



SET YOUR HOME
APART!

HOW TO WIN THE PRICE WAR
& BEAUTY CONTEST
WHEN SELLING YOUR HOME

Debbie Wysocki

Foreword

No matter the market, whether it's a balanced market like South Florida normally is, a strong buyers' market as we all saw in the crash of 2006 or an unbelievable seller's market that we are currently experiencing, home sellers always have to remember the adage, **"It's a Price War and a Beauty Contest"**. If you want your home to sell in a reasonable timeframe at the best price possible it is important to remember that preparing your home for market is as important as working with the right Realtor who will help you understand the market of the moment and help guide you in understanding what the correct price is for your home.

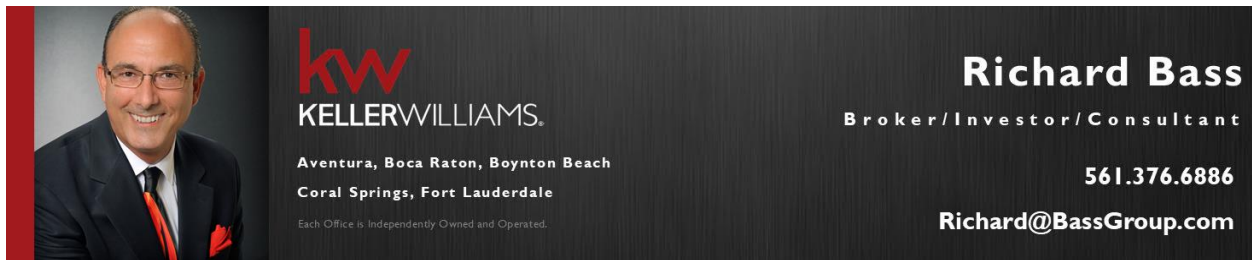
Debbie does an excellent job in this book of breaking it down to its simplest form. She makes sense of what is generally the largest single purchase of sale of a client's lifetime.

It is a longstanding joke in South Florida that if you are pulled over by the police, they are more likely to ask for your real estate license than your driver's license.... Because not everyone has a driver's license! Debbie is not just a real estate agent. With over 20 years' of Real Estate Experience, she is at the TOP of her profession.

She goes above and beyond always. Debbie overdelivers, and by having her as your realtor, your life will be easier and better, and you will gain true, honest value in the market.

As her broker of record, I am honored to be a small part of Debbie's team where she has set records and closed some of the biggest sales in our state.

I could sing Debbie's praises all day and gladly would. But read the book and see the genius and talent for yourself. Nobody knows the market like Debbie Wysocki. I'm glad I know the next best thing, her.



Copyright © 2021 by Debbie Wysocki
All rights reserved. No part of this book may be reproduced, scanned,
or distributed in any printed or electronic form without permission.
Printed in the United States of America
ISBN: 978-1648582-76-9

Table of Contents

<u>Legal Notice</u>		<u>4</u>
<u>Introduction</u>		<u>5</u>
	<i><u>Meet My Clients</u></i>	<u>7</u>
<u>Chapter 1</u>	<i>Price is the #1 Reason Why A House Does Not Sell</i>	<u>10</u>
<u>Chapter 2</u>	<i>Condition & Presentation is the #2 Reason Why a House Did Not Sell - How Does Yours Stack Up?</i>	<u>29</u>
<u>Chapter 3</u>	<i>Will the Market Condition Affect My Sale?</i>	<u>50</u>
<u>Chapter 4</u>	<i>Solutions for Selling Your Home — What Did Your Last Agent Do?</i>	<u>71</u>
<u>Chapter 5</u>	<i>What is Your Motivation?</i>	<u>81</u>
<u>Appendix A</u>	<i>For Sale vs. Sold \$3 Million Waterfront Homes (Fort Lauderdale MLS Area #3160 April 2019 – Dec 2020)</i>	<u>86</u>
<u>Appendix B</u>	<i>Fort Lauderdale Luxury Market Comps</i>	<u>100</u>
<u>Conclusion</u>		<u>111</u>
	<i><u>About the Author</u></i>	<u>112</u>
	<i><u>Connect with Debbie</u></i>	<u>115</u>
	<i><u>Thank you</u></i>	<u>116</u>

Legal Notice

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that she does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the internet.

The Publisher will not be responsible for any losses or damages of any kind incurred by the reader whether directly or indirectly arising from the use of the information found in this report.

