE APPOINTMENT PREP

- ☐ Find previous appraisals, floor plan and make a list of home improvements
- ☐ Make 2 copies of keys

SCHEDULE FIRST APPOINTMENT
561.220.8204

FIRST APPOINTMENT
HAVE ALL PEOPLE ON TITLE PRESENT AND EXPECT 30-60 MINUTES FOR APPT

HOME READINESS CONSULTATION
PRICING EVALUATION
LISTING AGREEMENT

SET A PRICE

PREPARATION FOR SHOWING
SEE PRESENTATIONS AND MARKETING SECTIONS. ESPECIALLY PAGES 8 & 9

YOUR LISTING AGENT WILL:

- ☐ Do a professional consultation
- ☐ Take professional photos and video
- ☐ List home on MLS with full detail
- ☐ Place yard signs
- ☐ Promote via technology
- ☐ Call possible buyers
- and more...

HOME FOR SALE ON THE MARKET

RECEIVING AN ACCEPTABLE OFFER
NAVIGATE THE PENDING PROCESS

WAITING TO CLOSE AND NEGOTIATIONS

- WE WILL HELP BY**
- ☐ Expertly Negotiating Contracts
 - ☐ Communicating Bottom Line Numbers
 - ☐ Managing Risks
 - ☐ Navigating Options
 - ☐ Advising on Offer Choice

CLOSE CELEBRATE THE SALE!

Myth: It's not a good idea to list with a broker who has a lot of listings, especially if they are in the same neighborhood as your home.

Truth: It's actually to your advantage to list with a broker with many listings, especially in your neighborhood, as it generates more buyer activity; and buyers tend to work with Realtors who have large listing inventories. Also, we enjoy cross selling properties in the same area.

Myth: With so many listings and team members, I'll be lost in the number of people The Tricoli Team is taking care of.

Truth: With a team of talented and exceptional professionals, we are able to streamline the process, and communicate with you more efficiently than an individual broker who is juggling all of the many tasks for their clients. We specialize in our roles. In order to take care of all the things that should be done to market your home effectively, it's important to have more than 1 set of hands. You always have a very seasoned professional and experienced broker at your disposal.

TRICOLITEAM.COM

THE TRICOLI
REAL ESTATE TEAM



THE 3 ASPECTS OF GETTING TO "SOLD": MARKETING, PRESENTATION & PRICING

Feeling overwhelmed by the complexity of what goes into selling a home? Simply put, there are four reasons a home sells: **Location, Price, Condition and Marketing.** While location is something you can't control, the other three reasons you do have control over.



This boils down to value. Does the buyer see the value of your home?

What you can do:

PRICE IT RIGHT THE FIRST TIME to ensure confidence in your buyer's decision that your house is for them. **See pages 12 for more.**

MAKE A GREAT FIRST IMPRESSION

The first 15 seconds of viewing a home is crucial to the buyer's decision. Of all the things homeowners control when selling their home, the condition of the property is one of the most important.

GET IN FRONT OF BUYERS Marketing technology, **professional photographs** (not just pictures taken on an iPhone), knowledge of market conditions and changes, pricing strategies, staging recommendations, contracting, financing, title work, appraising and closing is just a small list of what our Team brings to the table.

WE DELIVER AN EVEN BETTER DISTRIBUTION THAN THIS:



BEWARE:

Many brokers advertise this graphic to reassure their sellers that they are promoting their property on every available online channel, yet merely sending data to these sites is **NOT ENOUGH**. We promote your house to the preeminent spot to make sure your house is seen among the several thousand homes listed.

OUR EFFECTIVE MARKETING PLAN

Designed to capture the maximum exposure for your home in the shortest period of time, we implement our proven 15-step marketing plan. *Buyers find the home they purchase primarily by looking on the Internet and by involving real estate brokers. An excellent broker with connections in the industry and a terrific Internet marketing program is your best path to a sale.*

We spend more money marketing our properties in the right places than most brokers. You get the best possible exposure because of our marketing system.



