

WINN TEAM
REALTY**ONE**GROUP
BEYOND

OUR
HOME SELLING
difference

A PRE-LISTING GUIDE

YAMIL & KEITH
WINN

BROKER, REALTOR®,
TEAM LEADS





hello.

We Are Yamil & Keith

YOUR LOCAL REAL ESTATE EXPERTS

Nice to meet you!

We are the leaders of "The Winn Team" at Realty One Group Beyond in Clearwater, Florida.


Our Team is like no Realtor Team you have met. We have decades of business smarts, leadership and the wisdom that goes along with those.

Our first Home purchase was in 1988.

We gather data, and provide inputs that make your home sell for top dollar. We don't just show you properties others have listed, we research and find homes that meet or exceed your vision, often not yet even on the market.


We look forward to working with you!

LET'S CONNECT

 727-353-6636

 WINN@WINNTEAMREALTORS.COM

 WWW.WINNTEAMREALTORS.COM

 2536 COUNTRYSIDE BLVD, SUITE 222
CLEARWATER, FL 33763



hello,

I AM CHRIS ZIEBELL

Broker, of Realty One Group Beyond

I'd like to introduce myself and welcome you !

First, Congratulations: The Winn Team is a strong team, that I am confident you will benefit from and enjoy working with.

I am the Broker/Owner of Realty One Group Beyond in Clearwater, Florida. As a former attorney, I understand the importance of delivering top-notch professional service, which is why I have developed the highest standards of service that not only I, but all of my team members, live by. These standards include always being available and responsive, and going the extra mile for our clients.

The Winn Team and I have extensive experience handling transactions of all sizes and levels of complexity. We represent both investors as well as private individuals looking to buy and sell residential real estate in the Tampa Bay area.

We look forward to working with you!

LET'S GO!

📞 727-515-2185

✉️ CHRIS@ROGBEYOND.COM

📍 2536 COUNTRYSIDE BLVD, SUITE 222
CLEARWATER, FL 33763



CLIENT

testimonials

REVIEWS



I have only good things to say about the real estate team of Keith and Yamil Winn at Berkshire Hathaway. The degree of caring professionalism and help they gave my mother was truly admirable. My mothers home was destroyed in the Ft Meyers hurricane last year and she was still getting over the trauma. Yamil and Keith helped her through her anxieties of past loss, and gently redirected her energy to finding a place where she could enjoy a new life. They went out of their way to accommodate her preferences and lifestyle here, and made the necessary paperwork understandable. The property inspections were complete and included Sheriff department queries on safety issues that were important to her, and myself. She is now in a lovely, safe place she adores, and I would recommend this real estate team whole heartedly.

Written by Rick K

Amazing experience!!! She is so helpful and completely understood my individual needs as to what I was looking for! Excellent communication channels in order to find the lovely home we live in now! Thank you so much!

Written by Andrea D.

Awesome realtors ! Worked hard to get us exactly what we wanted. Go with them, you will not be disappointed would give them 10 stars for going above and beyond. Great team !

Written by Tamara G

In my 20+ years of working with Realtors , I have never found anyone as easy and effective to work with than Yamil & Keith. They, "The Winn Team" - are extraordinary in what can only be described as amazing abilities to make my wife and I feel comfortable and exceptionally educated on how to plan the sale of our home, what to expect and how to properly price, market and ultimately sell our home. In a recent "flat market" - they actually obtained \$50k over market appraisal, which only happened because of their gift in presenting and showing our home in ways that accentuated its unique characteristics and value. If you are looking to sell your home and or buy your next - give them a call - you'll be in the best of care and well represented.

Written by RB

Yamil & Keith the Winn Team have been ever so knowledgeable in my quest for a new home and their guidance for a new comer to the area. Thank You!!!

Written by Susan H

A modern kitchen and dining area. The kitchen features dark, minimalist cabinetry with a built-in oven and a glass display cabinet containing plants. A countertop with a sink and faucet is visible. In the foreground, a dark dining table is set with several upholstered chairs. The overall aesthetic is contemporary and sophisticated.

OUR TEAM
difference

meet YOUR TEAM



Keith Winn

REALTOR®, BROKER/ASSOCIATE, TEAM LEADER

Keith has extensive experience in contract negotiations, as well as the sale and marketing of high-end homes. His training in Bio-Medical and Electrical Engineering contribute to his problem solving, planning and analytical expertise.



Yamil Winn

REALTOR®, TEAM LEADER

Yamil has extensive knowledge in customer service, business, and demonstrates impeccable accumen and commitment



Maria Rivera

REALTOR®

Maria brings a blend of passion and dedication to real estate, making your journey exceptional and stress free.



Ray Rivera

REALTOR®

Ray exemplifies a client-first approach while ensuring a successful real estate experience that exceeds expectations!