This report is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

No guarantees of income are made. Reader assumes responsibility for use of information contained herein. The author reserves the right to make changes without notice. The Publisher assumes no responsibility or liability whatsoever on the behalf of the reader of this report.

Introduction

Selling a property could be one of the biggest challenges many people will take on in their lifetime. There are many aspects that go into a successful sale. Ending up with the most money possible with the least stress at closing is what counts.

Helping my dad from the age of 12 pick out properties and watch him manage them (and see him retire from being a truck driver at the age of 40 from his real estate investments), gave me the bug. It is what propelled me to purchase my first home at the age of 22. It is what connected me with my Real Estate Attorney husband – and finally set me on the journey to a successful career for over 20 years in Real Estate.

In this guide, I breakdown the process and provide a detailed strategy to increase selling price while avoiding costly mistakes to get there. With a professional real estate agent's expertise, you can be assured the process goes quickly and smoothly.

That's exactly why I wrote this book. While I had the pleasure of assisting a client grow his real estate portfolio from \$13 million to over \$75 million and manage it over a period of 20 years as well as helping several others buy, sell, invest and manage properties. I learned so much about the market, determining a client's motivation, and assisting people achieve their goals, while negotiating WIN-WIN deals.

And that's what I want for you . . . to achieve your real estate goals. If I can be of service to you in some small way in helping you get where you want to go, then that means I've done what my mom taught me to do . . . **'be a Difference Maker.'**

It is truly my privilege to partner with Keller Williams Realty Professionals in Fort Lauderdale. Our Team is amazing . . . from our Broker, Richard Bass, Team Leader & CEO, Todd Smith, Operating Partner, Alan Waxman, Director of First Impressions, to our Market Center Administrators Robin Taylor, and Christine Swanson. Thank you for being part of my Team along with Supreme Lending and Title Alliance.

Debbie Wysocki

*Realtor® & Real Estate Property Advisor
Certified Luxury Home Marketing Specialist® (CHLM) - Guild Member
Certified Residential Specialist (CRS)
Graduate- Realtor® Institute (GRI)
Certified International Property Specialist (CIPS)
Resort and Second Home Specialist (RSPS)
#1 Individual Agent in Closed Sales Volume – KW Fort Lauderdale
Record Setting Sales Price in Lauderdale Beach – multiple years & Hillsboro Shores
Along with several other Industry Designations & Achievements
And Multiple Other Awards with Keller Williams at the Local, Regional and National Level*

The term REALTOR® has one, and only one, meaning:
REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

Meet Some of My Clients



"I have known Debbie Wysocki for several years and am consistently inspired by her commitment to serving others. I have always known her to be a woman of integrity and someone who delivers what she promises. I highly recommend Debbie."

Nancy Matthews, CEO & Co-Founder,



"Debbie Wysocki is very professional. It's like 'Your wish is my command' -- fairy tale! I can't thank Debbie enough for enthusiastic attitude, friendliness and honesty."

Isabel Levin, Realtor - Miami, FL



"I have known and worked with Debbie for close to 25 years. From the very start I trusted her to take the ball and run with things, and she always over-performed. She is hard working, professional, dedicated, and loyal to a fault. I could always count on her to go above and beyond the call of her duties. If you are looking for a realtor who will go the extra mile, think outside the box and deliver returns whether buying, selling, investing, or doing an exchange,

look no further. It is with great appreciation and gratitude that I recommend Debbie Wysocki.
Robert Porter, Founder of Heal the Planet
– Fort Lauderdale, Florida



"We were referred to Debbie by a neighbor and Debbie navigated us through the home buying process. We closed in 34 days with an FHA Loan. Debbie explained the process along the way -- we were so excited to move into our new home."

Yunior Martinez & Dorca Hernandez - Palm Springs, FL



"I had a signed contract in 16 days from the time my home hit the MLS and 4 offers to choose from. Thank you Debbie. I am a happy customer."

Janet Wyant - Pompano Beach, FL



"We were under contract our first day over our asking price & Debbie had a waiting list of potential buyers. She handled every curve ball to close our home."

Deanna Landis - Fort Lauderdale, FL



"We have used other Real Estate Agents before, but have found none better than Debbie."

Dan Ustian, Chicago, IL



Are You Wondering Why Your House Didn't Sell?

Seeing that your listing did not produce the desired results – meaning a SALE, are you now wondering what went wrong? Chances are there were several contributing factors.

The absolute number one reason a home does not sell is PRICE!

