



KEITH BURT



THE SELLER'S HANDBOOK

your guide to a successful home sale



Dalton Wade Real Estate Group



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KEITH BURT

BROKER ASSOCIATE

What do you want in a real estate agent?

PROFESSIONALISM

- Keith has the experience and knowledge working in St. Pete and the beaches of Pinellas County.
- He has been doing business and living in St. Pete for 10 years.
- He puts you first! Whether you are from out of town, or an investor, Keith will help you reach your goals.
- Keith knows how to negotiate and get you the best deal.
- He will be with you from the beginning to the end of your transaction.

KNOWLEDGE

- Keith has an extensive knowledge of St. Pete real estate, whether buying or selling.
- He has been involved in renovating local properties.
- He is well-versed in local codes and the City permitting processes.
- He has a love of architecture and the arts.

EXPERIENCE

- Prior to St. Pete, Keith lived and worked in Miami Beach, where he managed the refurbishment of many Art Deco hotels
- He worked with real estate developers in the hospitality industry.
- Originally from Los Angeles, Keith developed a career as a celebrity event planner.

Keith Burt has a genuine concern for people and an unwavering dedication to helping others reach their goals. He loves St. Pete. His straightforward approach, experience and diverse background separate Keith from the average real estate agent.

He lives in St. Pete with his wife Kerry and rescue dog, Nala



THE PROCESS

THE PRE-LISTING PROCESS

Pricing
Staging
Photography
Marketing

MARKETING

Signage
Email Marketing
Flyers
Security
Open Houses
Online Marketing

POST-LISTING

Showings
Offers
Negotiations

CONTRACT TO CLOSING

Inspections
Appraisals
Contingency Removals
Closing



THE STEPS TO SOLD



MARKET ANALYSIS & PRICING

It will come as no surprise to you that price may be the most important part of any real estate transaction. Determining the ideal price from the start puts you in the best position to attract the maximum number of buyers in the timeframe you've set.

The best asking price is usually within 5% of market value and typically results in a quick and prosperous sale. **Don't worry — I'm here to help you arrive at that price through market analysis and comparison.**

PREPARING YOUR HOME

A little prep goes a long way when it comes to showing your home in its best light! Together, we will make sure your home will stand out from the competition.

- Deep Clean
- Home Maintenance Check
- Declutter & Organize
- Home Staging
- Quality Photos

THE STEPS TO SOLD

LISTING YOUR HOME

Once your home is prepped and your asking price is finalized, it's time to list your home for sale! Making sure your home is displayed professionally on the Multiple Listing Service and online home search sites is my specialty. Sit back, relax, and let me do the heavy lifting here.

MARKETING

Next, I'll start marketing your home to get more eyes on your property. My goal is to make your property stand out on the market via an aggressive marketing plan consisting of:

- Staging & Photography
- Pronounced Signage
- Professional Property Flyers
- Targeted Mailers
- Social Media Exposure
- Email Marketing
- Realtor Networking
- Reverse Prospecting
- Open Houses

SHOWINGS

Prior to listing your home, we will decide on an acceptable notice time for showings — that way you are never caught off guard with visitors. Potential buyers will access your home via electronic lockbox. Here are some tips for getting the most from every showing:

- Be flexible with timing
- Clean and clear the home prior to showings and open houses
- Turn on lights, open blinds, take out the trash
- Use scents sparingly
- Lay out printed material
- Vacate for buyer's comfort
- Take your pets with you

THE STEPS TO SOLD

OPEN HOUSES

We will strategically hold open houses for your property to engage online and offline buyers. I or a member of my team will be present at all open houses to answer any questions that may come up. We will review feedback and discuss next steps together after each open house.

NEGOTIATE OFFERS

Great — the offers are rolling in! We will review all offers presented and determine which one will give you the best financial outcome. Once an offer is accepted, the buyer will schedule an inspection of your home.

INSPECTION

A home inspection is ordered by the buyer and typically happens 7-14 days after the offer is accepted. Once the inspection(s) is completed, the buyer may request repairs. This may result in a second round of negotiations for repairs, price reductions, and/or change in other terms of the contract.

APPRAISAL

If the buyer is seeking a loan to purchase your home, they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As the seller, we want the property to appraise for at least the sale amount or more. This was taken into consideration during the price setting process.

