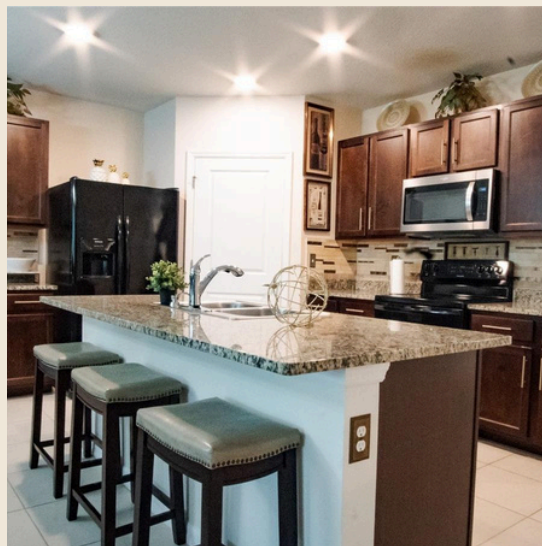


TAMPA BAY NEW HOME FINDERS



Home Seller's LISTING GUIDE

01

Discovery and Exploration

You'll get to know who I am, what I do, how I serve, and how to reach me.

02

Promotion

My strategic marketing plan shows how I will get the most exposure for your home so it sells for more money in less time.

03

Negotiation

How I will negotiate the best terms and qualify every single buyer who submits an offer.

04

Transaction

Once you enter escrow, I will give you key contract dates to add to your calendar and keep you updated until you close.

05

Compensation

Closing day is a big deal! So I will be right there to ensure that escrow closes smoothly and you get paid!

06

Evaluation

Tell us how I did! Give me your honest feedback so I can create an even better client experience for you in the future.

07

Communication

Let's keep in touch! I will reach out to you periodically to check-in, see how you're doing, and see how I can be of service!

HELLO *and* WELCOME

Congratulations on taking the exciting step toward fulfilling your real estate goals! Whether you're selling to relocate, downsize, or upgrading to your dream home, we understand this journey can feel overwhelming—but that's where I come in.

As a team with deep roots in the Tampa Bay community, our team has guided many sellers like you through the local real estate market. From waterfront properties to vibrant city neighborhoods and peaceful suburbs, we're passionate about helping you fulfill your real estate goals that fits your needs.

This seller's guide is designed to provide you with an introduction to the knowledge and tools for our discovery call.

These will help you to make confident, informed decisions throughout the selling process. You'll find tips for preparing your home for sale and a brief glimpse of the overall process.

I am honored to be part of your journey. If you have any questions, I am here for you every step of the way.

Here's to selling your home!

Carla



Meet Carla

TEAM LEAD TAMPA BAY NEW HOME FINDERS GROUP

I'm your go-to guide for finding a new construction home in Tampa Bay. Like a skilled driver handling speed bumps, I focus on personal attention and expert advice.

Whether you're a local or new to the area, I help you make smart choices. From detailed tours to personalized home-buying plans, I'm here to steer you smoothly through every step with honesty and dedication.



[@NEWHOMESPECIALIST](#)



[@CARLAGODDARD/REALTOR](#)

Meet Carla

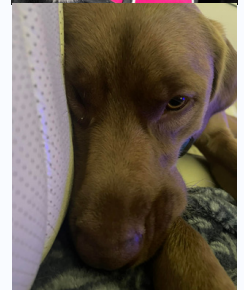
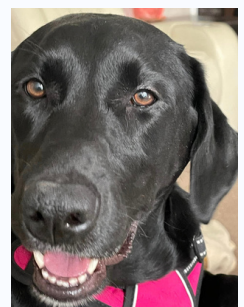
I'm a real estate agent with a passion for finding new places to explore. I love learning, am a huge classic muscle car enthusiast, and a proud Moose Member.

I spend my free time driving one of our classic cars for long cruises or spending time in my gardens.

One of my bucket list items is to visit every National and State parks in our beautiful state. I currently live in Zephyrhills with my husband and two Labrador pups. I am passionate about new construction and spend time visiting and learning about the immense growth in the Greater Tampa Bay area.

I look forward to connecting with you!

See you around town!



STRATEGIC

Marketing Plan



Home Staging Consultation

Home staging is one of the most effective marketing strategies to sell your home for more money, faster.



Photography

Using lighting, composition, and everything in between, the right photos will make your home listing pop!



Videography

I will show off your home right — and attract more viewers in the process — with video or a virtual home tour that puts buyers right in the middle of the action.



Drone Footage

Aerial images and videos pack an enormous “wow” factor. Let buyers get a better feel for your property with drone footage.



Online Marketing

A powerful marketing campaign can make or break your home selling efforts. Here’s our plan for meeting your home’s buyers where they are — online.