WE DO REAL ESTATE DIFFERENTLY

We have one goal: **TO GIVE YOU AN ELEVATED FULL-SERVICE CLIENT 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 guide you through the process and handle the difficult conversations on your behalf.

BEHIND YOU

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 showcase your home's best features, maximize marketing exposure, and gain you the most amount of money for you in the shortest period of time.

ONGOING COMMUNICATION

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

PROBLEM SOLVER

Throughout the home-selling process, we will make every effort to resolve any problems that might come up quickly and efficiently. We will make the process of selling your property smooth and easy, and as enjoyable and stress-free as possible.



UNDERSTANDING YOUR WANTS, NEEDS, AND EXPECTATIONS

My goal as a real estate professional is to sell your property for the most amount of money in the least amount of time. My goal is to make this transaction as seamless and simple as possible for YOU!



IT'S ALL IN THE *numbers*

RESULTS DRIVEN

REALTY ONE GROUP STATS 2023

TRANSACTIONS	SALES
85,000+	32.9B+

MARKET AREA STATS FOR ZIP CODE 34695
(NOVEMBER 2023 - SINGLE FAMILY ONLY)

AVG. DAYS ON MARKET	AVG. LIST TO SALE PRICE RATIO	NEW LISTINGS	SOLD LISTINGS
19	97.7%	25	10

LET'S SELL YOUR
PROPERTY FOR *top dollar*



ACHIEVING GREATER SUCCESS *faster.*

WE'RE IN THIS *TOGETHER.*

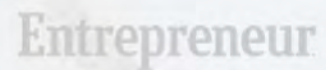
Ranked as
"Top 1% in America"



Ranked as
"Top 1% in America"



Ranked as
"Top 1% Fastest Growing Franchise
in America"



Ranked as
"Top 1% in America"



Ranked as
"Top Fastest Growing Private
Company in America"



Officially Recognized
Guinness World Record Holder



Ranked as
"Best Places to Work in Orange
County"



Recognized as
"Top Global Franchisor"



Ranked as
"Highest Franchise Satisfaction"



WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELINESS & RESPONSIVENESS

SKILL, CARE & DILIGENCE



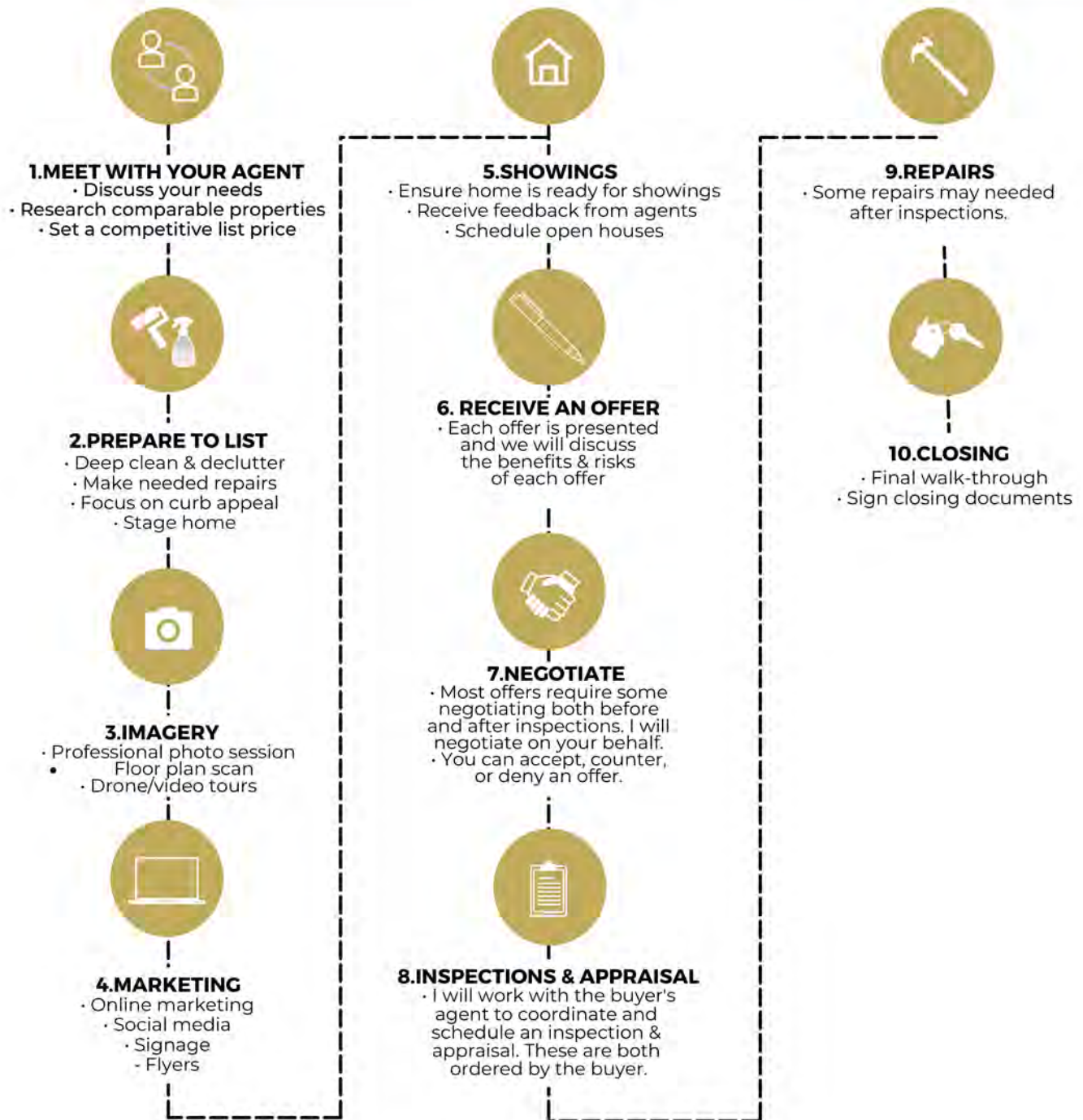
A modern dining room with a dark wood table, grey chairs, and a large abstract painting. The room features a large round clock with Roman numerals on the wall, three pendant lights, and a sofa with blue pillows. The floor is dark wood.