CLOSING

Once all financing is complete and negotiated repairs have been made, it's time to finalize the sale! Remember to give the buyer all keys, garage door openers, mailbox keys, gate cards, etc. at the closing.

TIPS FOR A SUCCESSFUL NEGOTIATION & SALE



DISCLOSE EVERYTHING.

Smart sellers proactively go above and beyond legal necessity to disclose all known property features and defects to potential buyers.

ASK QUESTIONS.

Offers sometimes contain complicated terminology and/or three or more addenda. I'm here to walk you through it — but don't hesitate to ask questions!

RESPOND PROMPTLY.

Timing is everything when it comes to real estate transactions.

STAY CALM AND BE PATIENT.

It's best for everyone to keep communication civil and agreeable. I'm here to help!

BE CAUTIOUS WITH CONTINGENCIES.

When you've landed your buyer, your signed acceptance of a written offer becomes a sales contract. Except for removing any contingencies, this document is the binding basis for the sale.

CHAT WITH ME!

It's my responsibility to represent your best interest every step of the way, so be clear about what you want so we get the best possible outcome.

KEITH BURT

WHAT CLIENTS SAY

A personable likable guy

Keith is a personable likable guy. He's very knowledgeable about the homes listed in the area that I was looking in. He's patient, thorough and, most of all, professional.

JOANNE, BROOKLYN, NY

Always there for me

I don't know what we would have done without him!! Overall, he's a very nice man - knowledgeable and hard working. And very responsive. He was always there for me!! (And still is!!!)

TAMMY, WESTPORT, CONNECTICUT]

We clicked immediately

I am moving to Florida and I own a lot of Real Estate in Virginia. I am looking to buy income properties in the Tampa / St Pete area. I have talked to some Real Estate Agents in the 33706 area and could not find an Agent that I was comfortable with until I met Keith. We clicked immediately and he knew what I was looking for, and more importantly, he read what direction I wanted to go. NO waste of time or effort. He found a property that we closed on and we are in the process of closing on two more. I am lucky to have found him and we started what I hope will be a long and fruitful relationship. I am not finished buying, but I am sure I have found the right guy.

CHARLIE, Charlottesville, VA

SELLER'S CHECKLIST

PREPARING FOR YOUR HOME LISTING PHOTOS & SHOWINGS

GENERAL

- ☐ Make your home look inviting, add welcome mat to the front door.
- ☐ Test all lights and replace bulbs as needed.
- ☐ Leave all lights on and all fans off.
- ☐ Touch up paint and fill holes or scratches in walls.
- ☐ Declutter as much as possible, removing excess furniture and personal items.

BEDROOMS

- ☐ Make beds and tidy the rooms.
- ☐ Put away all clothing, toys, and valuables.
- ☐ Remove family photos and any inappropriate artwork.

BATHROOMS

- ☐ Clear all countertops of personal items.
- ☐ Clear shower stalls and bathtubs of all personal items.
- ☐ Clean mirrors and glass surfaces, empty garbage and hide bins.
- ☐ Hang towels neatly and remove rugs.
- ☐ Remove plungers and cleaning items.
- ☐ Keep toilet seat and lids down.

KITCHEN

- ☐ Clear countertops of all appliances if possible.
- ☐ Empty sinks and put away all dishes. Put all sponges, brushes, and dish soap under the counter.
- ☐ Empty garbage and move cans & bins to garage.
- ☐ Remove all artwork and magnets from refrigerator. Remove all items from the top of the firege.
- ☐ Put animal dishes and kennels out of sight.
- ☐ Remove extra rugs, potholders, trivets, and dish towels.

EXTERIOR

- ☐ Lawn should be freshly mowed & edged, and bushes trimmed.
- ☐ Neatly coil hoses.
- ☐ House numbers should be clean and visible (not faded).
- ☐ Pressure wash driveway.
- ☐ Move or remove any yard clutter.
- ☐ Organize patio furniture and children's toys.



LET'S CONNECT



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I don't know what we would have done without him!! Overall, he's a very nice man - knowledgeable and hard working. And very responsive. He was always there for me!! (And still is!!!)

Tammy

WESTPORT, CONNECTICUT



Keith Burt, Broker Associate

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