

# GUIDE

## To Listing

Prepared for:\_\_\_\_\_



LIST WISE

By Tashania Brown  
Radius Realty Group

# KNOW YOUR REALTOR!

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Tashania Brown is an esteemed Realtor with more than 8 years of experience and has established strong roots in the area since 1988 when she moved to Poinciana. She's become an integral part of the vibrant communities of Kissimmee, Florida, and its surrounding areas, including Davenport; and has a deep understanding of the local Real Estate market with a passion for helping individuals and families find their perfect homes.

Tashania loves assisting clients in buying and selling properties, ensuring their needs and preferences are met with utmost care and professionalism. She is someone who goes above and beyond to make your dreams of homeownership a reality.



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# MISSION STATEMENT

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Guided by a truthful dedication to professionalism, Tashania exemplifies reliability, ethics, and attentiveness in every real estate endeavor. As a loyal and trusted agent, she offers organized and resourceful assistance, ensuring her clients receive the utmost care and support throughout their property transactions.

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# PARTNER WITH US AND SUCCEED!

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Hiring us as your Realtor to sell your house entails numerous advantages. We possess deep market knowledge which will allow us to price your home accurately and effectively.

On the other hand, we will handle complex legal paperwork, ensuring compliance with regulations and protecting your interests.

Overall, this is what we offer:

- We will guide and represent you as a seller throughout the whole process.
- We provide a Comparative Market Analysis that will help you assess the best price to sell your house.
- We have a preferred lender in case your potential buyer needs financing.
- We have a preferred title company thus making a seamless close.
- We will work in your best interest to attain the maximum profit possible.
- And so much more.



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# KNOW THE HOME LISTING PROCESS!

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## **1. Get a CMA (Comparative Market Analysis)**

The CMA (Comparative Market Analysis) is a detailed comparison of homes up for sale and those that recently sold in the same area and price range. Its goal is to give an estimate of what a home is worth based on what other people are asking for and what buyers have paid.

## **2. Go over an exclusive right-to-sell listing agreement and Sign it.**

This is a contract between a listing agent and a home or property owner and specifies that the listing agent is the only agent you've hired, and thus the agent is guaranteed to receive the commission when your house sells.

## **3. Make your Home Ready for the Market**

Stage your home appropriately.

Is it ready to move in?

Has it been painted recently?

Is it occupied?

Does it need TLC?



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## **4. Take HD pictures and High-Quality Videos**

Pictures and videos taken according to compliance and with the best quality will show the potential buyers the amazingness of your beloved home.

## **5. List your property on the MLS**

Once your home is listed on the MLS, your agent will market it extensively to reach numerous potential buyers, utilizing syndication to publish your listing on major real estate websites where over 95% of home seekers search.

## **6. Promote, promote, promote!**

Tell your acquaintances, post your home on Social Media, organize Open Houses, put the “For sell” sign in the front yard, etc. Use as many channels as you wish, we’ll guide you throughout.



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# SIGN AND COMPLETE LISTING AGREEMENT

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## 1. First Week

- Schedule time to shoot property photos.
- Install lock box (optional).
- Prepare property flyer.
- Review showing procedure.
- Register the Listing into the MLS system.
- Place a “For Sale” yard sign (optional).
- Share listing to Real Estate Websites.

## 2. Second Week

- Invite agents and brokers to tour the home.
- Encourage other agents to also promote the property through online and offline ads, social media, etc.
- Review and update status.

## 3. Third Week

- Host an Open House event.