selling
YOUR HOME

the

Realty ONE Group Beyond

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 odors. Avoid “masking” scents with strong candles and plug-ins, and get rid of the source of the odors instead.

STEP TWO: DECLUTTER

Buyers have a hard time picturing themselves living in your home when there is a lot of clutter. The home will show much better if the clutter has been put away. Pack your clutter into “clutter boxes” and place them in the garage or storage area for photos and showings. Your home will sell faster, guaranteed! Consider storing family photos, and any political or religious items until you can proudly display them again in your new home.

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 deferred maintenance inside and outside of the home. Look for anything that is broken or stained, including walls or ceilings that need to be painted. Make a list of everything you notice, then prioritize them items. I will help you determine what items (if any) are important and should be addressed prior to showing the home to potential buyers.

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. Neutral colors will appeal to the majority of buyers and will allow your prospective buyers to easily picture their belongings in your home.

STEP FIVE: REMOVE SCUFF MARKS

Not feeling up to a full-scale paint job? Pay close attention to cleaning and then touching up scuffed areas, such as baseboards, walls, and doors. This will make the property glisten and make the home look and feel well-maintained. Using a magic eraser can make a world of a difference on scuffed walls and baseboards!

STEP SIX: CREATE A WARM ENTRYWAY

A home's entryway is important for creating a positive first impression. Declutter this area, stage it, and make sure it has good lighting.

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, you may need to consider rearranging some of your furniture to make your space look larger 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.

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. Change your light bulbs to "daylight" bulbs to make the space brighter and remove yellow tones.

STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be challenging. To make your home appealing to everyone make sure to remove any evidence of pets, if possible. 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 they don't fully get rid of the odors. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

STEP TEN: EXTERIOR

The exterior of your home is one of the first things that potential buyers will notice. 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. Take care of any repairs to your fence .

STEP ELEVEN: CURB APPEAL

Curb appeal can often be improved with fairly minor changes and a low budget. Make sure the walkways are clear, landscaping is fresh, consider adding some colorful plants (even fake plants in planters), and a nice, clean welcome mat. A freshly painted front door is also a nice touch. All of these things help create a sense of home to prospective buyers before they even walk in.

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. Buyers will want to know the age of the roof and mechanical items, such as A/C units, water heaters, pool equipment, etc. You will also want to compile information on your insurance and utilities costs, as well as the cost of updates and upgrades you have made to the home. If you have flood insurance, find out if it can be transferred to the buyer. You will also want to obtain a CLUE report, or "experience letter," from your insurance agent regarding the claims history on your home during the past five years.