WE WILL:

1. Price your home strategically so you're competitive with the current market and price trends.
2. Recommend staging your home to cast a positive light on the features most important to buyers; uncluttered rooms and surfaces, fresh paint, good flooring and terrific curb appeal.
3. Place "for sale" signage on the property.
4. Provide informational flyers to be placed in the property.
5. Distribute "just listed" postcards to neighbors, encouraging them to tell family and friends about your home.
6. Optimize your home's international Internet presence by posting information in the Keller Williams Listing System (KWLS), as well as in local and global MLS systems, including plenty of professional photographs and a well-written, keyword-rich description of your property.
7. Place your home on over 1,000 websites including our competitors' national websites to attract both local and out-of-town buyers.
8. Publish your listing in The Tricoli Team monthly newsletter which is distributed to 80,000 homes.
9. Target our marketing to active real estate brokers who specialize in selling homes in your neighborhood.
10. Advertise your home in our real estate magazines and neighborhood newsletters, as well as in direct mail campaigns, email campaigns and social media.
11. Create an open house schedule to promote your property to prospective buyers and market those open houses if you wish.
12. Target active buyers and investors in our database, of over 30,000, who are looking for homes in your price range and area.
13. Provide you with weekly updates detailing our marketing efforts, including comments from the prospective buyers and brokers who have visited your home.
14. When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites.
15. We make our listings the top results on websites like Zillow and Trulia through special advertising and proprietary optimization strategies.



We can often create a frenzy with our efforts. We will have the majority of our showings within the first 3 weeks.

TRICOLITEAM.COM

THE TRICOLI
REAL ESTATE TEAM



TRICOLITEAM.COM | HERE TO SERVE | KELLER WILLIAMS REALTY P7

SERVING SOUTH EAST FLORIDA: 561-220-8204 | 954-519-7074 | 772-763-6680

PRESENTATION: MAXIMIZE YOUR HOME'S VALUE

It's a fact: First impressions often determine your property's perceived value against others in the same price range. A buyer's perception of themselves in your house is greatly affected by presentation. We have experts on hand that have numbers to prove their added value.

Remember:

**YOU NEVER GET A SECOND CHANCE
TO MAKE A FIRST IMPRESSION.**

UPDATES & REPAIRS

A fresh coat of paint can completely change the feel of any space. There are a few high-impact updates worth considering for your home depending on its condition, price point and competition. We can help you determine if any of these popular updates are right for your property.

There are easy and inexpensive fixes you can make to the front of your house. The objective is to make a great first impression with the fresh-and-clean look buyers prefer. We have decades of experience in this – we also buy and sell our own homes and know what to spend our own money on to maximize profits.

COMMON IMPROVEMENTS YOU CAN MAKE TO THE EXTERIOR INCLUDE:

- Paint the front door.
- Remove all yard clutter.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Weed and apply fresh mulch or rock to garden beds.
- Ensure gutters and downspouts are firmly attached.
- Keep the grass freshly cut, weeds pulled and rocks in beds.
- Apply fresh paint to fascia, door trim, around garages and to wooden fences.



WHAT CAN STAGING DO?

Amenities and condition can be changed, while size of the home and location cannot. Adding cost-effective amenities and improving the general cleanliness, style and condition of the home is what we call “staging”. The staged house is ready for a buyer to move in: it feels more spacious, warm, inviting, clean and updated – or like a model home.

WHEN A SELLER STAGES THEIR HOME, ONE OF TWO THINGS HAPPENS: The home becomes more valuable than other comparable properties in that price range OR the homes gets moved up in price and becomes the lowest priced in the next higher price bracket or category.

FRESHEN YOUR INTERIOR:

- Clean all light fixtures.
- Clean or paint walls and ceilings.
- Have carpets professionally cleaned.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean off all counters and surfaces – store items under sinks and in cupboards.

Compared to nonstaged houses, on average, staged houses had more showings scheduled, spent less time on the market and sold for a higher price.

Spend your dollars wisely when it comes to improving your home's interior appeal to buyers. Stage the most popular rooms first and keep costs down by doing simple rearranging, cleaning, and decluttering. If you haven't touched an object in 30 days, pack it up and remove it.

Staging need not be hard, time consuming or costly. While the average cost of staging is \$644, 50% of those who staged spent \$300 or less. A full stage often costs more (between \$1,500 and \$4,000), but a little sprucing can make a huge difference. A National Association of Realtors study found that the average staging investment is between 1 and 3 percent of the home's asking price, and generates a return on investment of 8 to 10 percent.