There is a saying that your home is in a Price War and a Beauty Contest.

There must have been a reason you listed your home for sale – **if you are truly motivated to sell, then don't give up and continue reading.**

You may not have had all the information you needed to make an informed decision to get your home sold at the right price in your market.

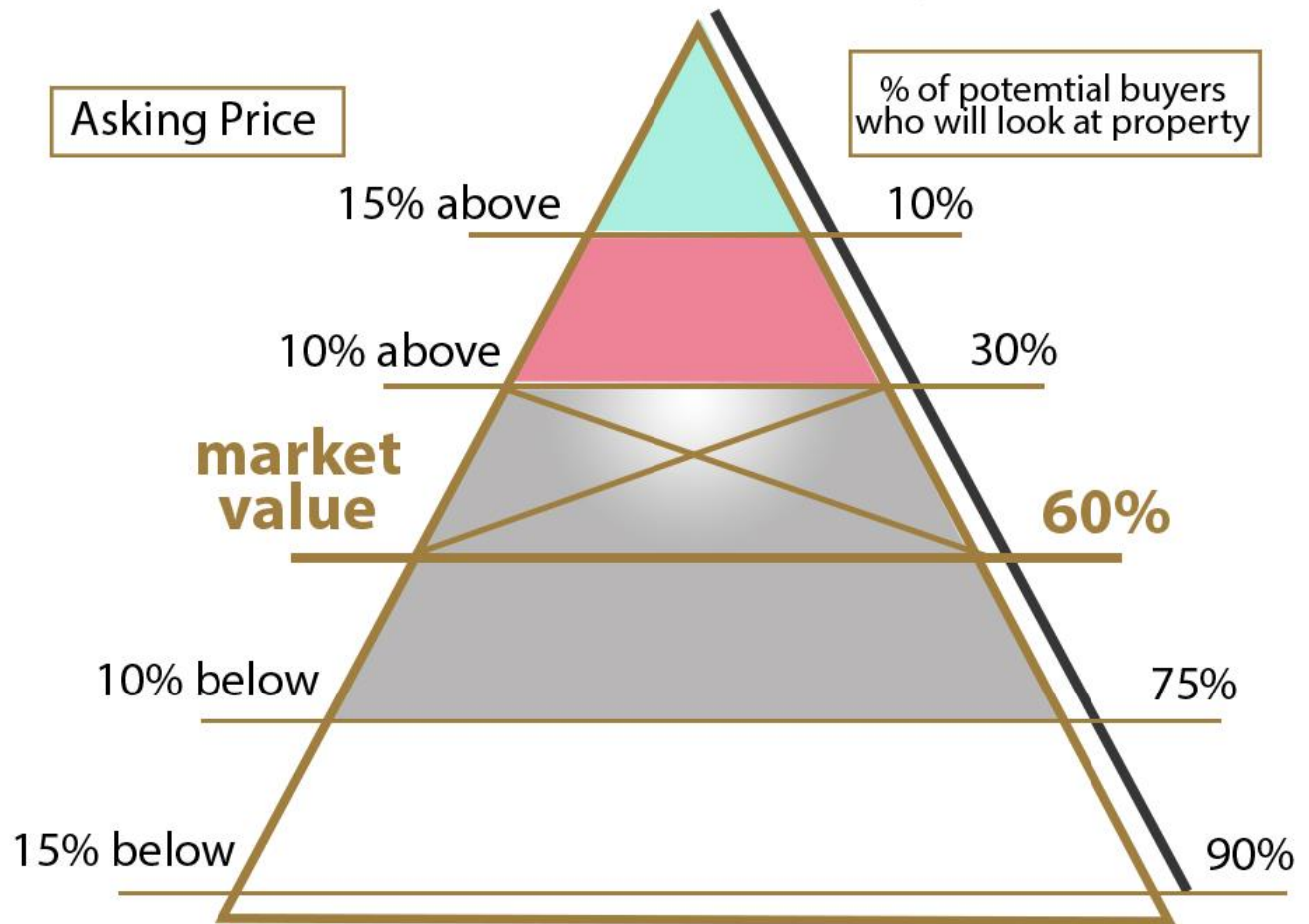
Getting the Listing Price Right is the most important thing your Agent and you can do. It attracts potential clients which leads to offers and get you that sale. Isn't that what you want?