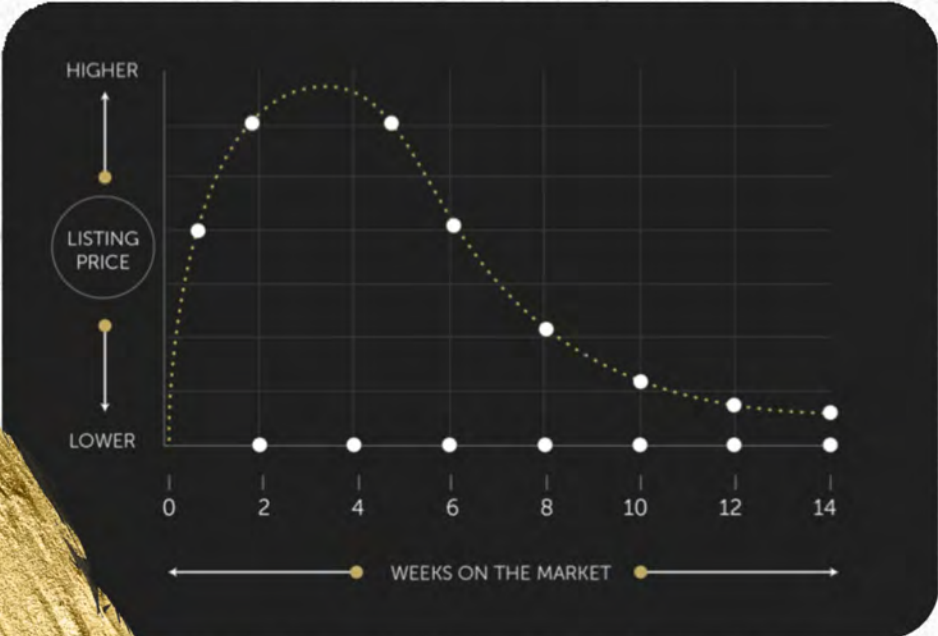


pricing
STRATEGY

INITIAL PRICE IS

critical

THE PROBLEM WITH LISTING TOO HIGH



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 reduce the price, which can create an impression of a distressed property.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more than market value for your home, unless the sale is cash, you will still need to go through an appraisal process. If the appraisal comes back with a figure below the purchase price, the buyers may not be able to go through with the purchase without a price reduction.



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

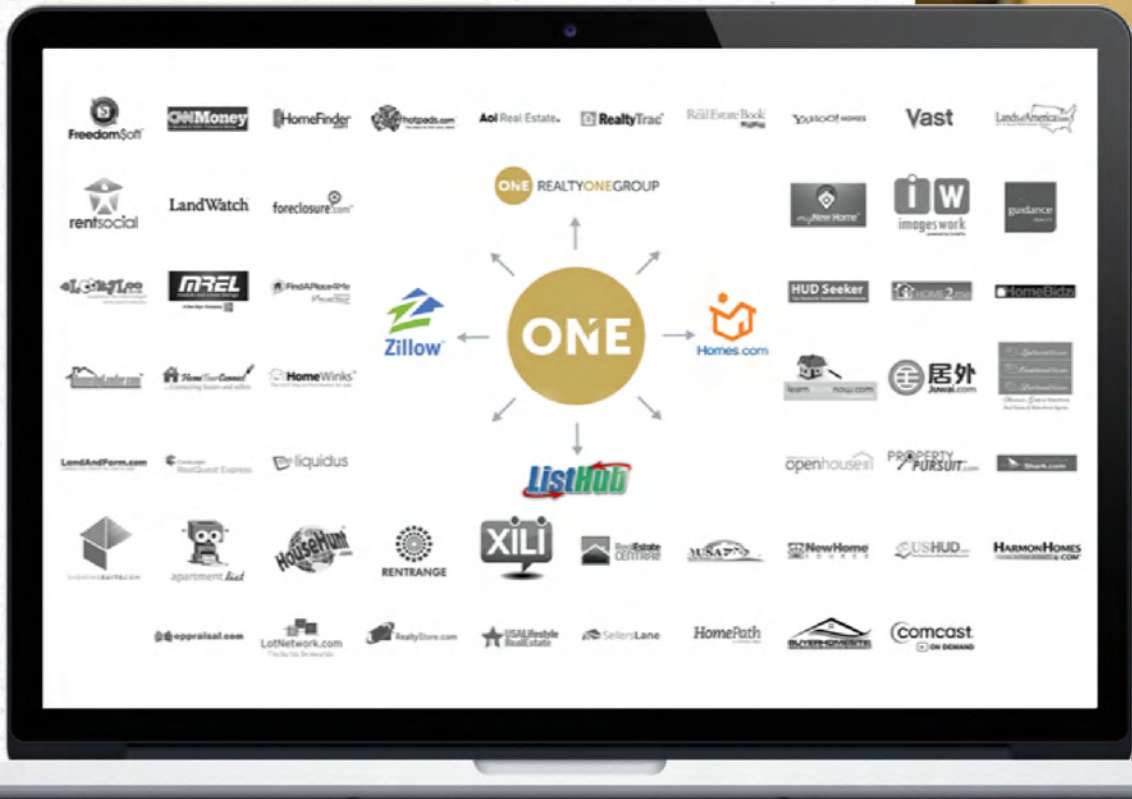
- what you paid for the home
- what online sites think it is worth
- what you need to make on the home



marketing
YOUR HOME

Maximizing

ONLINE EXPOSURE



BUYERS FINDING HOMES (BY AGE)

