



RMS

Elite Properties

Pre-Listing Packet Designed for:

Your Client's Name

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April 21, 2020

Dear [Your Client's Name]:

Thank you for taking the time to review the enclosed materials I have prepared for you. In addition to some general home selling information, you will also find information on RMS Elite Properties and my written marketing plan showing how I propose to market your property. You will receive competent and professional service when you select me and RMS Elite Properties to assist you in the sale of your home. We have assisted many sellers in the area with successful results. Knowledge and communication are the keys to a successful relationship, and we are committed to both.

I look forward to meeting with you, live or virtually, to discuss the enclosed materials as well as review a comprehensive marketing analysis that will assist us in determining the market value and pricing of your home. Our goal is to successfully sell your home for the most money the market will bear in the shortest amount of time.

I will contact you within the next few days to schedule our meeting.

Sincerely,

Your Name, REALTOR

RMS Elite Properties
4700 9th Ave. N. St. Petersburg, FL 33713

YourEmail@gmail.com

(123) 456-7890



Your Name, Realtor

RMS

“You can include one of your favorite quotes here or briefly describe your personal mission statement on how you approach your business”



Home Town

Choose from 6 different "Get to Know Me" card options that provide your clients with opportunities to get to you know you better



Hobbies

Distinguish yourself from other realtors with interesting or important information that potential clients will remember



Experience

This could be your only opportunity to make an impression so think carefully about what you choose to share



About RMS Elite Properties

Founded in 2008, RMS quickly established a reputation for quality real estate services and superior property management throughout the greater Tampa Bay region. Today RMS Elite remains headquartered in St. Petersburg, Florida, but has expanded its real estate services in both scopes as well as in geographic location.

As a result, RMS Elite offers the best of both worlds...a boutique real estate firm providing personalized service to clients as well as a regional presence capable of handling any real estate needs. With a large staff of licensed professional agents, RMS Elite is committed to providing top-notch service to meet our customers' needs seven days a week.

RMS provides an all-inclusive experience that encompasses:

- Residential Sales
- Commercial Sales/Leases
- Property Management
- Rentals
- Real Estate Investment
- Estate Planning
- Mortgage Services
- Title Company





RMS

20 Point Marketing Plan

Safely Listing, Marketing, and Selling Homes

Now Offering – Virtual Seller Consultations / Listing Presentations via ZOOM

Live consultations & presentations (as permissible)

Now Offering – An Informational/Educational Pre-Listing Packet via E-mail

Hard copy available for home delivery

A Written Competitive Market Analysis on Pricing Your Home in Today's Market

We'll take a look at your competition and what homes like yours are selling for TODAY

A Home Enhancement Checklist Review in Preparation to SELL Your Home

Indoor and outdoor tips to make your home as marketable as possible

A Listing Contract Review & Signatures

This will allow us to begin marketing your home

Professional Photography Scheduled

Prepare Virtual Tour and/or Property Video

Add your Home to Our Multiple Listing Service

Reach thousands of professional real estate agents throughout Florida.

Professional Yard Sign

Still one of the most productive marketing techniques in real estate

Create a Professional Brochure on Your Home

Promotion of Your Home on Social Media Sites

Notify Agents in My Office and My Network

Tell 50 Program

Physically knocking on doors in the neighborhood to see if anyone they know may be looking into buying

Now Offering – Virtual Open Houses for the Public

Live open houses (as permissible)

Broker Open Houses / Neighborhood Open Houses (as permissible)

Asking local Brokers and Agents to visit your Home for Feedback

Aggressive Follow-Up with Prospective Buyers

Constant communication based on YOUR expectations. Weekly updates, feedback on showings, and tracking new market data for our analysis

Now Offering – Virtual Market Analysis Review Every 30 Days

Live reviews (as permissible)

Complete Transaction Management from Listing to Closing to Moving

Add You to My Client Appreciation Program

My "Customer for Life Program" to keep in touch and to assist with any of your referrals

Real Estate Photo Shoot



If you're wondering how to prep for your upcoming photography appointment, then look no further. We have put together the ultimate guide on how to prepare the property for a real estate photography shoot. It's recommended to be as prepared as possible to get the most out of your photoshoot.