## Ongoing activities

- Show property to potential buyers.
- Follow-up on internet leads.
- Keep an eye on market conditions.
- Always consider comparable properties for sale.
- Monitor foreclosures and short sales in the market



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# LISTING AGREEMENT SAMPLE

## Exclusive Right of Sale Listing Agreement



- 1 This Exclusive Right of Sale Listing Agreement ("Agreement") is between  
2\* \_\_\_\_\_ ("Seller")  
3\* and \_\_\_\_\_ ("Broker").
- 4 1. **Authority to Sell Property:** Seller gives Broker the EXCLUSIVE RIGHT TO SELL the real and personal  
5 property (collectively "Property") described below, at the price and terms described below, beginning  
6\* \_\_\_\_\_ and terminating at 11:59 p.m. on \_\_\_\_\_ ("Termination Date"). Upon  
7 full execution of a contract for sale and purchase of the Property, all rights and obligations of this Agreement will  
8 automatically extend through the date of the actual closing of the sales contract. Seller and Broker acknowledge  
9 that this Agreement does not guarantee a sale. This Property will be offered to any person without regard to race,  
10 color, religion, sex, handicap, familial status, national origin, or any other factor protected by federal, state, or local  
11 law. Seller certifies and represents that she/he/it is legally entitled to convey the Property and all improvements.
- 12 2. **Description of Property:**  
13\* (a) **Street Address:** \_\_\_\_\_  
14 \_\_\_\_\_  
15\* Legal Description: \_\_\_\_\_  
16\* \_\_\_\_\_ ☐ See Attachment \_\_\_\_\_  
17\* (b) **Personal Property, including appliances:** \_\_\_\_\_  
18\* \_\_\_\_\_ ☐ See Attachment \_\_\_\_\_  
19 (c) **Occupancy:**  
20\* Property ☐ is ☐ is not currently occupied by a tenant. If occupied, the lease term expires \_\_\_\_\_.
- 21 3. **Price and Terms:** The property is offered for sale on the following terms or on other terms acceptable to Seller:  
22\* (a) **Price:** \$ \_\_\_\_\_  
23\* (b) **Financing Terms:** ☐ Cash ☐ Conventional ☐ VA ☐ FHA ☐ Other (specify) \_\_\_\_\_  
24\* ☐ Seller Financing: Seller will hold a purchase money mortgage in the amount of \$ \_\_\_\_\_  
25\* with the following terms:  
26\* ☐ Assumption of Existing Mortgage: Buyer may assume existing mortgage for \$ \_\_\_\_\_ plus  
27\* an assumption fee of \$ \_\_\_\_\_. The mortgage is for a term of \_\_\_\_\_ years beginning in  
28\* \_\_\_\_\_, at an interest rate of \_\_\_\_\_% ☐ fixed ☐ variable (describe) \_\_\_\_\_.  
29\* Lender approval of assumption ☐ is required ☐ is not required ☐ unknown. **Notice to Seller:** (1) You may  
30 remain liable for an assumed mortgage for a number of years after the Property is sold. Check with your  
31 lender to determine the extent of your liability. Seller will ensure that all mortgage payments and required  
32 escrow deposits are current at the time of closing and will convey the escrow deposit to the buyer at closing.  
33 (2) Extensive regulations affect Seller financed transactions. It is beyond the scope of a real estate licensee's  
34 authority to determine whether the terms of your Seller financing agreement comply with all applicable laws or  
35 whether you must be registered and/or licensed as a loan originator before offering Seller financing. You are  
36 advised to consult with a legal or mortgage professional to make this determination.  
37\* (c) **Seller Expenses:** Seller will pay mortgage discount or other closing costs not to exceed \_\_\_\_\_% of the  
38 purchase price and any other expenses Seller agrees to pay in connection with a transaction.
- 39 4. **Broker Obligations:** Broker agrees to make diligent and continued efforts to sell the Property in accordance with  
40 this Agreement until a sales contract is pending on the Property.
- 41 5. **Multiple Listing Service:** Placing the Property in a multiple listing service (the "MLS") is beneficial to Seller  
42 because the Property will be exposed to a large number of potential buyers. As a MLS participant, Broker is  
43 obligated to enter the Property into the MLS within one (1) business day of marketing the Property to the public  
44 (see Paragraph 6(a)) or as necessary to comply with local MLS rule(s). This listing will be published accordingly in  
45 the MLS unless Seller directs Broker otherwise in writing. (See paragraph 6(b)(i)). Seller authorizes Broker to  
46 report to the MLS this listing information and price, terms, and financing information on any resulting sale for use  
47 by authorized Board / Association members and MLS participants and subscribers unless Seller directs Broker  
48 otherwise in writing.

