

ENGEL & VÖLKERS®  
LEISA ERICKSON GROUP

SOLD.

LEISA  
ERICKSON

FROM START TO SOLD. ALL  
THE DETAILS YOU NEED TO  
SUCCESSFULLY LIST & SELL  
YOUR HOME.





*Hi, I'm Leisa and I believe  
in home.*

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

*Leisa Erickson*

**ENGEL&VÖLKERS**<sup>®</sup>  
LEISA ERICKSON GROUP

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ABOUT ME, BY THE NUMBERS


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# LEISA ERICKSON

Real Estate Broker & Owner

## ABOUT ME

I'm a real estate broker and real estate educator. Our team does over 100+ transactions annually and I am super passionate about creating bespoke client experiences.

 [@leisaericksongroup](https://www.instagram.com/leisaericksongroup)



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*what others*  
**ARE SAYING**



## HEATHER VIDAL

Leisa and Matt gave us clear instructions to get our house show-ready with simple fixes. When we received feedback, they helped us navigate the changes required to sell the house. This included calling contractors and setting up appointments so we did not have to lift a finger.

They held open houses every weekend until we sold and always made sure that our house was heavily marketed across social media and other platforms. There is no doubt in my mind that had we gone with another realtor, we would not have sold as quickly as we did with the Erickson team. We are so very grateful for their help and recommend them with full confidence to anyone who is looking for a realtor to buy or sell a home. Thank you Leisa and Matt!

# WHY HIRE A TEAM?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork with full transparency every step of the way, ensuring you always know what's coming next.

SAY HELLO TO MY TEAM...



MATT  
ERICKSON  
Team Lead - Buyers



ANGELA  
CIMEN  
Transaction Manager



AUSTIN  
BARTON  
VP Marketing



STELLA  
ROPER  
Marketing Specialist

# SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING  
CONSULTATION |  
SET PRICE

PROFESSIONAL  
PHOTOS AND  
VIDEO

OPEN HOUSE |  
OFFER  
PRESENTATION

CLOSE ON THE  
HOUSE (AND  
CELEBRATE)



GET THE HOME  
READY FOR THE  
MARKET

ONLINE DEBUT  
| LISTED FOR  
SALE

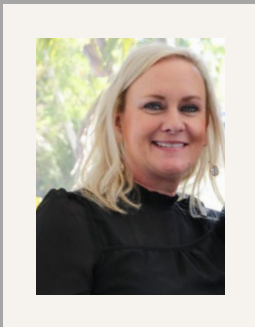
CONTINGENCY  
REMOVAL  
PERIOD

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# LISTING CONSULTATION

This is where we make a plan together. As your broker, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



*A few things to think about before we meet...*

*What is your moving timeline?*

*What do you hope to net from your home sale?*

*What concerns do you have about listing or buying?*

*Write these things down before we meet so we can talk through all the details!*

*-Leisa*



## SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

### NOTES

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# PREPPING THE HOME

Cleaning & prepping your home to sell  
can increase its value by 3%-7%

## 01 *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

## 02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove personal photos

## 03 *Bedrooms*

- Remove 45% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

## 04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

## 05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow & edge lawns
- Rake any stones or shells

## 06 *Front Entry*

- Sweep front porch + add a welcome mat
- Plant potted flowers (think color pops)
- Trim, mow, & edge regularly

## 07 *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint
- Steam clean carpets
- Wash windows to allow sunlight in + keep screens stored away for listing
- Ensure all light bulbs are working + are highest wattage

## 08 *Final Clean*

Prior to photos and videos, we'll arrange to have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

# *Pre-List* **TO DO LIST**

## BATHROOMS

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## KITCHEN

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## BACKYARD

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## FAMILY ROOM

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## FRONT ENTRY

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## BEDROOMS

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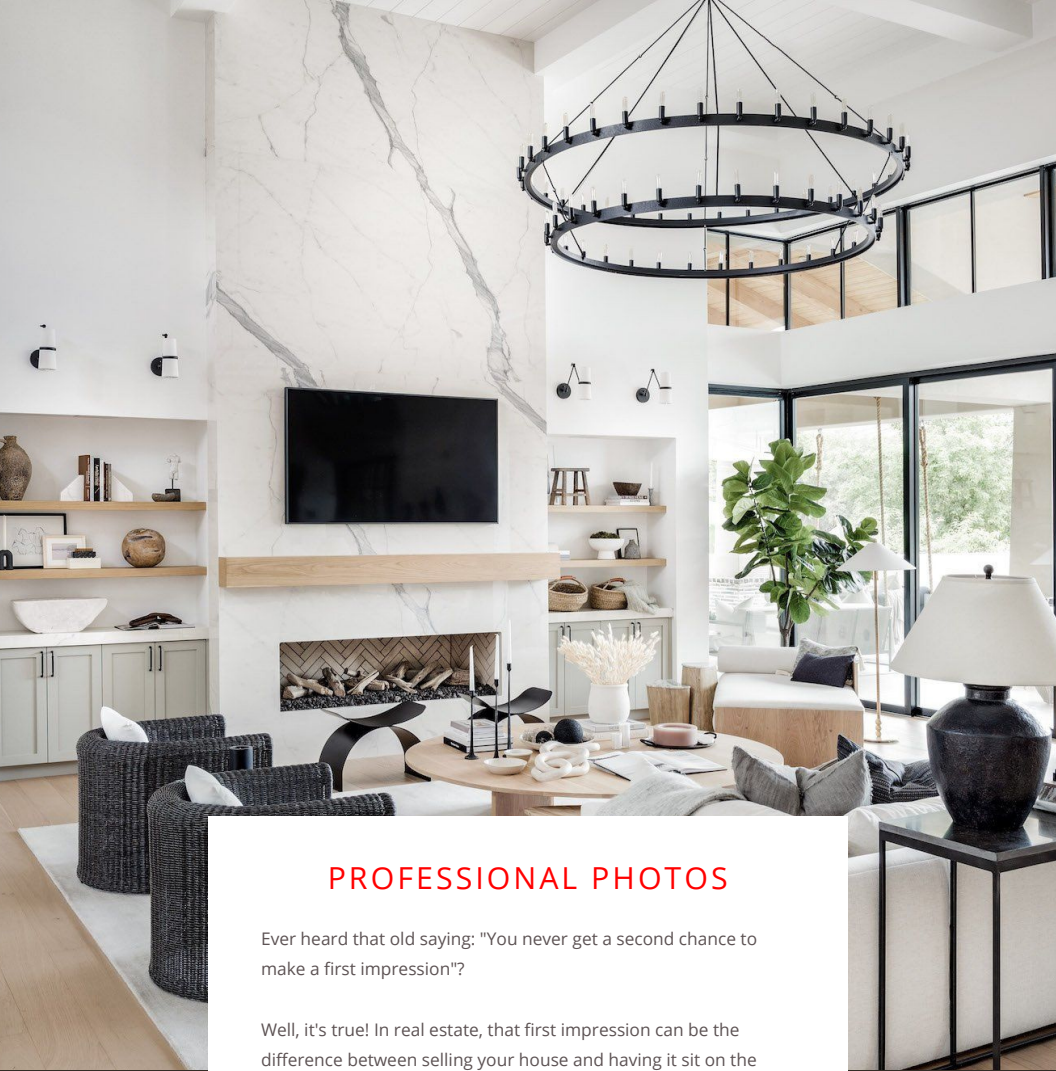
## MISCELLANEOUS