It's important to price your home correctly . . . Because while the first 30 Days are the most critical time in the marketing of your House, the first 14 days can make or break you – that is when the most people will see your house, including Agents who have Buyers. This is a very key point to remember when discussing the pricing with your Agent. Many homeowners will say 'How about if we try it at XYZ PRICE for 2 weeks, and if we don't get any offers or low ball offers, we can put it at the price you think it should be.'

Effectively, you have just shot yourself in the foot. The first two weeks is when your Agent will have The Brokers/Agents Open Houses—which is extremely important to the successful sale of your home. AND, it is also when the Agents are most interested in seeing the **NEW INVENTORY** to share with their Buyers. If they think your house is overpriced, it will go to the bottom of their list.

You will see on the next page **WHY** it is so important to get the pricing correct and when it is not right, what can happen.

Price Determines Percentage Of Buyers Who Visit



Pricing just 10% above Fair Market Value means that 70% of the Buyers who might buy your house most likely will never even see it. A lot of wonderful homes are missed this way.



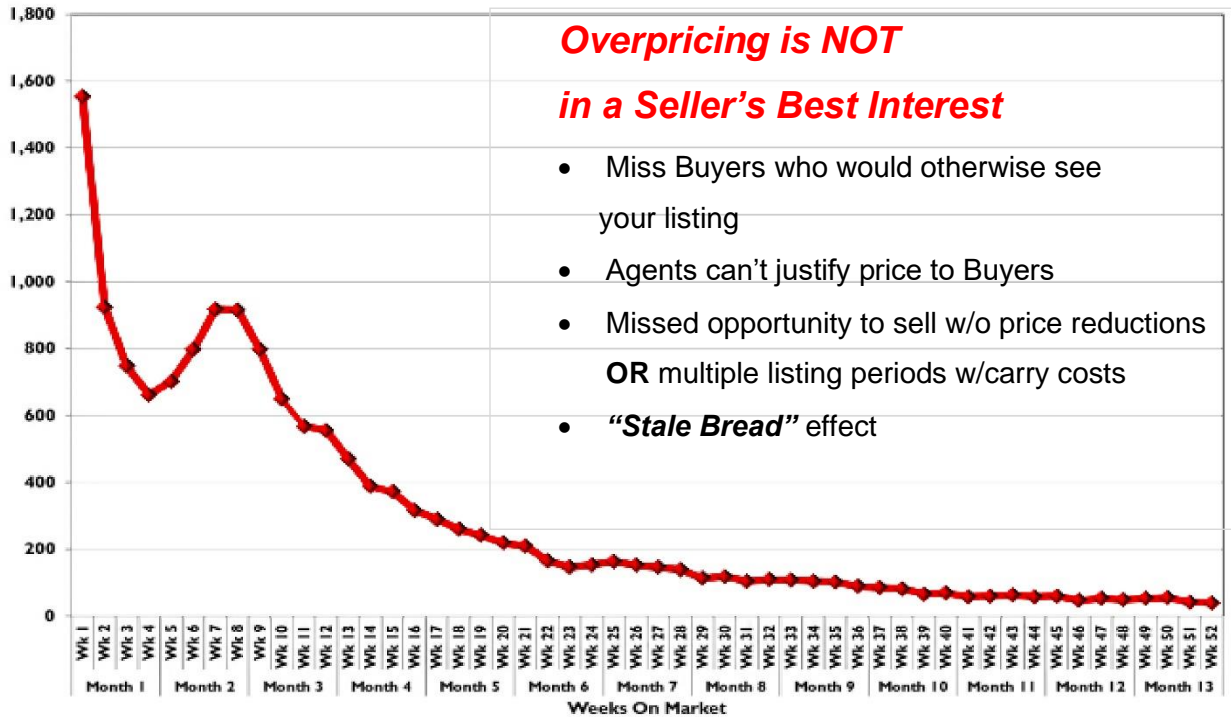
4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

Number Of Closings

Number Of Sales vs. Weeks on Market-2020

Most Sales in First Weeks on Market



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLER WILLIAMS REALTY PROFESSIONALS

Debbie Wysocki

SEFMLS data for Broward single family detached residences. Data is believed to be accurate but is not warranted. ©2020 Chartmaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of chartmasterchuck@aol.com. All charts are provided by Chartmaster Services, LLC unless noted otherwise.



