



YOUR HOME SELLER GUIDE

LISTED TO
Sold



ART CACCESE

WELCOME

I believe in going above and beyond to provide top-tier service and an exceptional client experience.



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 navigate the process without stress. I'll outline the process and create a plan, 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, and creating a smooth close, this booklet will be your guide.



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Naples, FL

ART CACCесе
REALTOR®

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Meet Our Team

WE CAN'T WAIT TO WORK WITH YOU

ART CACCESE

REALTOR®

Art is our fearless leader. He has been voted a top REALTOR® in Naples for two consecutive years, has helped over 50 families, and still manages to treat each client like family.

LAURA GARCIA

TRANSACTION COORDINATOR

Laura is our Transaction Coordinator. She is known for her organization and systems. She is here to help walk you through the process of contract to closing.

Client Testimonials

MEET SOME OF MY HAPPY CLIENTS

“

Art is the consummate professional, honest, capable and effective. He brings these talents together along with vast experience in helping others. I recommend him without reservation.

Gian

My husband and I met with Art (he was one of four agents we interviewed). He, by far, stood out above the rest. He initially impressed us with his professionalism and preparedness. The passion for his work showed in his presentation, well-rounded knowledge and follow-through. He demonstrated his high level of skill by promising that he would sell our house in 30 days or less — and he exceeded that! His marketing techniques and knowledge of luxury homes paid off and he sold our home in four days! His follow-up and attention to detail was relentless.

Tina

“

I wanted to express my sincere appreciation for Keller Williams and especially for Art Caccese. While John R. Wood is an exceptional organization, I believe it is so because of people like Art . . . he coordinated all of the pieces that are integral to the home buying process and did so with such expertise that I almost didn't notice what he was doing. In the two months we worked together, I never had to tell him anything twice — and most of the time I didn't have to tell him once. He just anticipated what we needed.

Lenny and Sharon

I am writing to express our gratitude for the services of Art Caccese. My husband and I had the pleasure of working with Art on the sale of our former house as well as with the purchase of our new home. . . . selling or buying a home can be very stressful, but Art was always there . . . and his suggestions were key in the sale of our home in such a short period.

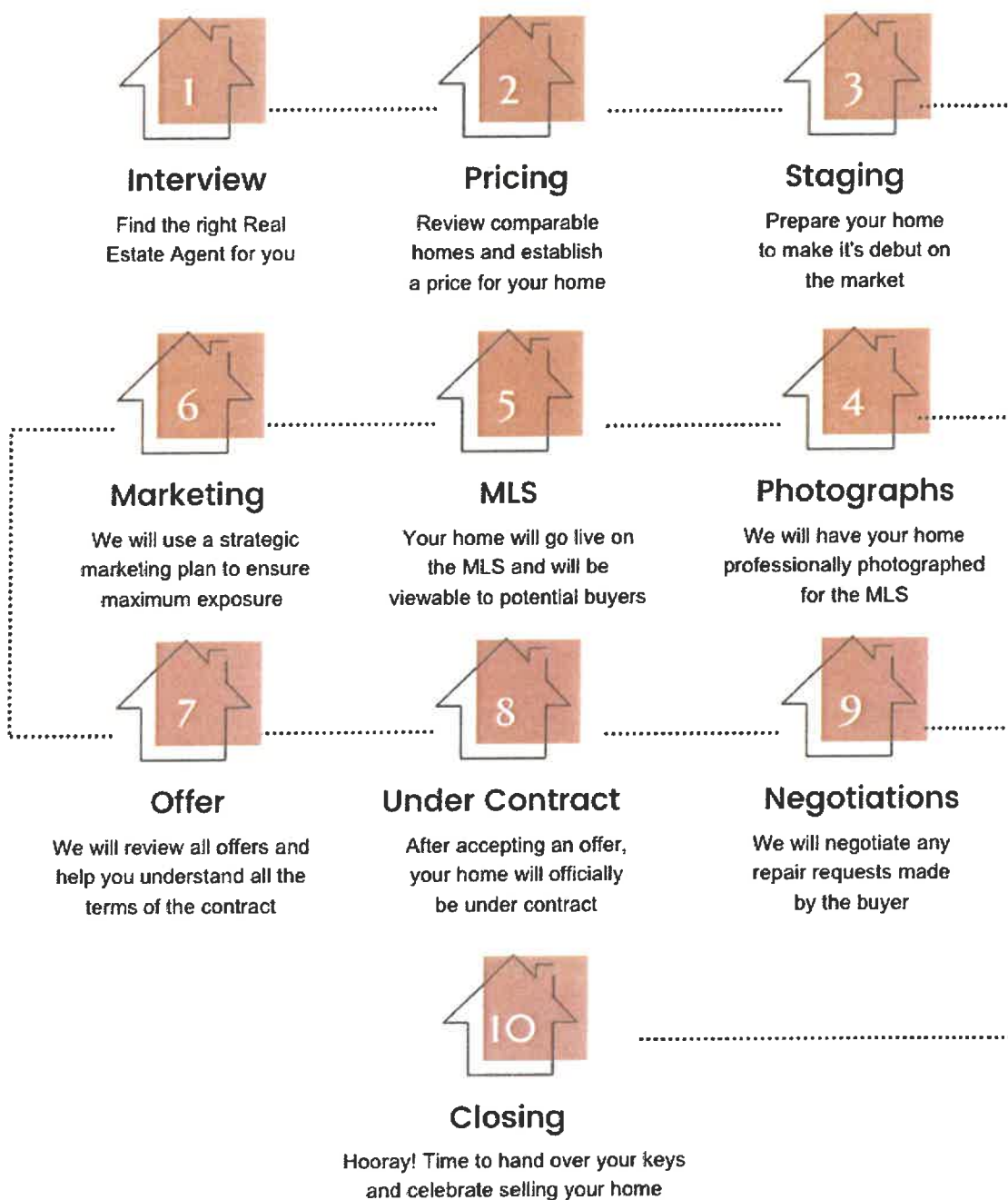
Stan & Ellesia



FINDING YOUR HOME

My Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

My Proven Home Selling Timeline

MY PROVEN AND REPEATABLE SYSTEM

STEP 1

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP 2

Professional Photography

After your home is prepared and staged, I will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP 3

My Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. I will use a strategic marketing plan to ensure maximum exposure. I will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

STEP 4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP 4

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject, or counter the offer.