THREE THINGS TO REMEMBER:

1. You don't get a second chance to make a first impression.
2. A review of more than 2,800 properties in eight cities found that staged homes, on average, sold in half the time and for more money than non-staged homes did.
3. Most buyers make decisions about the property they see within the first 15 seconds of entering the home.

MANY BUYERS SIMPLY DO NOT HAVE THE ABILITY TO SEE THEMSELVES IN THE HOME. STAGING ALLOWS THEM TO SEE HOW THEY WANT TO LIVE AND THAT THEY CAN IN YOUR HOME!

MARKETING & PRESENTATION

SHOULD YOU HAVE YOUR PROPERTY INSPECTED FOR CONDITION?

An inspector will be checking for code compliance, toxins, A/C problems, roofing, etc. It's smart to have your house inspected before you list it with a broker. You will know exactly what action to take to get the house in great condition. Ask us about getting your house "pre-certified" and pre-appraised. This assures you and your buyers that there will be no surprises later. One in ten sellers have prelisting inspections.

One in three sellers knows there's a problem that is bound to come up under the inspection, such as a leaky faucet, broken window seal, stuck window, or worn roofing. It can be a good idea to make these kinds of repairs before putting the house on the market. In fact, 32% of sellers make repairs to prepare the property for sale.

WHY HIRE PROFESSIONALS LIKE US TO SELL YOUR HOME?

We have the experience and knowledge to get your property sold. We confidentially and professionally represent you as we navigate legal aspects and hurdles. We help you set the price and negotiate with buyers and their brokers throughout the entire process. We get paid when your property sells, so it is in our interest to achieve the mutual goal of getting it sold.

OUR MARKETING IS DIRECTLY AFFECTED BY THE PRESENTATION OF YOUR HOME.

THINGS THAT RUIN THE SALE:

- Bad lighting
- Smells
- Too much stuff
- Décor that pigeon-holes your home's style
- Mis-matched colors
- Dirty clothes or dishes left out
- Sellers hanging around while the home is being shown
- Old/matted carpet
- Unkept yard
- Yelping dogs

WHY WE'RE IN THE TOP 1% OF REAL ESTATE BROKERS IN THE COUNTRY

WE VALUE RELATIONSHIPS:

Putting people before process, relationships before rules and compassion before the commission.

WE VALUE TECHNOLOGY:

We use new technologies, strategies, platforms and channels to best serve our clients.

WE VALUE EXPERIENCE:

Our expertise in navigating complex legal and financial scenarios ensures an enjoyable real estate experience for you.

WE VALUE SYSTEMS:

We've developed a systemized approach which provides a framework for every milestone in every transaction.

WE VALUE CUSTOM STRATEGIES:

We look at each client's situation individually and create a comprehensive, custom plan.

Here are just a few ways we differentiate ourselves

- ☐ PROFESSIONAL STAGING RECOMMENDATIONS
- ☐ PROFESSIONAL PHOTOS
- ☐ THOUGHTFULLY WRITTEN DESCRIPTIONS
- ☐ QUALITY SIGNAGE



- ☐ OPEN HOUSE LAUNCHES
- ☐ TARGETED ONLINE ADS
- ☐ SOCIAL MEDIA STRATEGY
- ☐ MAILERS TO YOUR AREA
- ☐ MARKETING TO OTHER BROKERS
- ☐ FLYERS
- ☐ PHONE CALLS
- ☐ COMMUNICATION
- ☐ SHOWING FEEDBACK
- ☐ FEATURES ON ZILLOW, TRULIA, ETC.
- ☐ KWLS NATIONAL AND GLOBAL DISTINCTION
- ☐ ENHANCED MLS DISTRIBUTION
- ☐ TIME SAVING (DAYS ON MARKET)
- ☐ LIST PRICE TO SALES PRICE
- ☐ TOP MARKET KNOWLEDGE
- ☐ EFFECTIVE USE OF TECHNOLOGY
- ☐ BETTER NEGOTIATIONS
- ☐ MONTHLY NEWSLETTER THAT GOES OUT TO 70,000 HOMES