4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLERWILLIAMS.
REALTY PROFESSIONALS

Debbie Wysocki



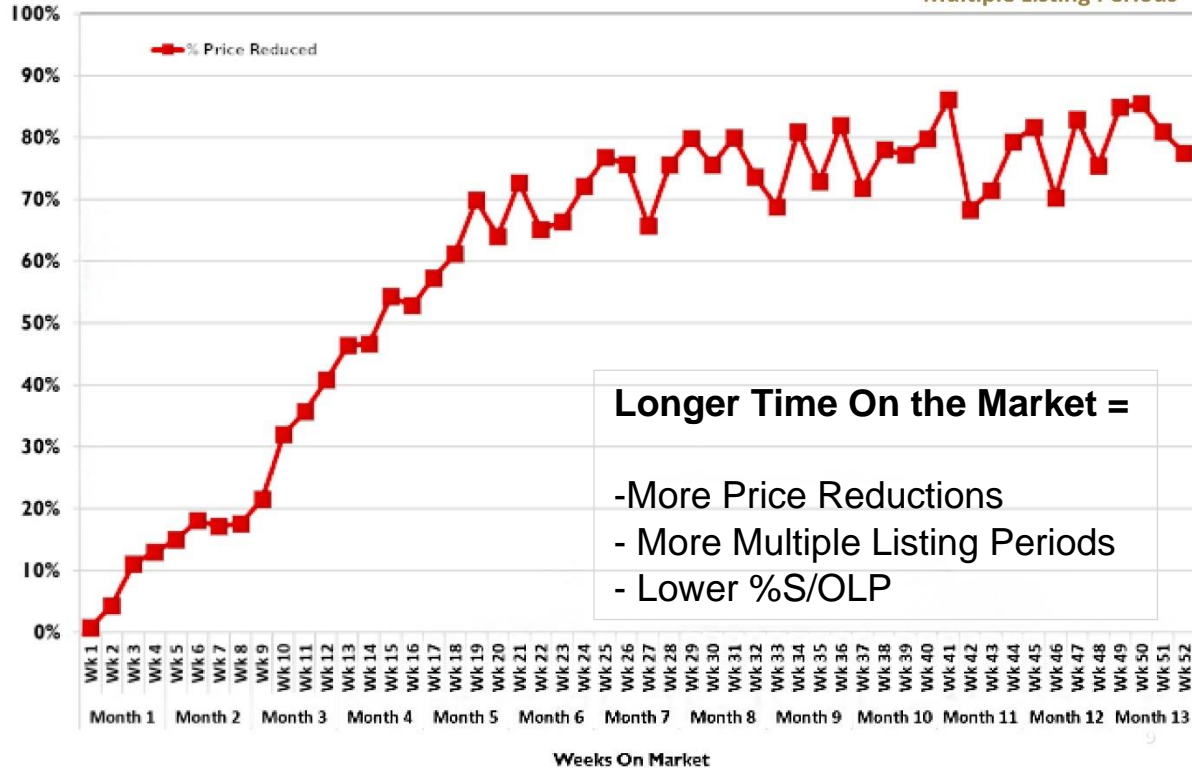
4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

Percent Of Closings

Consequences of Longer Time On Market - 2020

Longer Time on Market =
Price Reductions,
Multiple Listing Periods



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLER WILLIAMS
REALTY PROFESSIONALS

Debbie Wysocki

Most Important 30 Days of Marketing!

	Month One					
Sun	Mon	Tue	Wed	Thu	Fri	Sat
Depending on House Condition 2-8 Weeks Preparation Before Listing Send Out Broker Open Invite 1 week Before – Make Sure You Have All your Marketing Materials			1 MLS Goes LIVE REMINDERS FOR BROKERS OPEN TOMORROW	2 Brokers' Open for Day 6 & Day 7. Door knock Neighborhood Day 5 & 6 for Neighborhood Open House	3 Door Knock Neighborhood & Circle Prospect	4 Door Knock Neighborhood & Circle Prospect 2nd Brokers Open
5 Neighborhood OPEN	6 Neighborhood OPEN	7 Direct Mail Hits	8 Broker's Open	9 Broker's Open Door Knock	10 Door Knock Circle Prospect	11 Neighborhood Open House
12 Open House	13 Direct Mail	14 Door Knock Circle Prospect	15 Door Knock Circle Prospect	16 Taco Thurs	17 Bubble & Bites Brokers	18 Open House
19 Open House	20 Direct Mail	21 Mail Blast Brokers Lunch	22 Door Knock Circle Prospect	23 Broker's Lunch Door Knock Circle Prospect	24 Fajita Friday	25 Open House with Dessert
26 Open House with Dessert	27 Mail Blast Brokers Lunch	28	29 Door Knock Circle Prospect Broker's Lunch	30 Door Knock Circle Prospect	31 Bubble & Bites	

What is the Real Story?