FIRST STEP TAKEN DURING HOMEBUYING PROCESS

AGE OF HOMEBUYER

(Percentage distribution)	ALL BUYERS	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Looked online for properties for sale	41%	34%	39%	45%	47%	44%	38%
Contacted a real estate agent	19	17	18	19	21	24	21
Looked online for info about the home buying process	10	16	12	8	5	6	5
Contacted a bank or mortgage lender	9	11	11	11	8	4	3
Talked with a friend or relative about home buying process	7	14	8	5	3	4	7
Drove-by homes/neighborhoods	5	2	3	5	6	6	10
Visited open houses	2	1	2	2	3	3	3
Looked up info about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	1	1	2	1	1	1	1
Attended a home buying seminar	1	2	1	1	*	*	*
Looked in newspapers, magazines, or home buying guides	*	*	*	*	*	*	*
Read books or guides about the home buying process	*	1	*	*	*	*	*
Other	1	1	1	1	1	1	3

*Less than 1%

2022 NAR Home Buyer and Seller Generational Trends

FIRST *Impressions*

A PICTURE IS WORTH A THOUSANDS WORDS!

One of the elements that immediately hooks buyers is curb appeal. Low-cost yet high-return investments such as a fresh coat of paint, lighting, and landscaping are easy ways to attract buyers while adding significant value to your home.



Print MARKETING

Your listing will be included across all marketing channels, with vivid photos of your property complementing each piece of collateral.



ONELUXE

Introducing
1585 S COAST HIGHWAY

INTRODUCING
1585 S COAST HIGHWAY

This spacious, single-level home can an oversized lot has been extensively upgraded and enjoys ocean and park views throughout. Enter through iron and glass double doors into a large open living area and dining room with cherry hardwood floors.

A full-sized office or fourth bedroom with double doors greets you at the with double doors continuing entrance. Wood flooring continues to kitchen and open Family Room with expansive views. Staircase leads to upper level with an abundance of closets, informal entry area.

