



# OUR HOME SELLING *difference* A PRE-LISTING GUIDE



*Bobbie Donaldson*

REALTOR®

A REALTOR WHO ADVOCATES FOR YOU



# hello, LET'S CONNECT

I AM BOBBIE DONALDSON

Nice to "meet" you!

Buying or selling a home isn't just a transaction, it's a journey.

And like with any good adventure, there's a good chance you'll hit some bumps in the road. When buyers aren't biting, your offer is passed up again, and your Realtor doesn't seem to understand exactly what you're looking for--suddenly this exciting time can take a turn for the worse.

As a Tampa lender for over 30 years, a professional at preparing homes for sale, I finally added the word Realtor to my experience. Not new to the industry, believe me! I understand that navigating the Florida real estate market can be as frustrating as it is rewarding. The good news is you don't have to do it alone!

Whether you're buying or selling your first house or your fiftieth, I will be your fearless advocate. When you choose me as your Realtor, you're not only gaining my Florida real estate expertise and industry connections, you're gaining a friend and cheerleader you can count on.

I promise to bring my positive energy, creativity, and resilience to our first meet and greet and every day after, doing everything I can to get to know you and your unique real estate goals to create an empowering, personalized experience.

The best part about going on this journey with me? I won't stop until you sign the best offer possible, even if it means taking the scenic route.

📞 813-843-3805

✉️ BOBBIE@BLUEMAGNOLIAREALESTATE.COM

🌐 WELCOMEHOMEWITHBOBBIE.COM

ƒ WELCOMEHOMEWITH BOBBIE

◎ WELCOMEHOMEWITHBOBBIE

*Welcome Home with bobbie*

# meet THE TEAM



## Heidi Jasper OWNER/BROKER REALTOR®

As the owner and broker of Blue Magnolia Real Estate, LLC, it's my pleasure to offer custom, concierge real estate service to Ocala and Tampa/St. Petersburg, Florida. I developed sharp skills in complex transactions and negotiation as a real estate attorney. As a real estate professional, I now use this expertise to help guide my customers through the difficult process of buying and selling their homes and investment properties. I aim to ensure a smooth transaction from start to finish and exceed every expectation. Whether you need a professional organizer to ready your home for the market, a master carpenter to transform your new kitchen, or an attorney and accountant for a complex transaction, my team of professionals will meet your every need.

I'm an active volunteer at Blessed Trinity Catholic Church and its associated charities. I enjoy spending time with my husband, Jason, and our children, Scout and Gus. We can often be seen on Ocala's Downtown Square, or walking our dogs, Moses and Lucky, through the Historic District and Woodfields neighborhoods.



## David M. Donaldson LENDER

David Donaldson, is a seasoned Branch Manager at VanDyk Mortgage, bringing extensive lending expertise to the table. Hailing from Florida, he has been instrumental in the mortgage industry for over three decades, founding a branch in Tampa in 2011. Renowned for his lending acumen, he has garnered numerous accolades, positioning him as a top professional in Florida and beyond. His recent expansion into California underscores his commitment to excellence in lending services.

Driven by a passion for serving his clients, he excels in tailoring lending solutions to diverse needs, including unconventional cases. With a track record of over 500 closed loans and outstanding customer ratings, he embodies proficiency and a client-centric approach. With a blend of lending expertise, compassion, and community involvement, David Donaldson at VanDyk Mortgage stands ready to transform your homeownership dreams into reality.



**SEVILLE**  
PHOTOGRAPHY LLC

## Seville Photography PHOTOGRAPHY

Seville Photography LLC is a Tampa, FL-based photography company offering Photo, Video, and Aerial Photography Services for Real Estate in the Tampa Bay/Saint Petersburg area. Our mission is to provide quick and high-quality images and videos of your listing.