Professional real estate photography can help you sell a home faster. With a little preparation, you can make your photoshoot go seamlessly and show your home in its best light. Take the time, do the work, and it will pay off in the end!

General Tips

- Our photographers typically do not touch or move anything in your home. Please have everything placed properly beforehand. We recommend doing a walk-through before the photographer arrives to be sure the home is exactly how it should be.
- A home is best captured when empty. So, please do your best to keep all pets and/or guests out of the photographer's way. This also provides a safer environment for all involved.
- Lighting matters: Make a mental note of when your home is the brightest. Is your home more bright in the morning or afternoon? The photographer may want to know.
- Be Available: As the homeowner, no one will know the answers about your home better than you. Be available to answer questions, but let the photographer work their magic alone.

Deep Cleaning Tips

- Sanitize all doorknobs and light switches before and after the photographer arrives.
- Sanitize and disinfect all high-touch surface areas (tables, counters, sinks, etc).
- Place the blinds how you would like them to show in the photos to avoid unnecessary contact with objects in the home.
- Turn on all the lights you would like on for the shoot to avoid additional touching of objects in the home.



Interior Tips

- Declutter, declutter, declutter!
- Remove piles of bills, newspapers, magazines, etc.
- Ensure all light bulbs work and turn them on. Brighter bulbs are better.
- Make all beds and put away clothing.
- Vacuum and clean all carpets.
- Remove all personal care items from the sink, shower, bathtubs, and counters.
- Ensure all toilet lids are down, clean mirrors, and hang fresh towels.
- Hide pet beds, food and water bowls, litter boxes, and toys.
- Make sure kitchen sinks are empty and clean.
- Declutter kitchen counters, refrigerator door, etc.
- Remove personal photos, trophies, awards, etc. if possible.
- Remove or empty the trash cans in all rooms.
- Ensure all furniture is tidy and in order.
- Open all doors to each room.
- If possible, hide all electronic wires.

Exterior Tips

- Remove all vehicles from the driveway and from the front of the home.
- Move garbage cans and recycling cans out of sight.
- Straighten the deck and patio furniture.
- Clean the pool and pool area.
- Remove shoes left outside near any doors.
- Remove old/unused flower pots.
- Remove any outdoor toys, garden tools, bikes, etc. If these items must remain outside, make sure they are neat and in order.
- Ensure the landscaping looks its best.
- Wrap up any outdoor hoses.
- Clean the windows inside and outside.
- Going the extra mile:
 - Trees that are overgrown or have not been cut in years need to be trimmed up.
 - Pressure wash driveway, walkway, lanai or pool deck, house, and roof (if using drone footage)
 - If needed, consider staging (can be done virtually).



The Day Before

Before the photographer arrives, there is some last-minute preparation you can do to make their job easier. Start by turning on all of your interior lights, including under cabinet lights in the kitchen, and interior lighting in any curio cabinets or shelves. Turn off ceiling fans, open the blinds and curtains throughout your home. Natural light is great. If you have lots of light, show it off!

If you have a fireplace, light it and any decorative candles as well. Clean up outside, move vehicles away from your home and out of the driveway, and clear the street in front of the house if possible. If you have pets and they are potentially aggressive, put them in a safe location away from any rooms being photographed.

Let your photographer know of any special spots in your home that show off its unique features.

One last tip: Keep valuables in a secure location while the home is on the market. Professional real estate photography is shown to increase the number of people who request a walk-through. With a lot of prospects viewing the MLS listing, you will need to plan for higher numbers of people walking throughout the home. Keep your valuables safe, secure, and out of sight!



Home Enhancement Checklist

You Never Get a Second Chance to Make a First Impression

Outside

- Clean up the yard...weed your lawn, add a few flowers, and add mulch for a great first impression
- Wash windows, inside & out
- Declutter & sweep the sidewalks and driveway
- Store toys and tools neatly & out of sight
- Make obvious repairs...broken windows, screens, roof shingles, gutters, etc.