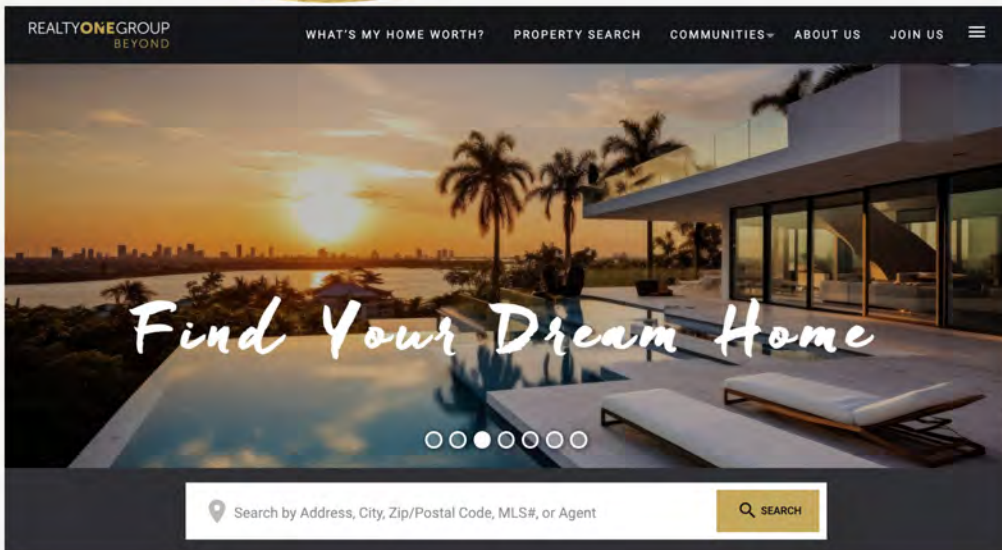
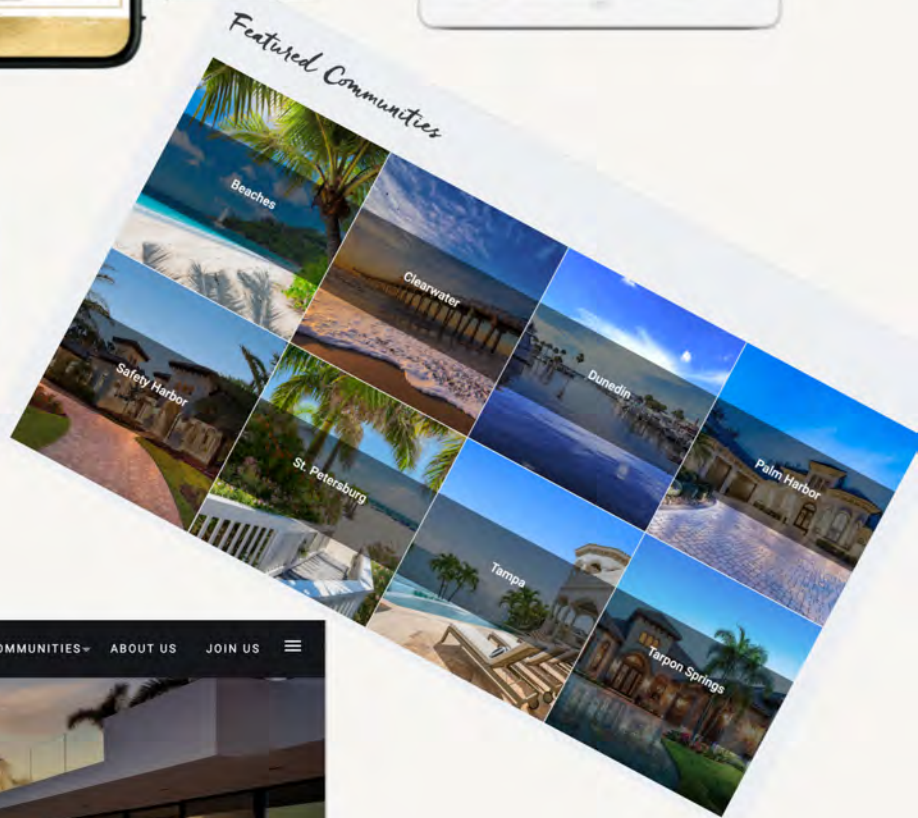
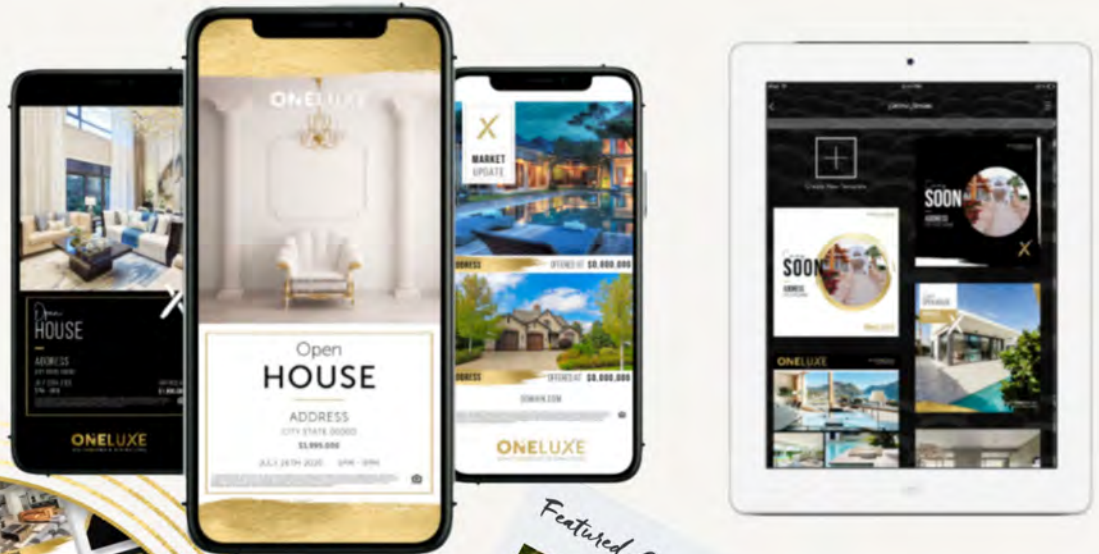
5 BEDS
5 BATHS
OFFERED AT
\$4,995,000