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## PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



## *Shocking Truths...*



Homes listed with professional photography & videography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

## GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 1 week prior.

Prior to photo day, we'll do staging and cleaning. This is an all-day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Neighborhood direct mail pieces
- Broker's Open materials created
- Social media posts & ads
- Open house materials



## GOING TO MARKET

# Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

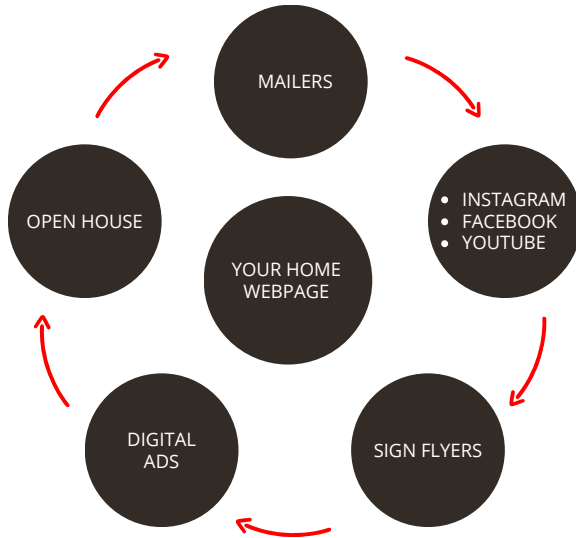
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook/Instagram ad...finally, buyers are clicking on the link to your property's webpage, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

# The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

# *the* TIMELINE

## CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

## PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

## CUSTOM PAGE BUILT

- Exclusive webpage built for your listing
- Tracks visitor activity
- Highlights videography & lifestyle

## LAUNCH TO MARKET

- Sign is placed in yard
- No showings until open house
- Generates the beehive

## POSTCARD CAMPAIGN

- Postcards designed
- Broker's Open House, Just Listed, Dualing Open House

## SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

## OPEN HOUSE

- Opening weekend, no showings prior
- Open Houses on Saturday & Sunday

# ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility  
as possible using a variety of tools to  
ensure your home is seen by  
thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, the Wall Street Journal, Mansion Global, Juwai and Juwai.Asia. We also claim your listings to follow statistics.

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## OPEN HOUSE



Open houses are essential when selling a property. We sell many properties in an open house where a buyer ends up at your doorstep to "check it out".

Think about it: when you hold an open house, you're exposing your property to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

## OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple-offer situation, we'll review them all at once on a spreadsheet. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





# CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



# COMMON

## *Inspection* 01 *Contingency*

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

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## *Financing* 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

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## *Appraisal* 03 *Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

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## *Home Sale* 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

# CONTINGENCIES



# CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record.
2. Funding will follow upon all parties signing all required documents and most loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is funded by the lender/buyer.
3. Once the loan is funded and/or the cash is at the title company, we'll release keys to the new homeowner.



*What you*  
**CAN EXPECT**

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly feedback emails with stats on showings, open houses, and feedback. You can also expect bi-weekly phone calls with my commitment to give you honest feedback & to offer creative problem-solving to get you where you want to go.

*Leisa*

*what others*  
**ARE SAYING**



**GREG MOORE**

Leisa is hands-down THE BEST agent to work with and her Engel Volkers agency is absolutely the most professional firm I've worked with. Leisa found me a buyer within a few hours for 15% more than I had even expected to list the house for! Thank you Leisa and friends at EV!



**STANLEY CHOW**

Very professional and experienced team led by Leisa and Matt Erickson. Their knowledge and expertise of the St Pete market is top-shelf. Very responsive to the client's needs with an amazing rolodex of resources. Leisa is a highly skilled negotiator...the best of the best.

# READY TO LIST?

Set your appointment here:



**ENGEL & VÖLKERS**<sup>®</sup>  
LEISA ERICKSON GROUP



GET IN CONTACT

LEISA

ERICKSON

REAL ESTATE AGENT

☎ (727) 877-5478

@ leisaericksongroup

✉ maketampabayhome.com