Many times, listed properties will expire or be withdrawn from the market one or more times prior to the listing period in which they sold. When the original listing prices and cumulative days on market from those previous listing periods are included, the results are a more realistic set of measurements upon which to make pricing decisions.

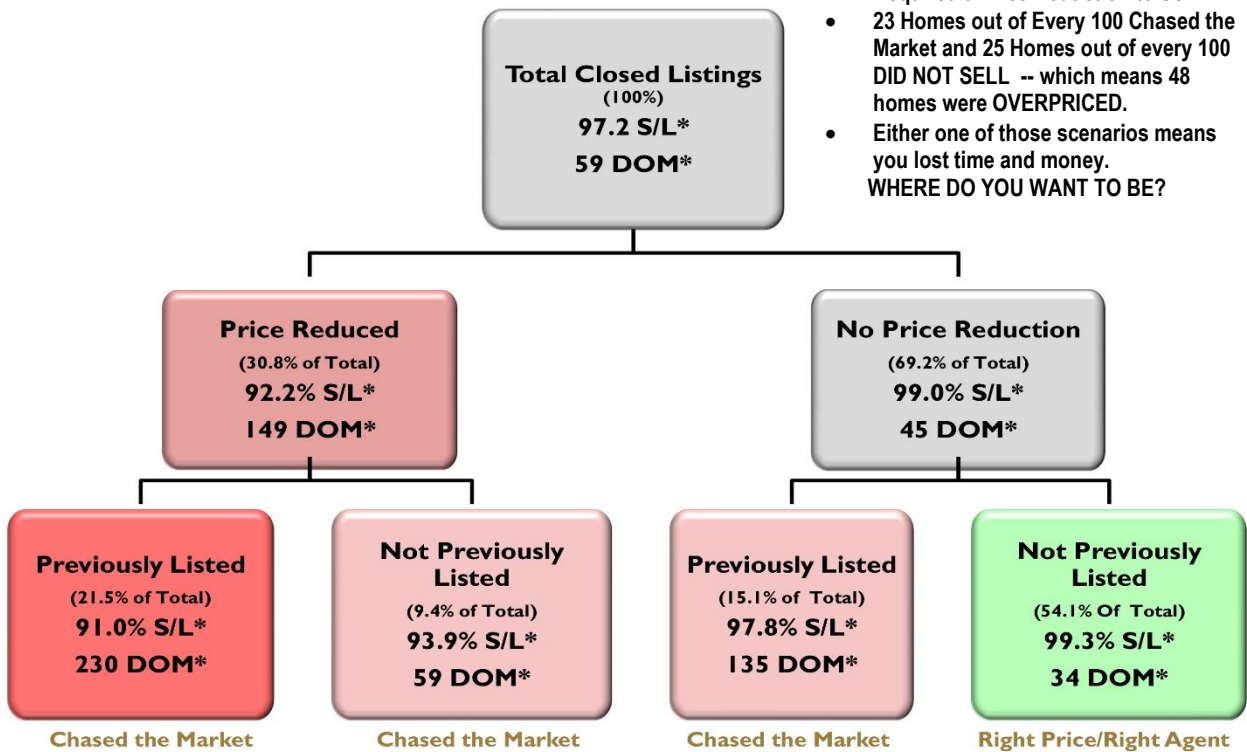




4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

The Real Story



* Medians = Half are above and half are below

Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



Debbie Wysocki

WHY? Because how your home presents to other Brokers and Agents will depend upon whether they actively market it to their Database. You want your Agent to have a great event for them – and you want to offer a FULL commission. Because believe it or not, some Agents DO look at what their commission will be before selecting a home to show their customer. Why show Home A if their commission is going to be half a percentage to a percentage point less than Home B if they are fairly equal in amenities and value/price.

Your Agent may have a Neighbors Only Open House and give them a **‘preview of your home before it becomes available to the Public.** And, they may create an Auction environment by showing the home and only accept offers beginning on a certain day – this many times creates a multiple offer situation, they may indeed hold an Auction – there are several Auction Houses that work with only Luxury Homes (the benefit of this avenue is instead of only getting 20 pairs of qualified eyes is you now are getting 200 pairs of eyes).