1586 S COAST HIGHWAY
CITY STATE 00000

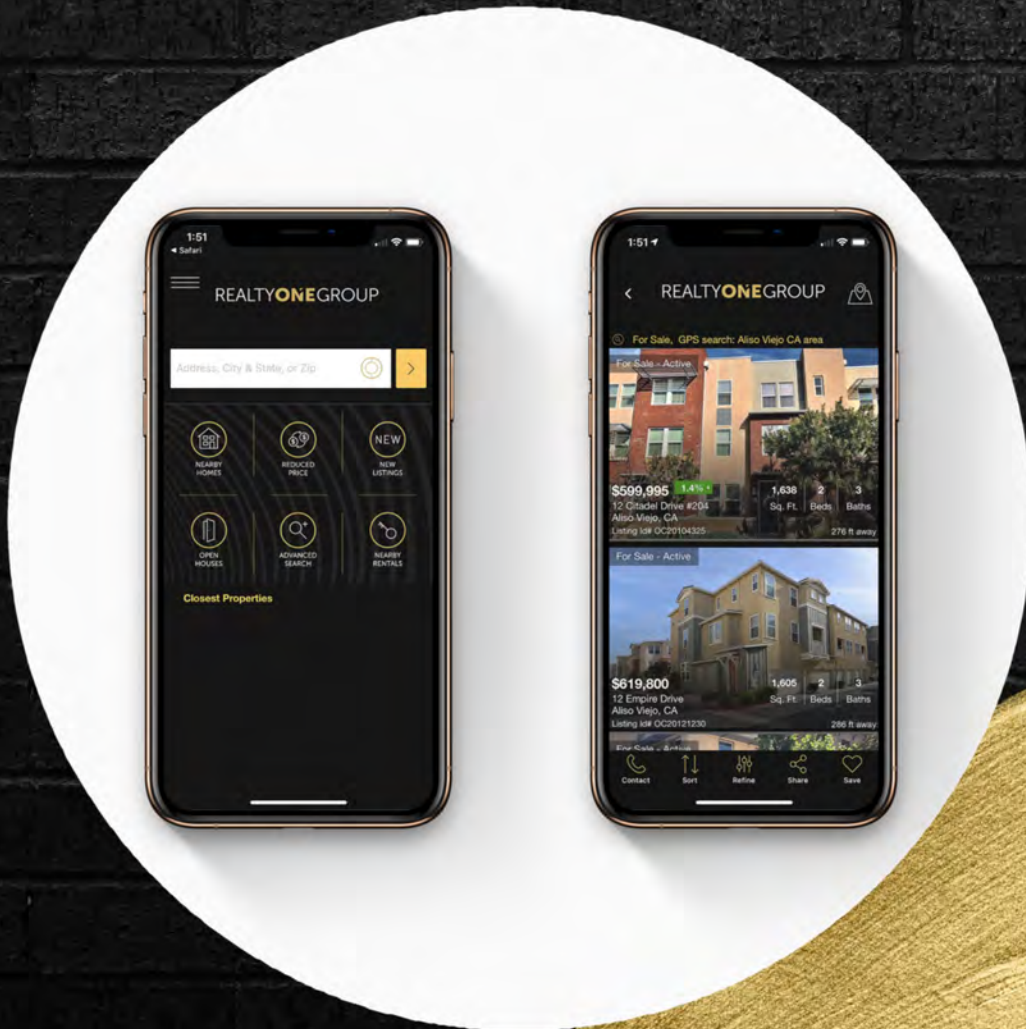
MYWEBSITE.COM

digital MARKETING



THE ONE APP

Your property is included in every agent's home search app across the network.

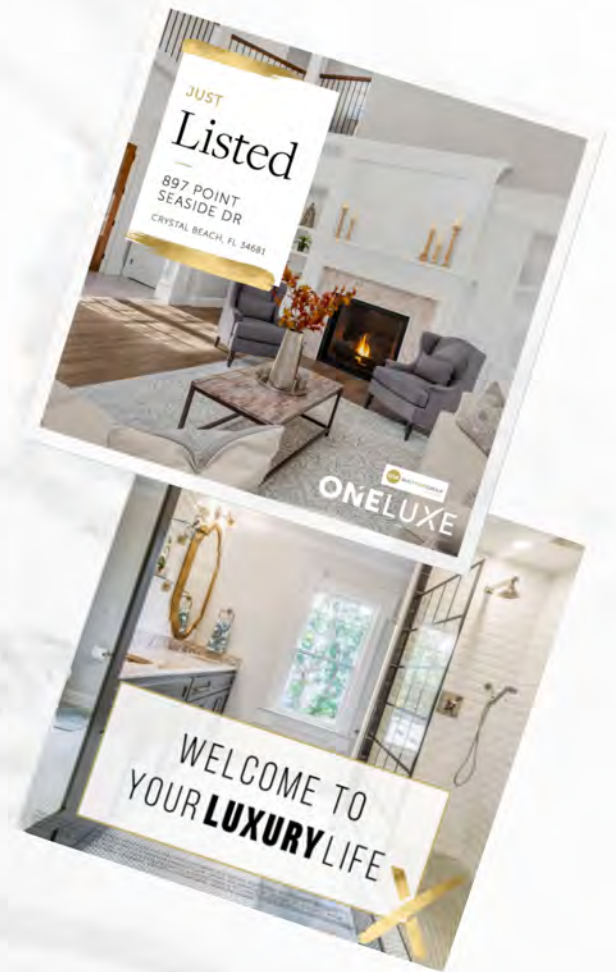


ONELUXE

REALTY **ONE** GROUP INTERNATIONAL

ONE LUXE professionals recognize that luxury is an emotional pleasure provided by something that offers exceptional comfort, taste, and satisfaction. Through the ONE LUXE brand, we offer buyers and sellers a world-class, authentic, ONE-of-a-kind experience with knowledgeable sales professionals, white-glove service, distinctive marketing, and a host of exclusive opportunities.

ONE LUXE professionals are the embodiment of sophistication and world-class service. With access to elite marketing assets and global reach, the ONE LUXE brand takes a distinctive approach to marketing high-end properties. The reputation spans beyond a designation through the Institute of Home Luxury Marketing, ONE LUXE professionals are dedicated to making each transaction a high-touch, stress-free experience.



Going GLOBAL

All **Realty ONE Group** listings are advertised across a trusted network of international websites powered by **ListHub Global**.