Entrance

- Make it inviting with some plants or even new house numbers
- Liven up your front door with a fresh coat of paint...choose a bold color for a lasting impression
- Keep it neat and clean

Kitchen

- Clean off countertops as much as possible
- Remove magnets, etc. from the refrigerator
- Clean & polish sink and stovetop
- Put away pots and pans
- Wash the floors
- Remove the trash... and the odors that come with it
- Make obvious repairs... faucet, cabinets, etc.
- Paint if necessary



Home Enhancement Checklist

You Never Get a Second Chance to Make a First Impression

The Bathrooms

- Remove any unnecessary items from the countertops
- Organize linen closets & medicine cabinets
- Clean sinks, toilets, tubs & showers
- Clean or replace caulk and grout if necessary
- Wash the floors
- Make obvious repairs... faucet, cabinets, etc.
- Use a deodorizer, freshener, or scented candle
- Paint if necessary



Living Areas & Bedrooms

- Take personal photographs off the tables and nightstands
- Declutter/get things off the floor... store everything possible in its place, in a closet, or neatly boxed in the garage
- Clean the carpets and wash the floors
- Dust and polish the furniture
- Wash window treatments
- Paint if necessary
- Add fresh flowers, potpourri, or a scented candle



The Garage

- Make it look as big as you can by reorganizing and cleaning up





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Property Questionnaire

Date Completed: _____

Property Address: _____

Water/Plumbing

How much is your average water bill? _____

Is water public or well? _____

Do you have a sewer or septic system? _____

If septic, when was it last pumped/cleaned out? _____

Has the home been re-plumbed? _____ If so, what year? _____

Electric/Power

How much is your average electric bill? _____

How much is your average gas bill? _____

Do you have natural, gas, or a propane tank? _____

If you have a propane tank, is the tank owned or leased? _____

If leased from whom? _____

Size of propane tank? _____

Solar panels? _____ When were they installed? _____ Average savings/cost? _____

Outside

Does your home have an irrigation system? _____

If so, is it metered/public water, well or reclaim? _____

How much is your monthly landscaping bill? _____

How much is your monthly pest control? _____

Do you have a termite contract? _____

If yes, dry-wood or subterranean? _____



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Property Questionnaire

If yes, name of Company: _____

Appliances

How old are your appliances?

_____ Air Conditioner

_____ Cook Top

_____ Dishwasher

_____ Refrigerator

_____ Disposal

_____ Sprinkler/Pump

_____ Dryer

_____ Washer

_____ Microwave

_____ Water Heater

_____ Ice Maker

_____ Water Softener

_____ Range/Oven

_____ Wine Cooler

Pool/Spa/Boat Access

Do you have a pool? _____

How much is your monthly pool maintenance? _____

How old is your pool? _____

How deep is your pool? _____

Is it a salt pool? _____

Is your pool heated? _____ If so, by: solar, heat pump, or gas? _____

Were parts replaced or the inside resurfaced? _____ If yes, when? _____

Do you have a spa? _____ Is your spa heated? _____

If so, by: solar, heat pump, or gas? _____

Were parts replaced or the inside resurfaced? _____

If yes, when? _____

If boat access, how deep is the water? _____ Clearance of the bridge? _____



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Insurance

How much is your homeowner's insurance? _____

How much is your hazard/wind/flood insurance? _____

Are you providing a Home Warranty plan? _____

Does your community have a CDD fee/Annual amount? _____

Is there a Homeowner's Association? _____

How much is the annual fee? _____

What does the fee include? _____

Name of the HOA/management company: _____

Building Information

Who was the builder of the home? _____

Do you have floor plans available? _____

Do you have a survey and floor plans that you can provide? _____

Do you have an elevation certificate that you can provide? _____

Do you have a copy of your title policy that you can provide? _____

Do you have a wind mitigation report that you can provide? _____

What is the approximate age of the roof? _____

Does your home have hurricane protection? _____

Impact rated glass, yes or no? _____

Hurricane shutters, yes or no? _____

Hurricane screens, yes or no? _____

What is the construction type of your home (circle one)? Concrete block/ Frame/ Pilings/ Other



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Does your home have any “Green” building features, if so please list?

Have you done any recent improvements to the property, if so, please list? _____

Other

Are there any items that are “attached” to the home that you plan on excluding from the sale? If so, please list. _____