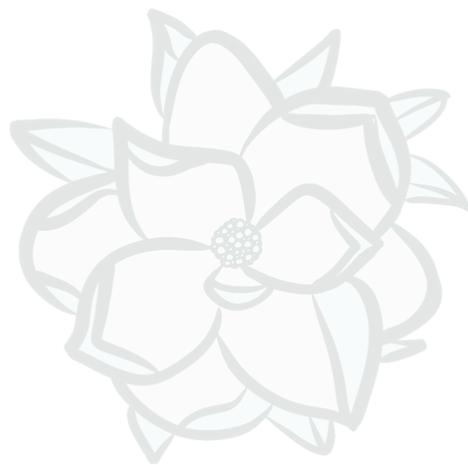


## Chowning Enterprises CONTRACTOR

Michael Chowning - Michael has built a reputation for transforming outdated spaces into modern havens. His keen eye for detail and commitment to quality craftsmanship set him apart in the competitive industry. Michael's projects consistently exceeded client expectations, from kitchen remodels to complete home overhauls. Each renovation was a testament to his dedication, blending functionality with aesthetic appeal. His team of skilled professionals shared his vision, working tirelessly to bring dream homes to life. Whether it was a cozy cottage or a sprawling estate, Michael has approached every project with the same level of passion and precision, ensuring that every homeowner could enjoy a space tailored to their unique needs and tastes.

# OUR TEAM

*difference*



## ABOUT US

At Blue Magnolia Real Estate, we understand that every customer is unique and tailor our services to you. Our relationship begins with a meet and greet. When we first have a consultation, we evaluate your goals and create a roadmap for success. As a full-service brokerage, we have backgrounds in financing, real estate law, construction, and professionally preparing your home to sell. We have it all covered! We're equipped to guide you through even the most difficult transactions, regardless of size. We are passionate about your homeownership. We firmly believe in a single-agency representation. We advocate for you and your needs, not just the transaction.



A photograph of a modern hotel room. In the foreground, a large bed with white and grey striped bedding is visible. In the background, there is a window with a view of a city skyline, a sofa, and a chair. The room has a warm, contemporary feel.

MY  
*commitment*



## WE DO REAL ESTATE DIFFERENTLY

We have one goal: **TO GIVE YOU AN ELEVATED FULL-SERVICE CLIENT EXPERIENCE!** With over 20 years of real estate experience, we will bring you a fresh, modern, and forward-thinking experience that will make you a client for life. Consider us your personal home concierge: Hand us the keys and we'll do the rest!

### COMMITTED SERVICE

We promise to give you the level of service you deserve starting on the day you put your faith in us to sell your property. Our team is committed to providing you with the very best in professional and individualized service.

### MANAGING DIFFICULT CONVERSATIONS

When selling a house negotiating is required. Don't worry! We will be your mentor and liaison throughout the whole process. We will handle negotiating pricing modifications, and help you secure and schedule necessary repairs.

### BEHIND YOU

A seller's agent will be looking out for your best interest, as it is their fiduciary responsibility. With our knowledge of the local market and a sound understanding of what amenities and upgrades bring value to your home, we will make sure to price your home competitively and gain you the most amount of money in the shortest period of time.

### ONGOING COMMUNICATION

We will go over the specifics of how our team operates and what you may anticipate working with us. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

