


YOUR HOME SELLER GUIDE

FROM JUST LISTED TO *sold*

ROY FILLYAW, REALTOR®

YOUR HOME MATTERS

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

Welcome! I'm Roy Fillyaw, your dedicated real estate partner. With a passion for beautiful homes of all shapes and sizes in the Tampa Bay Area, I'm here to transform your home-selling journey into a rewarding adventure.

My mission? To secure the best deal for your property while providing expert guidance every step of the way. From strategic pricing to effective marketing, I'll leverage my local market knowledge and negotiation skills to ensure your home stands out. Let's work together to make your real estate dreams a reality!

Roy Fillyaw

REALTOR®

Smith & Associates Real Estate | ROY FILLYAW REALTOR®

202.716.2353

rfillyaw@smithandassociates.com

@royfillyaw

royfillyaw.smithandassociates.com

Meet Our Team

WE CAN'T WAIT TO WORK WITH YOU

Roy Fillyaw

REALTOR®

Roy is passionate about the people, activities, and lifestyle of the vibrant Tampa Bay Area. Roy is committed to delivering exceptional client experiences throughout the buying and selling journey. With his expertise, eye for design, and genuine enthusiasm for the field, he is committed to guiding clients through the process of finding their dream home.

Patsy Beke

TRANSACTION COORDINATOR

Patsy is our Transaction Coordinator. She is known for her organization and systems. Our clients often refer to her as the Marie Kondo of Real Estate. She is here to help walk you through the process of contract to closing, making sure all timelines and tasks are communicated and completed in a timely manner.

CLIENT TESTIMONIALS CLIENT TESTIMONIALS

Client Testimonials

MEET SOME OF OUR HAPPY CLIENTS

What can I say, I haven't met a Realtor like Roy!

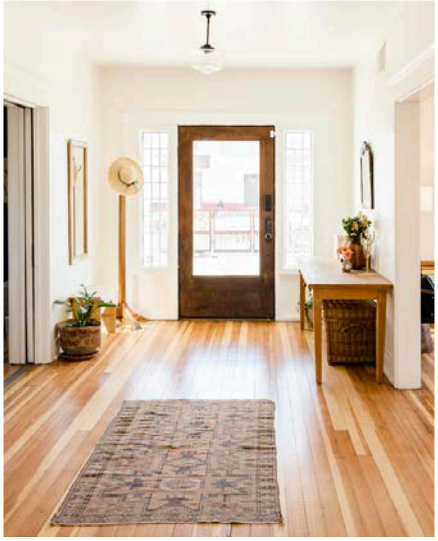
What can I say, I haven't met a Realtor like Roy! I had the best house hunting experience with him. He is super professional and committed to the client. I definitely recommend him to anyone for either buying or selling a house. Thank you Roy. I can't wait for our next house!

DAYANAY

He went above and beyond to help us find our dream home.

Roy was an absolute pleasure to work with, he was extremely knowledgeable and helpful. He went above and beyond to help us find our dream home. He was available every step of the way and did anything he could to make the process easier.

MICHAELA AND PAISLEY



FINDING YOUR HOME

Our Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW

1

Interview

Find the right Real Estate Agent for you

2

Pricing

Review comparable homes and establish a price for your home

3

Staging

Prepare your home to make it's debut on the market

4

Photographs

We will have your home professionally photographed for the MLS

5

MLS

Your home will go live on the MLS and will be viewable to potential buyers

6

Marketing

We will use a strategic marketing plan to ensure maximum exposure

7

Offer

We will review all offers and help you understand all the terms of the contract

8

Under Contract

After accepting an offer, your home will officially be under contract

9

Negotiations

We will negotiate any repair requests made by the buyer

10

Closing

Hooray! Time to hand over your keys and celebrate selling your home

KEEPING IT SIMPLE

Our Proven Home Selling Timeline

OUR SIGNATURE PROCESS

STEP ONE

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 TWO

2

Professional Photography

After your home is prepared and staged, we 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 THREE

3

Our Marketing Plan

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

STEP FOUR

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.

5

STEP FIVE

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.

6

STEP SIX

Inspections

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

7

STEP SEVEN

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.

8

STEP EIGHT

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs. and move 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 your favorite nearby attractions and amenities?
- ✓ What don't you like about your home?

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS

01

Your Why

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

02

Your Plan

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

03

Obstacles

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

As your Real Estate Agent, my number one goal is to help you achieve your own. 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. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.

The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.

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.

03.

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

Our 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 that we set to list your home at. Our goal is to attract the greatest amount 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

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY

Create a professional listing flyer & in-home marketing book

Informative & engaging MLS listing description

Expose to my associates at weekly business meetings

Strategic & targeted post card campaign

Hold Open House 1-2 weeks after placing property on the market

Promote at a Broker's Open in the house for other Agents

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 we will be sure to customize our marketing plan specifically for your property.