Some sellers pick a price for their home because they hear a neighbor sold their home for a certain price. It's important to note that this pricing strategy is based on a past price and a home that may not have the same amenities as your home. **It would be fair to say this would not be a professional way to price your house.**

You want a Real Estate Professional who knows your neighborhood to show you the following:

1. **Recent Sales of Homes (also known as Closed Sales)** in the same area as yours showing the List Price, Sales Price, the Days on Market and if they had a Price Reduction. You also want Recent Sales of Homes in an area very similar to yours (a surrounding neighborhood).
2. The **Active Sales**. These will be the homes you are competing with not only in your immediate neighborhood but also in surrounding neighborhoods in your price point and in the next price point. People will not only look in your neighborhood, but they will also look in comparable neighborhoods, and they may jump to the next price point.
3. The **Pending Sales**. While you will not be able to determine what the home actually sold for, you will know that they have sold how many days they were on the market.

Putting it All Together

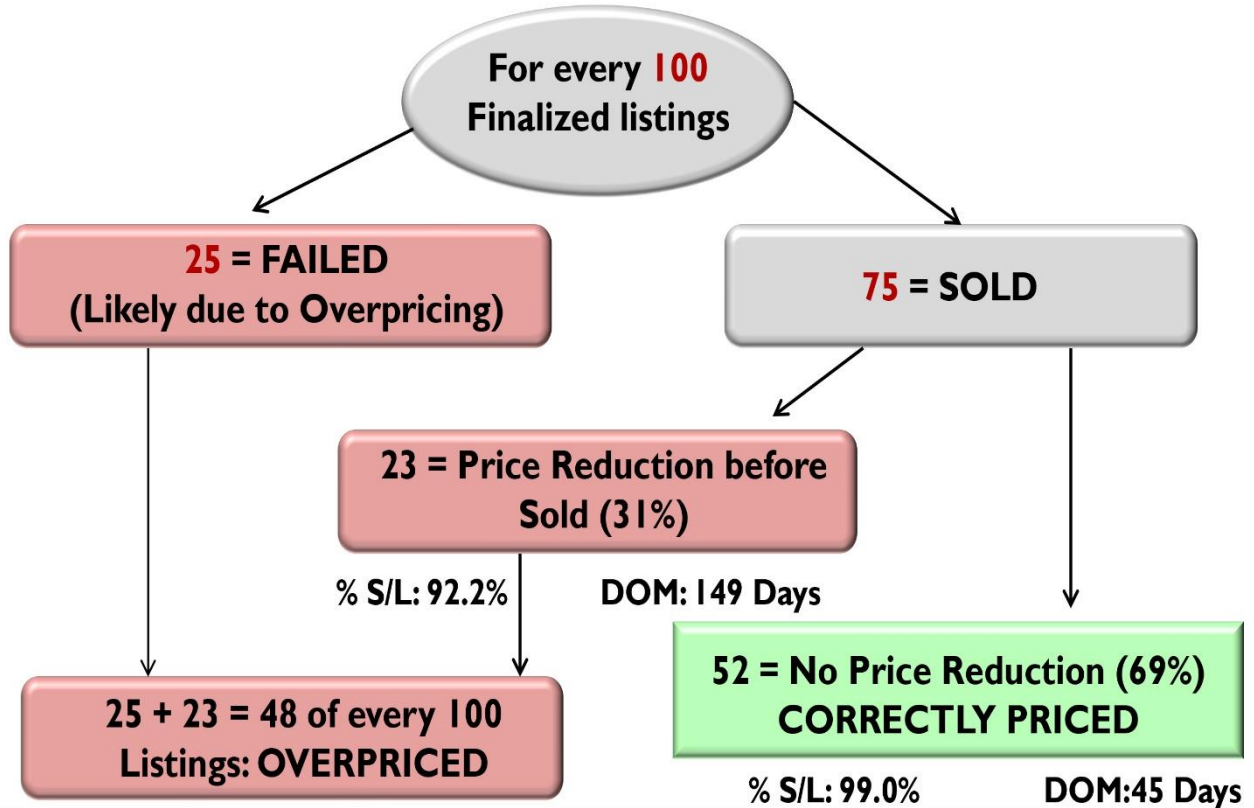
We now know that in the **4TH Quarter of 2020**, out of every 100 listings, 25 failed to sell and 75 actually sold. We also know out of the 75 listings which did sell, 23 houses or 31% required a price reduction to find a Buyer. Therefore, **if 25 listings failed due to overpricing and another 23 required a price reduction in order to sell; 48 of every 100 listings were at least initially overpriced in the 4TH Quarter of 2020, resulting either in no sale, longer Days on the Market (DOM) or sale at a reduced price, (sometimes significantly in the Luxury market), and after a much-longer listing period.**