STRATEGIC

Marketing Plan



Open House Events

Open houses sell homes. My brilliant open house event plan will bring in offers on your home fast.



Direct Mail Campaigns

Direct mail is a great complement to online marketing. I will help you reach the largest possible audience by notifying neighbors about your listing!



Listing Syndication

In addition to MLS, I will get your listing on sites like Zillow and Redfin so buyers — and buyer's agents — can find them.



Signage

There's still nothing quite like seeing that "for sale" sign outside of a beautiful home. Here's how I make traditional marketing materials work for you.



Strategic Pricing

Selling a home fast involves more than just pulling a price from thin air and listing it. Strategic pricing will ensure that you get top dollar for your home.



YOUR HOME'S

Estimated Value



Low

\$700,000

High

\$800,000

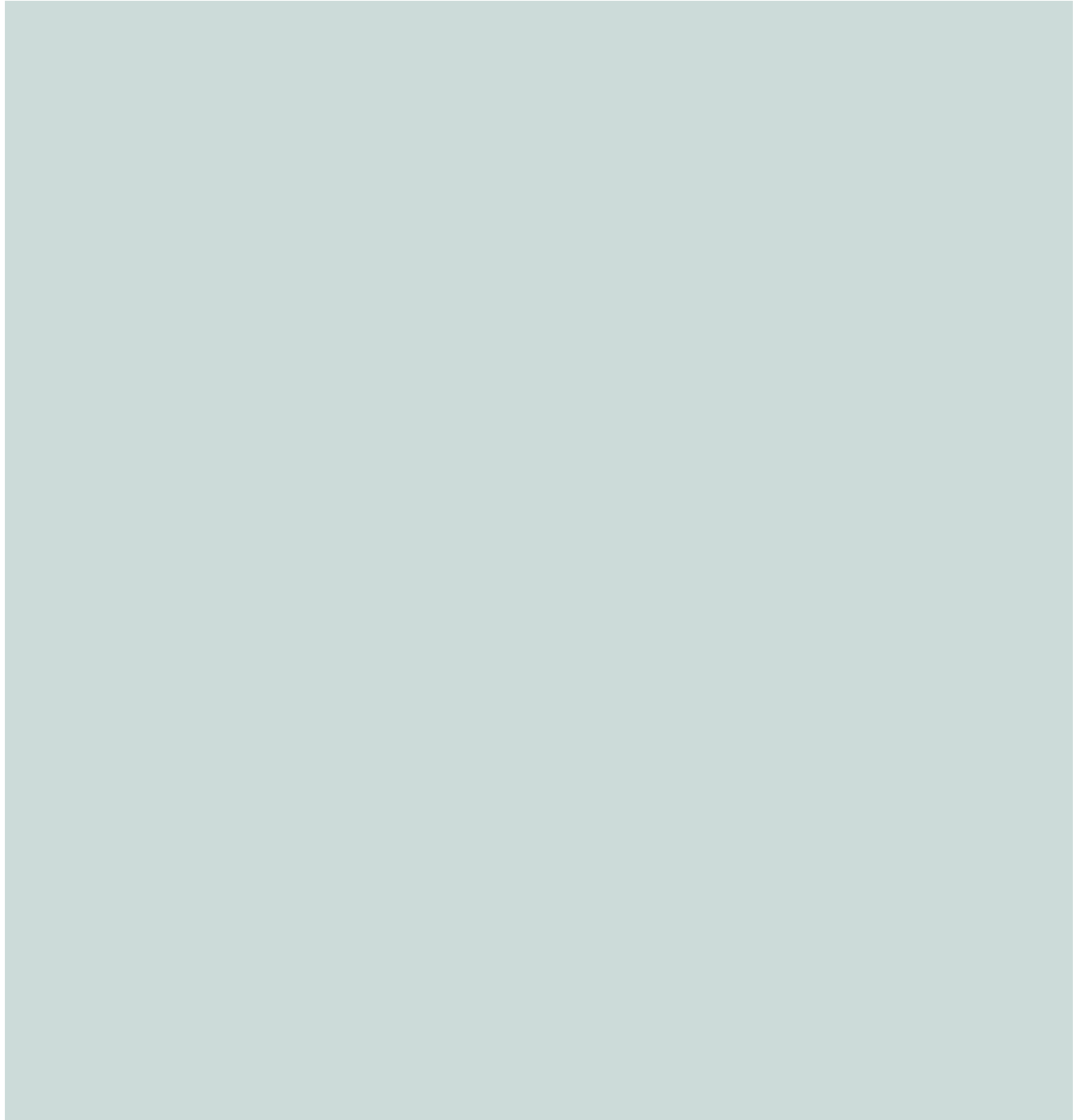
Recommended

\$750,000

SELLER

Questionnaire

What are the best selling features of the home?