MULTI-CHANNEL MARKETING

Marketing Deep Dive

Signage

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- High-quality signs designed to stand out
- Generates interest in your property

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of every property corner

I'm going the extra mile to get your home sold fast

Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for a broader reach
- Targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads

Exclusive Services

- Provide weekly status updates for consistent communication
- The team is available for appointments seven days a week
- Maximum flexibility and accessibility
- Guarantee an open house every weekend until it's sold
- Include complimentary professional home staging consultations
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

MY SPECIAL APPROACH

What Makes Me Different

My approach with you will be honest and straightforward: you come first. I'm here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I'll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail.

YOUR TAMPA BAY, FLORIDA REALTOR®

Helping buyers, sellers & investors in:

St.Pete • Tampa • Clearwater • Westchase • Beaches

OUR COMPANY STATS

731

$1M+ Transactions

14.6%

Market Share for Homes $1M+

$1.95M

Average Sales Price $1M

2,276

Total Transactions

Company Data, 2023

WHAT YOU NEED TO KNOW

About Compensation

01.

Compensation is Negotiable

My compensation rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today’s market but are not set by law. We can set a compensation rate that reflects the value you will receive and the results you’re aiming for.

02.

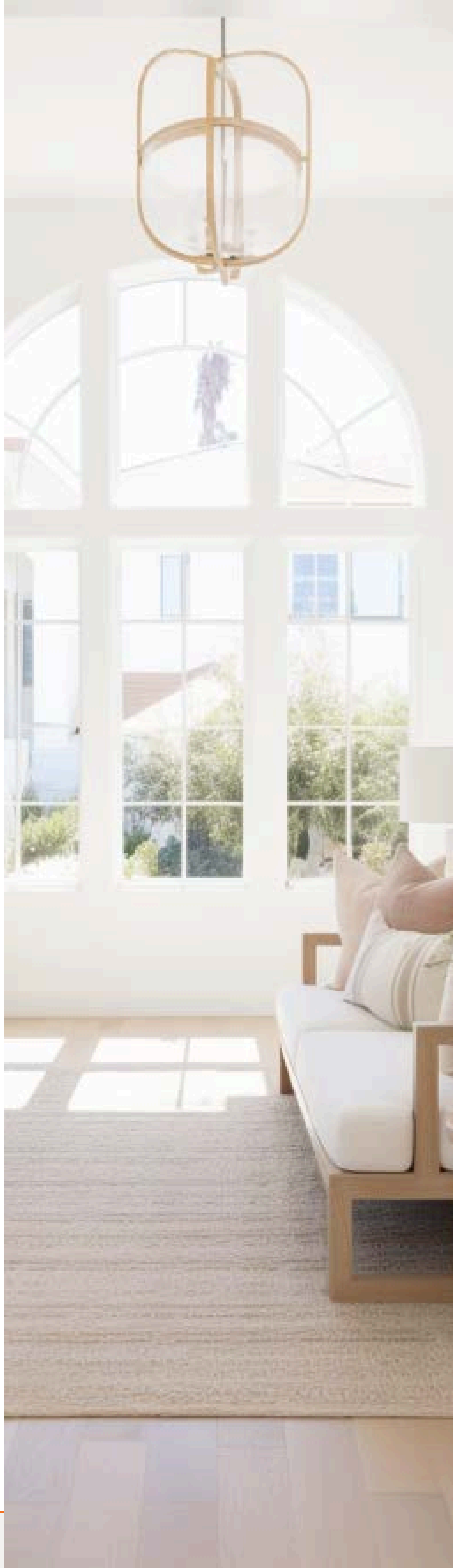
What Does it Pay for?

The compensation is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I’ll work hard to find the right buyer and manage the sale process with care. I’ll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

03.

Keeping it off the MLS

NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage.

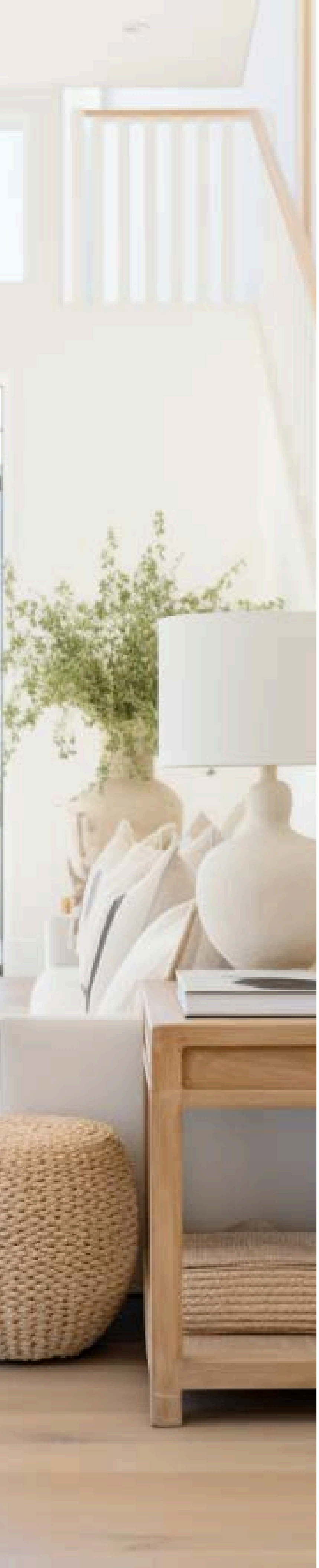


SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS

- Clean the entire house
- Create a list for the photographer of areas of your home your 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, perferred 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?