THE TRICOLI TEAM
YOUR LOCAL REAL ESTATE EXPERTS AND NEIGHBORS



TRICOLITEAM.COM

THE TRICOLI
REAL ESTATE TEAM



SERVING SOUTH EAST FLORIDA: 561-220-8204 | 954-519-7074 | 772-763-6680

PRICING YOUR HOME

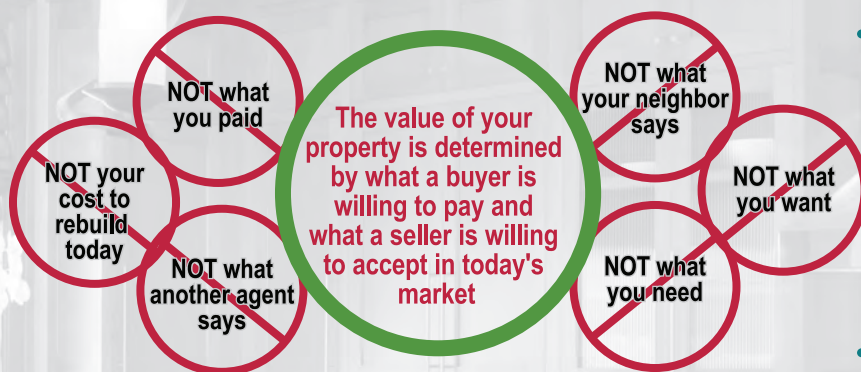
WE BASE YOUR RECOMMENDED PRICE ON:

- A detailed, custom market analysis
- The unique characteristics of your home and its setting.
- Our expertise in the real estate market
- The best price to create buyer frenzy

Our primary goal is to net you the most money possible in the shortest time possible. The pricing plan, matched with our marketing plan, will draw brokers and buyers to your home and position it as a highly appealing, highly competitive property.

CONSIDER THESE IMPORTANT POINTERS FOR PRICING YOUR PROPERTY STRATEGICALLY:

- Price ahead of the Market - by pricing themselves in a market with falling home values, sellers can end up chasing the market down, because home values are often falling faster than their price reductions.
- Time on the market works against you. The buying market has a short attention span. Pricing your home right the first time is key. The majority of interest comes in the first 2 weeks.



- Proper pricing attracts buyers. An overpriced house will not sell. We want to generate offers before the market moves on to newer listings. The right price is important.
- A property generates the most interest when

Buyers have the same access to information and make their pricing decision based on comparing your property to other properties SOLD in your area.

it first hits the market. The number of showings is greatest during the first 3 weeks if it is priced at a realistic market value.

PRICE IT RIGHT THE FIRST TIME

Approximately 22% of sellers had to reduce their price because it wasn't competitive with similar properties for sale. The typical seller reduced their price in less than 30 days. Most reductions were between 2-5% of the list price. The market determines the price and we will advise you on a suggested listing price point. Avoid the temptation to price it high just to see if you get any takers. The longer it stays on the market, the more likely the final sales price will be lower. Price it to sell from the start.

- **Starting too high and dropping the price later misses the excited frenzy and fails to generate strong activity or even multiple offers.**
- **If you can underprice**, buyers will often bid up the final price. The emotion of the frenzy will usually get you more money. Many homes that start high end up selling below market value because after a few months, buyers think they are stigmatized for other "hidden" reasons.

Myth: Pricing a home is a mysterious process.

Truth: Your home will sell for whatever the market will bear. Our team is here to help you put your best foot forward in the market through recommended updates to condition and careful evaluation of the market value. It's not an easy process, but it's not a mysterious process either.

Myth: You should select the broker who says he/she can get you the highest price.

Truth: Always select a real estate broker on his/her credentials. Overpricing a home to get the listing is the oldest scam in real estate: schmooze the seller and compliment the home to get the listing, then ask for a price reduction later. You should insist on a written, well-researched market analysis to determine the realistic amount your home will bear in today's market and price it accordingly. Also, ask how a broker's marketing can get you premium pricing.