### PROBLEM SOLVER

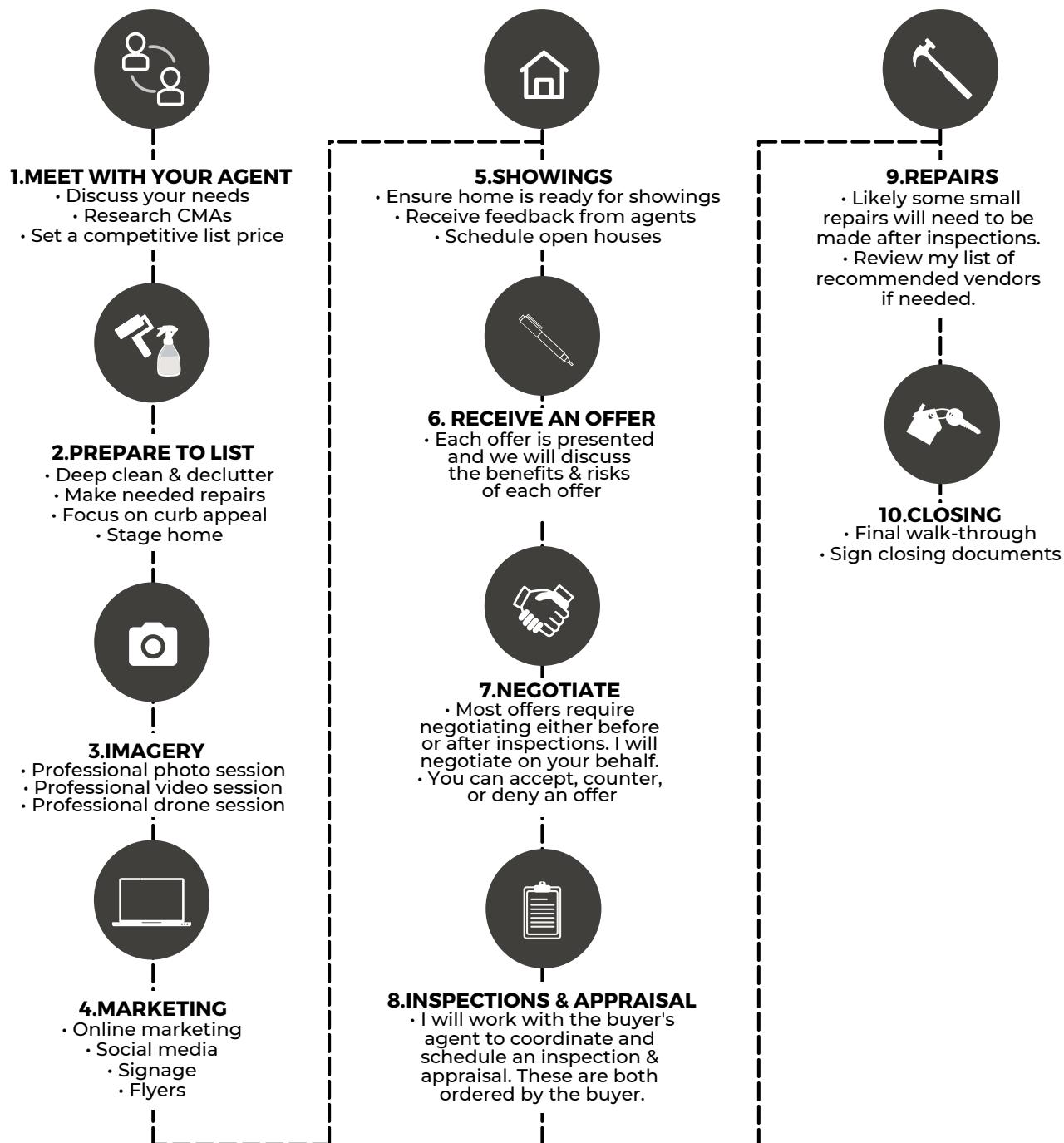
Throughout the entire home-selling process, we will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.

# RISK *free*

We frequently hear tales of customers who were dissatisfied with their former real estate agents. Frequently, the other agency attempted to pressure them by using a listing agreement that cannot be canceled or they would have to take on a hefty cancellation fee. I wouldn't want to subject any of my customers to that. Make sure the real estate agent you choose offers an Easy Exit Listing Agreement!

If you are ready to take the home-selling plunge give me a call and I would be honored to walk through the process with you!

# the Welcome Home with Bobbie HOME SELLING PROCESS



# TWELVE STEPS

To sold

## STEP ONE: DEEP CLEAN

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with! Which means a thorough deep cleaning. A deep clean can also help you with foul odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plug-ins and get rid of the source that is creating the smell.

## STEP TWO: DECLUTTER

Buyers have a hard time picturing themselves living in your home when your clutter is all over the home. Get rid of all items in your home that you don't want or need. Your home will sell more quickly and your move will go more smoothly. It's no secret that the hardest part of the decluttering process is getting started. Dive in by taking one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

## STEP THREE: COMPLETE REPAIRS

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. Finding out what has to be done and what doesn't can be made much easier with the help of a real estate agent.

## STEP FOUR: NEUTRALIZE

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

## STEP FIVE: REMOVE SCUFF MARKS

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can make a world of a difference on scuffed walls and baseboards!

## STEP SIX: CREATE A WARM ENTRYWAY

A home's entry is also an important first impression. Create your own entryway if your home does not have one. To prevent clutter, have plenty of baskets for storage, or purchase a simple entryway organizer. Place a comfortable bench, and place some hooks to hang bags and outerwear.



# TWELVE STEPS

# To sold

## STEP SEVEN: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.

## STEP EIGHT: UPGRADE LIGHTING

Replace out-of-date and obsolete lamps and other lighting fixtures with more modern ones. This inexpensive modification can have a big impact and will aid in the sale of your house.

## STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be a challenge. While you might consider them part of the family, not everyone agrees. To make your home appealing to everyone make sure to remove any evidence of pets just to be safe. Make sure to pick up all pet bowls, beds, and toys. Avoid using scented candles or perfumed goods to merely cover up scents. Strong perfumes can be irritating to certain people and don't get rid of the odor altogether. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

## STEP TEN: EXTERIOR

The outside of your home is the first impression of your home. Make sure the exterior of your home is in tip-top shape so that possible buyers will want to take a look inside. Pay close attention to your siding, gutters, and windows, and make sure they look fresh and clean. Repair any cracks in the driveway, walkway, or patio. Make sure the roof is in good condition. Nothing turns a buyer away faster than a leaky roof. Take care of any repairs to your fence if there are broken pickets. If any of these issues come up and you are unable to make the repairs be prepared for buyers to ask you to drop your asking price.

## STEP ELEVEN: CURB APPEAL

Catch a buyer's attention by making sure walkways are clear, landscaping is freshly mulched, plants are freshly placed by the door and a colorful welcome mat welcomes them to a freshly painted front door. All of these things help create a sense of home to prospective buyers.

## STEP TWELVE: GATHER PAPERWORK

Being prepared is the key to a smooth sale. Having said that, don't forget to have the house's paperwork prepared and organized. The deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property are some of the documents that a seller will need when selling a home.





marketing

# YOUR HOME



you are invited  
TO OUR  
**OPEN**house

**SUN. OCT.23RD**  
**12-2PM**

1234 HILLSIDE LN. RAEGLIH, NC

	4 BEDROOMS
	3 BATHROOMS
	4,000 SQAURE FEET

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**BROKERAGE**

# digital MARKETING



**listing UPDATE** WEEK OF **May 31**

75354 HILLSIDE DR. RALEIGH, NC 27609

**listing views**

DAYS ON MARKET	7 DAYS	30 DAYS	ALL TIME
MLS	100	200	300
ZILLOW	100	200	300
REALTOR	100	200	300
WEBSITE	100	200	300
FACEBOOK	100	200	300

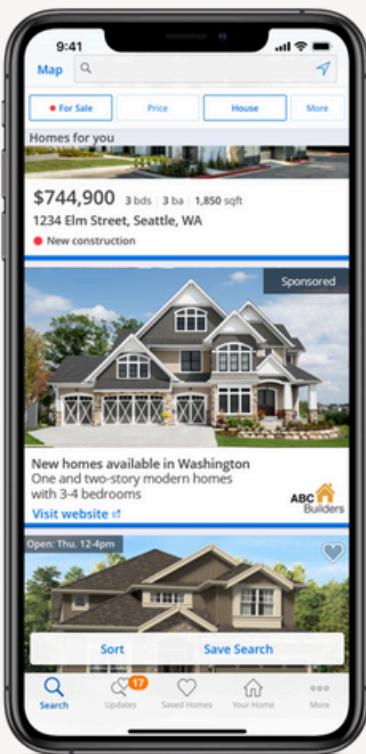
**notes** NOTES ON FEEDBACK CAN GO HERE. NOTES ON ADVICE CAN GO HERE. NOTES ON FEEDBACK CAN GO HERE. NOTES ON ADVICE CAN GO HERE. NOTES ON FEEDBACK CAN GO HERE. NOTES ON ADVICE CAN GO HERE.

**76543** MARKET UPDATE

ACTIVE LISTINGS	PENDING LISTINGS	LISTINGS SOLD	PRICE REDUCTION	DAYS ON MARKET
22	10	31	7	9

 **BOBBIE DONALDSON** REALTOR®

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FACEBOOK & INSTAGRAM ADVERTISEMENTS



A formal dining room is shown in the background, featuring a large round table with six chairs. The room has a high ceiling with a recessed chandelier. The walls are decorated with framed artwork. The overall atmosphere is elegant and sophisticated.