STEP 5

Inspections

The buyer will schedule any inspections during the period indicated in the contract. We will negotiate any repairs requested. Keep in mind, that if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP 6

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP 7

The Closing

You will need to fulfill any closing obligations including: fixing agreed-upon home repairs, submitting disclosures, and reviewing closing costs, and moving out. After you sign the documents., it's time to celebrate because the home sale is complete.





About Your Home

HELP ME UNDERSTAND YOUR HOME

What drew you to this home when you bought it?

What is your favorite feature of your home?

What do you like most about your neighborhood?

What are some nearby attractions and amenities?

What don't you like about your home?

About Your Situation

UNDERSTANDING YOUR GOALS



1 Your Why

Why are you moving? What is the deadline for needing to move by?

2 Your Plan

What will you do if your home doesn't sell in the expected timeframe?

3 Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your agent, my number one goal is to help achieve your real estate and lifestyle objectives. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. Your home will warrant its particular pricing strategy.

THE TOP THREE

Pricing Factors To Consider

1

The Market

Your local area's current housing market conditions will play a large role in determining the best listing price for your home.

2

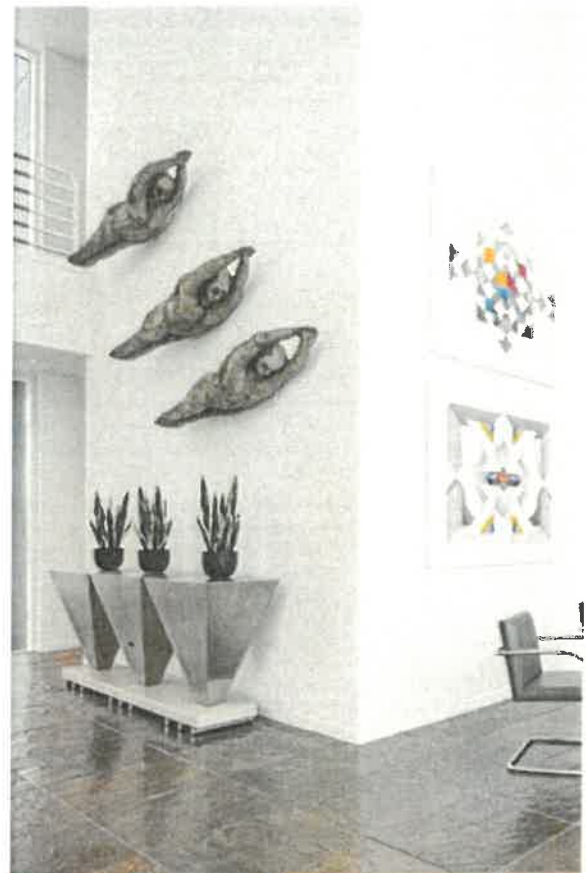
The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

3

Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

My Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price at which we list your home. Our goal is to attract the greatest number of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

My Proven Marketing Plan

PROVEN AND REPEATABLE SYSTEM



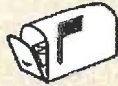
Create a professional listing flyer & in-home marketing book



Write an Informative & engaging MLS listing description



Expose to my associates at bimonthly business meeting



Schedule a strategic & targeted post card campaign



Hold an Open House the weekend the listing is active.



Host a Broker Open House Event



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so I will be sure to customize our marketing plan specifically for your property.

SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS

Clean the entire house

Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)

Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs

Shutters and blinds should all be set to matching angles

Clean all glass mirrors

Declutter all counter spaces in kitchen and bathrooms

Turn off all ceiling fans

Remove your furry friends from the areas being photographed

Store away pet supplies, food bowls, toys, etc.

Cut the lawn and make sure your patio furniture is arranged

Sweep the porch and exterior area





YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?

SELLING YOUR HOME

Closing Day

IT'S THE BIG DAY

I've done this many times before, and I assure you, everything will be okay. Today, you'll be signing a bunch of papers. They might be a bit boring, but they're all really important. The good news is, we've already looked at all the paperwork. After you sign everything, the deal is complete once two things happen:

1. The deed, which is an important legal paper, needs to be officially recorded by the county recorder's office. Once both parties have signed, the title company will send it over to be recorded. This might take a few hours.
2. After the deed is recorded, the money part (funding) comes next. Some loans get the money on the same day, while others might take up to 48 hours after recording. The home is officially yours once the recording is done. No need to worry if the money doesn't show up right away. The lender and title company have the money; it just takes a bit of time to transfer it to your bank account.

Once the deed is recorded, we'll give the keys to the new homeowner.



SELLING YOUR HOME

Additional Notes



WHO YOU WORK WITH MATTERS

Thank you for choosing me to market and sell your home. I look forward to working with you to achieve all of your real estate and lifestyle goals.



ART CACCENE

REALTOR® | LUXURY HOME SPECIALIST



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Real Estate