Your listing will appear across a vast network of over **85** top international sites located in over **50** different countries and translated into more than **16** languages and currencies, reaching over **60** million buyers and investors worldwide.





what's

NEXT?

CHOOSE YOUR

Commission Package

We recognize that each property sale is unique and may require a different approach, which is why we offer different service packages to select from. You choose what you pay based on the package that best suits your needs.

BASIC LIST PACKAGE

5%

- Professional photography
- 2D floor plan
- Yard sign
- Open houses
- Listing on MLS (Multiple Listing Service)
- Social media exposure
- Cross-brokerage promotion
- Professional contract negotiation

MOST POPULAR

GOLD PACKAGE

6.5%

- Professional photography
- Drone and video tour
- 2D floor plan
- 3D tour
- Yard sign
- Open houses
- Listing on MLS (Multiple Listing Service)
- Professional print material (brochures, flyers, post cards)
- Social media exposure and local online advertising
- Professional contract negotiation

CUSTOM PREMIUM PACKAGE

7.5%

- Everything included in the GOLD package, plus customized white-glove services:
- Professional staging or virtual staging
 - Custom property website
 - Professional cleaning
 - Coordination of maintenance and repairs, movers, sale of personal items, etc.
 - Mega open houses and broker opens
 - National and targeted advertising campaigns

*Some third-party services included in a Custom Premium Package may be subject to payment of fees to third party vendors at time of service, as specified in the Listing Agreement or separate agreement.

LET'S WORK TOGETHER.



Let's get **STARTED**

1 COMPETITIVE
MARKET
ANALYSIS

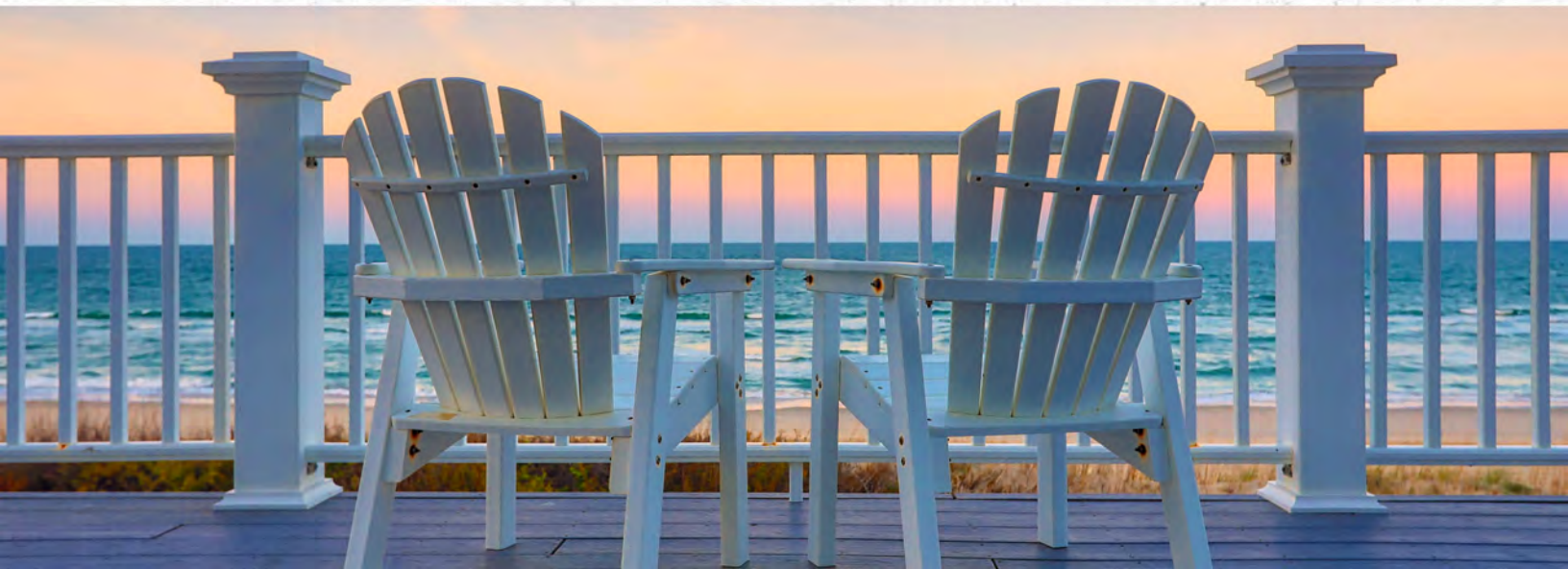
2 DETERMINE
LIST PRICE

3 LISTING
AGREEMENT &
DISCLOSURES

4 INITIATE THE
MARKETING
PLAN

5 INSTALL
ELECTRONIC
LOCKBOX

6 INSTALL
YARD SIGN



Thank you.