# *pricing* STRATEGY

# THE FIRST LISTING PRICE CAN AFFECT *The entire outcome of your home sale.*

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

## THE PROBLEM WITH LISTING TOO HIGH

### PROBLEM 1

#### **exclusion**

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

### PROBLEM 2

#### **appear distressed**

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

### PROBLEM 3

#### **appraisal**

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



### **DETERMINES** *the price of your home*

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

### **DOES NOT DETERMINE** *the price of your home*

- what you paid for the home
- what online sites think it is worth
- what you need to make on the home

# YOUR *home*

TELL US ABOUT YOUR HOME

# YOUR HOME *information*

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES \$	
HOA?	
HOA ANNUAL FEE	

WHY ARE YOU MOVING?

---

WHAT IS YOUR TIMELINE?

---

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

---

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

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# pricing YOUR HOME

## HOW MUCH DO YOU THINK YOU SHOULD LIST YOUR HOME FOR?

## HOW DID YOU ARRIVE AT THE VALUE OF YOUR HOME?

## WHAT ITEMS WILL BE STAYING WITH THE HOME?

# YOUR HOME *improvements*

# IMPROVEMENT

## COST

# AVERAGE *utilities*

ELECTRIC      GAS      WATER      TRASH

	ELECTRIC	GAS	WATER	TRASH
JAN				
FEB				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPT				
OCT				
NOV				
DEC				

YEARLY AVG.				
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# *selling* EXPERIENCE

HOW MANY HOMES HAVE YOU SOLD IN THE PAST?

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WHEN WAS YOUR LAST HOME SALE?

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WHAT WAS YOUR EXPERIENCE LIKE?

---

WHY DID YOU SELECT THE PREVIOUS AGENT?

---

WHAT DO YOU FEEL THE LAST AGENT DID BEST?  
HOW COULD THEY IMPROVE?

---

WHAT ARE YOU LOOKING FOR IN AN AGENT?

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# next STEPS

# GATHER

- ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX
- ANY SURVEY OR REPORTS FOR THE PROPERTY
- A LIST OF UPGRADES YOU HAVE MADE
- TOP FIVE THINGS ABOUT YOUR HOME LIST
- UTILITY INFORMATION

## NOTES

# RECOMMENDED

*resources*



# recommended RESOURCES

## GENERAL CONTRACTOR

MALPHUS AND SON

1813-273-0870

[malphusandson.com](http://malphusandson.com)



## PAINTING

EXPRESS PAINTING OF TAMPA

1813-810-9474

[expresspaintoftampabay.com](http://expresspaintoftampabay.com)

## HOUSE CLEANING

ALEXSSANDRA'S CLEANING SERVICE

727-479-2556



## FLOORING

THE NOBLE FLOORS WHOLESALE

813-504-9848

[thenoblefloors.com](http://thenoblefloors.com)

## ELECTRICIAN

WEIL ELCTRICAL SERVICES

813-702-9345

[weilelectric.com](http://weilelectric.com)

## PLUMBING

BEL-MAR PLUMBING

813-839-1183



## DECKING

SUNCOAST DECKS

727-430-2723

[suncoastdecks.com](http://suncoastdecks.com)

## FENCING

SUPERIOR FENCE AND RAIL

727-536-1905

[superiorfenceandrail.com](http://superiorfenceandrail.com)

## LANDSCAPING

LANDSCAPE BY DESIGN

727-458-0229

[landscapedesignbymark.com](http://landscapedesignbymark.com)

# WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



# OUR HOME SELLING *difference*

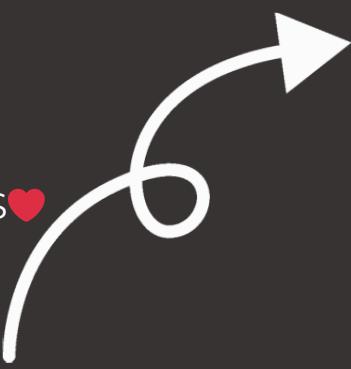


*Bobbie Donaldson*  
REALTOR®



Thank you  
FOR YOUR PURCHASE!

YOUR PURCHASE IS BELOW!  
FEEL FREE TO REACH OUT WITH ANY QUESTIONS 



JOIN OUR FREE VIP CLUB AND RECEIVE **FREE TEMPLATES** INSTANTLY  
AS WELL AS EXCLUSIVE VIP COUPONS TO OUR SHOP!

free  
REAL ESTATE TEMPLATES  
30 LISTING UPDATE POSTS



GET FREE TEMPLATES AND NOTIFICATIONS OF SALES BY OPTING IN - NO SPAM WE PROMISE!