SELLER

Questionnaire

<i>How many bedrooms?</i>	<input type="text"/>
<i>How many bathrooms?</i>	<input type="text"/>
<i>What's the square footage of the home?</i>	<input type="text"/>
<i>What's the square footage of the lot?</i>	<input type="text"/>
<i>How many garage spaces?</i>	<input type="text"/>
<i>Does the home have a pool?</i>	<input type="text"/>
<i>How many stories?</i>	<input type="text"/>
<i>What style is the exterior of the home?</i>	<input type="text"/>
<i>Landscaping features?</i>	<input type="text"/>
<i>Homeowner's association (HOA)?</i>	<input type="text"/>
<i>Personal home or investment home?</i>	<input type="text"/>
<i>How long have you owned the home?</i>	<input type="text"/>
<i>How soon do you want to be in your new home?</i>	<input type="text"/>
<i>Would you buy a home without a pool?</i>	<input type="text"/>
<i>Will the home be occupied or vacant after it's listed?</i>	<input type="text"/>
<i>Will you be purchasing or renting your next home?</i>	<input type="text"/>
<i>Do you need assistance with your relocation?</i>	<input type="text"/>

HIGH-PROFIT

Home Staging Checklist

Most buyers can't visualize a home's true potential. Home staging overcomes this obstacle, by highlighting the best features of the home, so buyers can see themselves living in it. Use this checklist to prepare for every showing.

<i>Daily Showing Checklist:</i>	<i>Decor Checklist:</i>
<i>Light each room</i> <input type="checkbox"/>	<i>Remove family photos</i> <input type="checkbox"/>
<i>Open window treatments</i> <input type="checkbox"/>	<i>Reduce books on shelevs</i> <input type="checkbox"/>
<i>Make beds daily</i> <input type="checkbox"/>	<i>Group decorations into 1, 3, or 5</i> <input type="checkbox"/>
<i>Close closet doors</i> <input type="checkbox"/>	<i>Remove magnets from fridge</i> <input type="checkbox"/>
<i>Clear all counters and sinks</i> <input type="checkbox"/>	<i>Remove children's art from walls</i> <input type="checkbox"/>
<i>No clutter, no smells, no trash</i> <input type="checkbox"/>	<i>Remove posters</i> <input type="checkbox"/>
<i>Close all toilet seats</i> <input type="checkbox"/>	<i>Hang art ay eye level</i> <input type="checkbox"/>
<i>Turn on the AC or heat</i> <input type="checkbox"/>	<i>Prune houseplants</i> <input type="checkbox"/>
<i>Protect all valuables</i> <input type="checkbox"/>	<i>Remove clutter</i> <input type="checkbox"/>
<i>Scan each room before leaving</i> <input type="checkbox"/>	<i>Remove or repair broken items</i> <input type="checkbox"/>

HIGH-PROFIT

Home Staging Checklist

<i>Clean home top to bottom</i>	<input type="checkbox"/>	<i>Purchase white towels for bathrooms</i>	<input type="checkbox"/>
<i>Clean or replace rugs and carpet</i>	<input type="checkbox"/>	<i>Fold bathroom towels into thirds</i>	<input type="checkbox"/>
<i>Add 1 centerpiece to dining table</i>	<input type="checkbox"/>	<i>Replace tub caulking and sealing</i>	<input type="checkbox"/>
<i>Remove extra chairs from dining table</i>	<input type="checkbox"/>	<i>Replace shower curtains</i>	<input type="checkbox"/>
<i>Replace anything stained or worn</i>	<input type="checkbox"/>	<i>Repaint house (if needed)</i>	<input type="checkbox"/>
<i>Clean exhaust fans and hoods</i>	<input type="checkbox"/>	<i>Repaint trim (if needed)</i>	<input type="checkbox"/>
<i>Organize fridge and pantry</i>	<input type="checkbox"/>	<i>Repaint front door (if needed)</i>	<input type="checkbox"/>
<i>Rearrange furniture to create space</i>	<input type="checkbox"/>	<i>Pressure wash decks</i>	<input type="checkbox"/>
<i>Clean and organize closets</i>	<input type="checkbox"/>	<i>Clean and clear clutter</i>	<input type="checkbox"/>
<i>Replace all burned out bulbs</i>	<input type="checkbox"/>	<i>Repair broken fences</i>	<input type="checkbox"/>
<i>Replace broken light switches/plates</i>	<input type="checkbox"/>	<i>Prune shrubs and trees</i>	<input type="checkbox"/>
<i>Repair paint and cracks in walls</i>	<input type="checkbox"/>	<i>Mow lawn</i>	<input type="checkbox"/>
<i>Clean fireplaces</i>	<input type="checkbox"/>	<i>Lay fresh mulch</i>	<input type="checkbox"/>
<i>Clean windows</i>	<input type="checkbox"/>	<i>Clean and organize garage</i>	<input type="checkbox"/>
<i>Clean and clear clutter</i>	<input type="checkbox"/>	<i>Add scented plugins</i>	<input type="checkbox"/>