Additional Notes

YOUR HOME MATTERS

Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

Roy Fillyaw

REALTOR®

202.716.2353

@royfillyaw

rfillyaw@realestate.com

royfillyaw.smithandassociates.com

Smith & Associates Real Estate

GLOSSARY

ADJUSTABLE-RATE MORTGAGE (ARM)	Interest rates on this type of mortgage are periodically adjusted up or down depending on a pecified financial index
AMORTIZATION	A method of equalizing the monthly mortgage payments over the life of the loan, even though the proportion of principal to interest changes over time - in the early part of the loan, the principal repayment is very low, while the interest payment is very high - at the end of the loan, the relationship is reversed
ANNUAL PERCENTAGE RATE	The actual finance charge for a loan, including points and fees, in addition to the stated interest rate
APPRAISAL	An expert opinion of the value or worth of a property
ASSESSED VALUE	The value placed on a property by a municipality for purposes of levying taxes - it may differ widely from appraised or market value
BALLOON PAYMENT	A large principal payment due all at once at the end of some loan terms
CAP	A limit on how much the interest rate can change in an adjustable-rate mortgage
CERTIFICATE OF TITLE	A document, signed by a title examiner, stating that a seller has an insurable title to the property
CLOSING	The deed to a property is legally transferred from seller to buyer, and documents are recorded
CLOSING COSTS	See "settlement" or refer to "Settlement and Closing" in this guide
COMMISSION	A fee (usually a percentage of the total transaction) paid to an associate or broker for services performed
COMPARATIVE MARKET ANALYSIS (CMA)	A survey of the attributes and selling prices of comparable homes on the market or recently sold; used to help determine a correct pricing strategy for a seller's property
CONTINGENCY	A condition in a contract that must be met for the contract to be binding
CONTRACT	A binding legal agreement between two or more parties that outlines the conditions for the exchange of value (for example: money exchanged for title to property)
DEED	A legal document that formally conveys ownership of a property from seller to buyer
DOWN PAYMENT	A percentage of the purchase price that the buyer must pay in cash and may not borrow from the lender
EXCLUSIVE BUYER BROKERAGE AGREEMENT (EBBA)	An agreement between the buyer and their brokerage that reflects the terms they have negotiated with your agent for their services. This outlines what services and value will be provided, and for what potential cost

EQUITY	The value of the property actually owned by the homeowner: purchase price, plus appreciation, plus improvements, less mortgages and liens
ESCROW	A fund or account held by a third-party custodian until conditions of a contract are met
FIXED-RATE MORTGAGE	Interest rates on this type of mortgage remain the same over the life of the loan - compare to "adjustable-rate mortgage"
FIXTURE	A recognizable entity (such as a kitchen cabinet or light fixture) that is permanently attached to a property and belongs to the property when it is sold
HAZARD INSURANCE	Compensates for property damage from specified hazards such as fire and wind
INTEREST	The cost of borrowing money, usually expressed as a percentage rate
LIEN	A security claim on a property until a debt is satisfied
LISTING CONTRACT	An agreement whereby an owner engages a real estate company for a specified period of time to sell a property, for which, upon the sale, the associate receives a commission
MARKET PRICE	The actual price at which a property sold
MARKET VALUE	The price that is established by present economic conditions, location, and general trends
MORTGAGE	Security claim by a lender against a property until the debt is paid
MULTIPLE LISTING SERVICE (MLS)	A system that provides to its members detailed information about properties for sale
ORIGINATION FEE	Application fee(s) for processing a proposed mortgage loan
PITI	Principal, interest, taxes, and insurance; forming the basis for monthly mortgage payments
POINT	One percent of the loan principal - it's charged in addition to interest and fees
PREPAYMENT PENALTY	A fee paid by a borrower who pays off the loan before it is due
PRINCIPAL	One of the parties to a contract; or the amount of money borrowed, for which interest is charged
PRORATE	Divide or assess proportionately
PURCHASE & SALE AGREEMENT	A contract between buyer and seller that outlines the details of the property transfer; or refer to "Purchase and Sale Agreement" in this guide
SETTLEMENT	All financial transactions required to make the contract final - See "Settlement and Closing" in this guide
TITLE	A document that indicates ownership of a specific property
TITLE SEARCH	A detailed examination of the entire document history of a property title to make sure there are no legal encumbrances