Seller (\_\_\_\_\_) (\_\_\_\_\_) and Broker/Sales Associate (\_\_\_\_\_) (\_\_\_\_\_) acknowledge receipt of a copy of this page, which is Page 1 of 5.  
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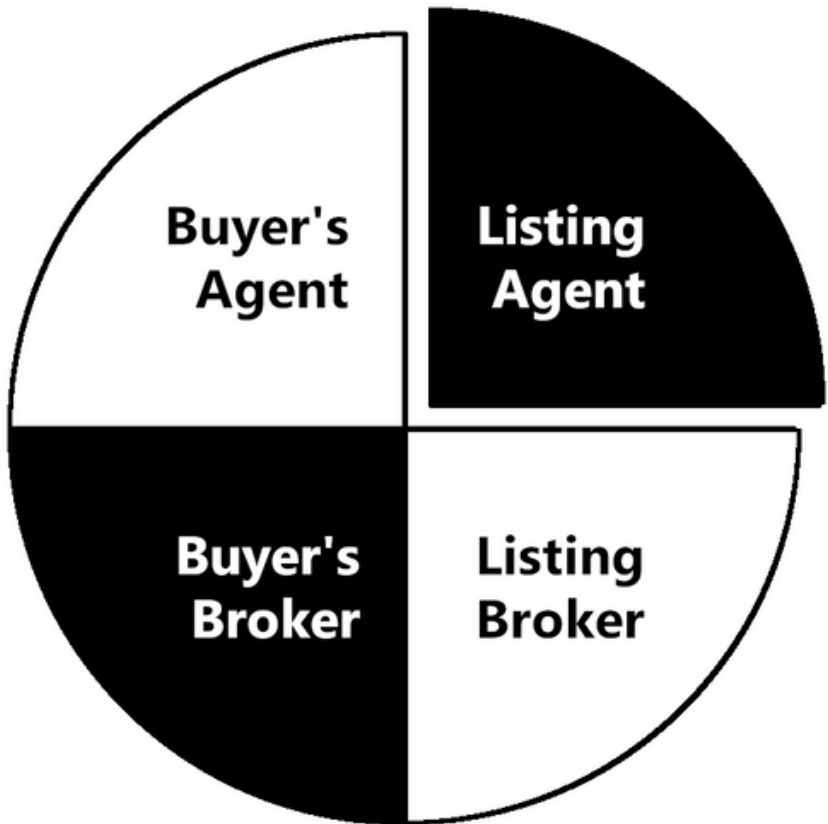


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# COMMISSION DISTRIBUTION

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# INTELLIGENT PRICING

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Fair Market Value represents what both a buyer and seller agree is a reasonable price for the home. This value is influenced primarily by location and condition. CMA's are useful for this purpose and here's where they will help you the most. You see, as a seller you will often perceive your home as unique, and will tend to overprice it. This approach deters potential buyers and limits visibility because most buyers search within specific price ranges and overpricing repels them.

The concept of Intelligent pricing is based on the Fair Market Value concept because it means figuring out the best price for a property by looking at things like how similar homes are selling, the condition of the property, and what buyers are willing to pay. It's like finding a sweet spot where you're not asking too much or too little, but just the right amount to attract buyers and get a good deal. This involves studying the market, understanding what buyers want, and being flexible enough to adjust the price if needed. By working with experts and analyzing data, sellers can make smart decisions that help them sell their property quickly and for a fair price, maximizing their profit.



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# YOU ARE FREE TO CHOOSE

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Keep in mind you can choose whomever you'd like to be your title company. We suggest a few below for those who don't have one and don't know where to begin:

## **Title Companies**

Signature Title Professionals Inc.

Kristeen Ulch - Closer

[www.thetitlepros.com](http://www.thetitlepros.com)

407-384-8727

Celebration Title Group

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

407-801-9776

First American Title Insurance Company

[www.firstam.com](http://www.firstam.com)

407-870-5546



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CLOSER TO YOUR DREAM HOME!**

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