CLIENT TESTIMONIALS

Jeff made me feel comfortable right from the start. He explained the house selling process and what to expect including all the costs. His photographs of my house were excellent, very professional and he showed my house in a very positive and presentable manner. His negotiating skills got me more money than the listed price. The sale was smooth and seamfree and took only a short time from start to finish. Jeff also helped me purchase my new home. He found me exactly what I wanted, where I wanted it and for a great price. He worked diligently with the seller and my mortgage broker to achieve a mutually agreeable result. All the time Hilda was busy making the paperwork and document signing as easy as it could be. I have recommended Jeff to my friends because I know he will take care of them and they will be safe in his care. Jeff and Hilda are the BEST team and I will recommend them every time. Great job!

– L Barrett

Mr. Tricoli (Jeff) is a 11 plus on the recommendation scale. He listens, allows YOU to talk/share is courteous, honest, follows through on the buy or sale, apprises the client of any negative impact on you before, NOT AFTER the purchase or sale. He returns calls very quickly NOT six months later and extends himself far beyond the norm. I would recommend and use him on any real estate issue. As they say in the business world he is a cut above the rest.

– Bill Newell



Jeff sold 2 houses for me both in under 3 weeks. He walked me through the entire process and made sure I understood each step. I would definitely go to Jeff with my future real estate needs.

– Charise Ball

I never give perfect reviews for anything. However, I cannot say enough about how well Jeff treated the sale of our home. I interviewed 2 other realtors and decided to use Jeff as I felt that his knowledge of the market was a little more superior. My wife and I were amazed at the level of marketing he put in to showcase our home. We had 9 showings in the first 6 days and were under contract in 8 days at full listing price, which I thought was a little too high in the first place. More importantly, Jeff and his team tracked everything from start to finish and knew more than even the buyer's agent. I will not use anyone else in the future! Thanks Jeff!

– Craig Sessions

Jeff is an excellent realtor that provides honest and real advice every step of the way. He was available to respond to questions at all times, whether it was late at night, early morning or even when he was on a family vacation.

– Maureen Schwab

We are very happy with Jeff's responsiveness and most importantly transparent communications and flexibility. He made expectations very clear. There were many different scenarios that we could have encountered and we appreciated having been made aware of them even if they didn't happen. Jeff helped us both buy and sell a home. He advised us on the most cost-efficient way to prepare our home to be listed and once we listed our house, we had several offers within 3 days, along with a buyer and closed in less than 3 months. Jeff advised us when we were negotiating the sale price and we were happy with the final price. For buying our new home, it took us approximately 1 year to find a new home and Jeff was very patient with us. He walked us through a short sale offer we made that didn't work out (due to other circumstances beyond Jeff's control). We made several other offers on homes along the way and Jeff was very helpful in advising us and negotiating a reasonable price. In the end, we found the right home for the price.

– Mr. and Mrs. Kennedy

Jeff did an excellent job of marketing our home - sold in less than a month for our desired price. Every aspect of our sale was handled professionally and with great expertise! Jeff delivered on everything he promised. I would highly recommend him!

– Christine Hodges



www.tricoliteam.com

TRICOLITEAM.COM | HERE TO SERVE | KELLER WILLIAMS REALTY

P13

GETTING TO CLOSING

WHAT CAN YOU EXPECT?

The closing agent will

- Look over the purchase contract and identify what payments are owed and by whom
- Prepare documents for the closing
- Coordinate the closing
- Make sure taxes, title searches, real estate commissions and other closing costs are paid
- Ensure that the buyer's title is recorded
- Ensure that you receive any monies due to you

WHAT ARE YOUR COSTS?

Sellers commonly pay the following at closing:

- Mortgage balance
- Other claims against your property such as unpaid property taxes
- Unpaid special assessments
- Real estate commission
- Title insurance premiums

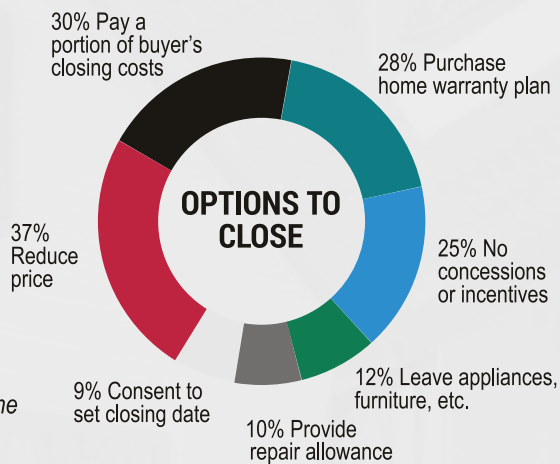
After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold

OPTIONS

Don't be surprised when buyers ask for certain concessions or incentives. Be prepared by knowing the common things buyers ask for in the negotiation process. Over one-third of buyers ask the seller to reduce the price, and nearly one-third ask for help on closing costs. In fact, when sellers agreed to pay buyer/loan closing costs, more than 75% of sellers pay up to \$5,000 in loan related closing costs.

Be prepared – know the common things buyers ask for in the negotiation process. Know your options and consider if you are willing to reduce the price or help pay the buyer's closing costs. We'll help you navigate negotiations.



NEGOTIATIONS

Your ultimate goal is to get your house sold quickly for the most money and as hassle free as possible, and we will assist you in getting there. Brokers are negotiating

*on behalf of their sellers to get slightly less than what the property was listed for. **We sell homes 20 days faster than the market average and, in many cases, as much as 60 days faster. We also, on average, save our clients an extra \$10,000 in negotiations on price and closing costs.***

We represent you along your entire journey and earn our pay when it comes to offers made, options requested, and other sticky negotiation points. Our experience and knowledge is critical to not only getting your property sold, but getting it closed! When your property is in great condition at a great price, you can expect to get offers.

When you do not receive any offers and especially if there are no showings, this is a strong indication that your property is priced too high.



MEET THE TEAM

THE TRICOLI TEAM AT KELLER WILLIAMS



Jeff Tricoli

TEAM LEADER, LISTING SPECIALIST

As a Listing Specialist, Jeff will work with you to stage and price your home in order to get it sold for the most amount of money in the least amount of time. Jeff will negotiate each offer to make sure your interests are protected. His negotiating and marketing skills are second to none!

Jeff has extensive training and experience with the South Florida real estate market. He consistently negotiates the best terms for his sellers with outstanding customer service.



Hilda Tricoli

CO-LISTING AGENT AND MARKETING MANAGER

Hilda will create your listing for the MLS and produce all of the marketing materials including print ads, websites, etc. in order to implement our extensive marketing plan to make sure your homes get as much exposure as possible..

Ryan Garcia and Liz Bell

LISTING AGENTS

As Listing Agents, Ryan Garcia & Liz Bell will work with you to stage and price your home in order to get it sold for the most amount of money in the least amount of time. Ryan & Liz will negotiate each offer to make sure your interests are protected. They're negotiating and marketing skills are second to none!

Brandi Brant and Chase Caccamo

LISTING MANAGERS

Brandi Brant & Chase Caccamo will be your main points of contact from listing to close. They will track showings, obtain feedback and share the information with you. They will also present offers, give feedback relating to negotiations, etc. Brandi & Chase have a passion for great customer service and will have frequent communication with you throughout the process.

TRANSACTION COORDINATORS

Our transaction coordinators work as a team to make sure your contract to close process is as efficient and stress free as possible. They are available from 8am to 8pm to answer any questions or concerns you may have about the transaction.

BUYER SPECIALISTS

Our Tricoli Team buyer specialists focus on the buyer's interest and availability of prospective homes. The best part of working with our buyer specialists is the individualized service you will receive.

Harbor Land Title

CLOSING AGENT



Most of our closings will take place at the offices of Harbor Land Title. Harbor will coordinate the closing, prepare the closing documents, work closely with lenders and clients to ensure closing goes as smoothly as possible.

SERVING SOUTH EAST FLORIDA: 561-220-8204 | 954-519-7074 | 772-763-6680

HERE TO SERVE

Jeffrey Tricoli, P.A.
6801 Lake Worth Road
Suite 350
Lake Worth, FL 33467

THE TRICOLI
REAL ESTATE TEAM



www.TricoliTeam.com



THE TRICOLI TEAM GUIDE TO:

WHAT YOU NEED TO KNOW TO
SELL REAL ESTATE IN FLORIDA



**THE
TRICOLI TEAM**
YOUR LOCAL REAL ESTATE EXPERTS AND NEIGHBORS