



**JUST
SOLD**



Your Home is next !!



THE STRATEGIC SELLER BLUEPRINT

THIS IS NOT JUST ABOUT LISTING A HOUSE.

1 I Don't "List" Homes. I Position Them.

Before your home ever hits the market, I analyze:

- Tampa & surrounding market trends
- Active competition
- Buyer behavior in your price range
- Days on market patterns
- Absorption rate
- Price-to-list ratios

We don't price emotionally.

We price strategically to attract multiple buyers — not sit and wait.

2 I Protect Your Bottom Line

Most sellers lose money in 3 ways:

- Overpricing and chasing the market down
- Underpricing and leaving equity on the table
- Weak negotiation during inspections and appraisal

My job is to:

- Negotiate repairs smartly
- Push back when needed
- Structure contracts in your favor
- Anticipate appraisal issues before they happen

I don't fold under pressure.

3 Professional Presentation = Higher Offers

Your home will receive:

- ✓ Professional photography
- ✓ Strategic listing description
- ✓ Targeted online marketing
- ✓ Social media exposure
- ✓ Buyer-agent outreach
- ✓ Pre-market strategy when appropriate

Buyers shop online first.

Your home must look superior before they ever step inside.

4 I Understand Tampa, St. Pete & Surrounding Areas

You will never wonder:

- What's happening
- What comes next
- What a contract means
- Or whether we're on track

I believe in calm, direct communication and proactive updates.

5 I Understand Tampa, St. Pete & Surrounding Areas

Market behavior changes by:

- Zip code
- School district
- HOA vs non-HOA
- Waterfront vs inland
- Investor-heavy vs primary-residence neighborhoods

I don't use generic pricing models.

I analyze your specific micro-market.

WHAT HAPPENS IF YOU SELL WITHOUT STRATEGY?

- Longer time on market
- Lowball offers
- Buyer leverage
- Repair negotiations out of control
- Deals falling apart
- Appraisal issues
- Stress you didn't plan for

The right agent reduces risk.

That's the difference.

MY PROMISE TO YOU

I will:

Be honest about price

Tell you what buyers are really thinking

Advise you even when it's not what you want to hear

Protect your equity

And negotiate like it's my own home

This isn't about just closing a deal.

It's about closing it right.

NEXT STEP

If you're thinking about selling in the next 3–12 months:

- ✓ Let's schedule a private home evaluation
 - ✓ I'll show you realistic pricing
- ✓ I'll outline a customized marketing plan
- ✓ And you can decide if we're the right fit

No pressure.

Just clarity.



Rosana Ercia Hernandez
Licensed Real Estate Agent
727-768-4350