SAMPLE

Escrow Timeline

OFFER

DAY 01

DEPOSIT

DAY 03

TITLE + INSURANCE

DAY 15

DISCLOSURES + INSPECTIONS

DAY 0-7

REPAIR REQUESTS

DAY 0-7

APPRAISAL

DAY 15-25

CLOSE ESCROW

DAY 30

CELEBRATE

DAY 30

SELLER CLIENT

What to Expect

Communication

I am available by phone, text or email. Our normal hours are Monday through Friday 9 am to 6 pm. I am available by appointment after hours and weekends.

I strive to return all phone calls within 3 hours during normal business hours. If it is urgent, I urge you to text as well.

Email is checked throughout the day and is returned as quickly as possible and usually within 24 hours.

I am also available to schedule video calls for strategy sessions, discovery calls, and tours of a new home.

Commitment

I am deeply committed to delivering a tailored experience designed around your unique needs, offering you personalized service that ensures every detail is handled with care. You can count on my honest advice to guide you through every step of the process with clarity and confidence. With my expertise and unwavering dedication, I will advocate for your best interests, ensuring that your goals are not just met but exceeded.

SELLER CLIENT

What to Expect

Your Commitment

After our initial discovery call to determine if we are a good fit for one another, we will ask you to sign a Listing Agreement. This is your commitment to partner with us to service you in your real estate journey.

We will also work to schedule pre listing services such as cleaning, inspections and marketing collateral.

Professional Cleaning

First Impressions Matter: Buyers often decide within seconds if they feel a connection to a property. A sparkling professionally cleaned home sets a positive tone and invites them to explore further.

Maximize Appeal: A deep clean ensures every detail shines—baseboards, grout, windows, and even often-overlooked areas like ceiling fans and vents. This level of cleanliness conveys that the home is well-cared-for.

Boost Listing Photos: Online listings are a buyer's first encounter with your home. A professionally cleaned space photographs beautifully, increasing click-through rates and foot traffic.

Minimize Buyer Hesitation: A spotless home gives buyers confidence that the property has been maintained, potentially reducing inspection-related concerns.

Invest in professional cleaning—it's a game-changer for creating a lasting impression and maximizing your home's market value which is why we highly recommend professional cleaning.

Pre-Sale 4-Point Inspection is Essential

A pre-sale 4-point inspection (covering HVAC, electrical, plumbing, and roofing) reassures buyers that your home is in solid condition, making it more attractive and reducing hesitation. With inspection results in hand, you can price your home competitively and reflect its true condition, avoiding delays caused by unrealistic buyer demands.

Offering a pre-sale inspection demonstrates your proactive approach, setting your listing apart from others.

A pre-sale 4-point inspection is a small investment that delivers significant benefits, ensuring a more efficient and profitable sale.



TAMPA BAY NEW HOME FINDERS

Client Testimonial



How many realtors would go out of their way To please an out of state client!
THIS GIRL!!!In the beginning stages SHE asked us not only what type of Home
we were looking for BUT ALSO ..WHAT kind of lifestyle WE would be interested
in! Coming from the North ...We replied.. relaxed, social and community based.
Can NOT be happier where we landed! Thanks soooo much for everything!

Lisa S.

CASE STUDIES & TESTIMONIALS

Client Testimonials



★★★★★

Jon said...

Carla assisted with finding the perfect home, within a set price range, in an area we never visited, in a community we only dreamt about, while never meeting us until the final inspections just a week before closing. The communicated plan & contract was real, and the home was beautiful. Thanks Carla!



★★★★★

Kristin said...

Carla's work ethic is above & beyond fantastic. She kept us in the loop and made suggestions that were very helpful while we were out of state. When needed we will contact Berkshire Hathaway.

REFERRAL



Wonderful people tend to know other wonderful people...

...If you happen to know anyone as wonderful as you, who's thinking about making a move, I'd love to be of service.

Please feel free to pass along my contact info anytime.

THANK YOU!

REQUESTS

BERKSHIRE HATHAWAY
HOMESERVICES

FLORIDA PROPERTIES
GROUP



THANK *You!*

I am excited to work with you!

Thank you for the opportunity to connect. I hope this guide has given you a clearer view of our commitment to serving you with top-notch real estate services.

If you have any questions or are ready to start the process of listing your home, don't hesitate to reach out. I am honored to be your support system and partner in this process.

To get started, call, text, or email me to schedule a strategy session. I will discuss your needs and how I can help you achieve your goals!

Thank You!