4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

Putting It All Together



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLERWILLIAMS.
REALTY PROFESSIONALS

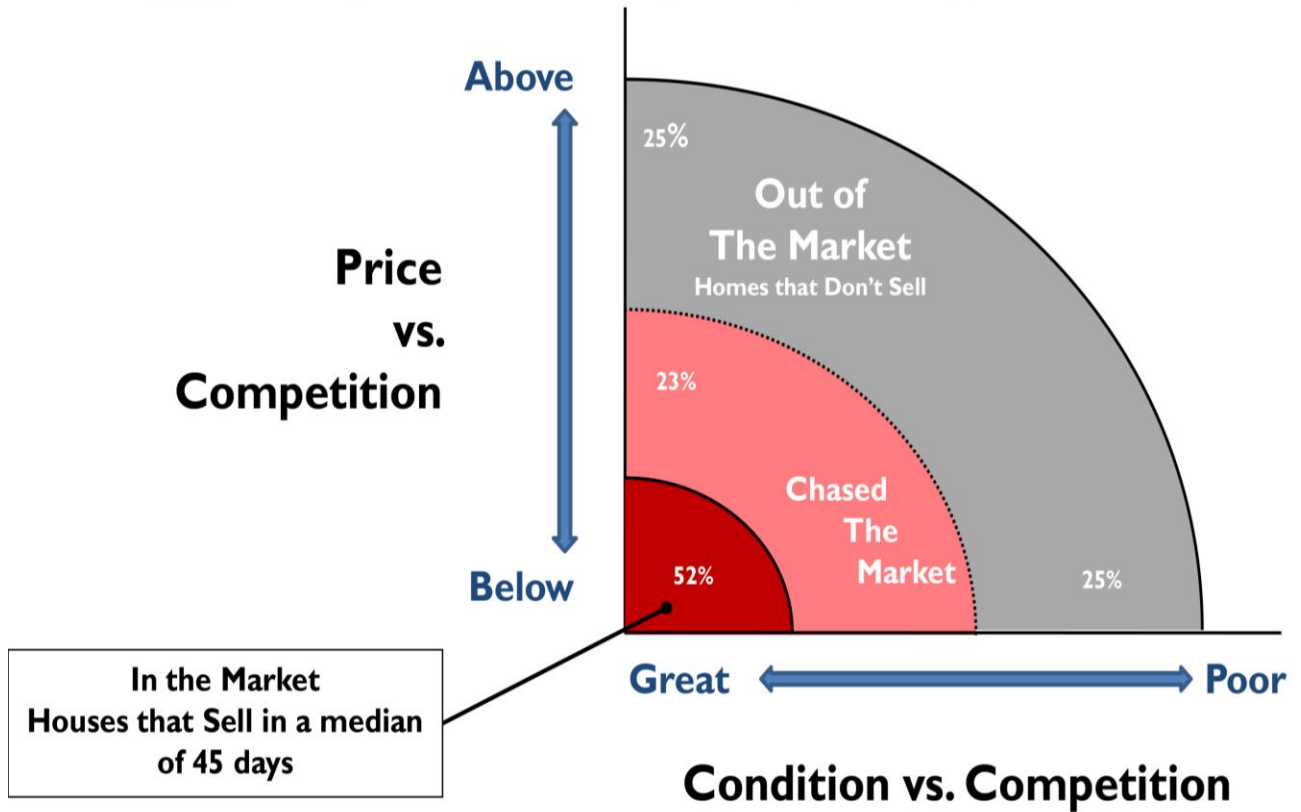
Debbie Wysocki



4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

Only **52%** of the 4Q 2020 Detached housing inventory was initially priced “in the market”



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLERWILLIAMS
REALTY PROFESSIONALS

Debbie Wysocki

If you are reading this book, that means, your last Real Estate Agent may not have provided you with the information you needed.

Here is an opportunity to have a different experience.

When you don't get the right information, it's difficult to make an informed decision.

When homes are overpriced, they will sit there month after month – sometimes more than a year. In fact, I have seen Luxury Listings sit more than two years because either the owners did not evaluate the data properly (presented by the Listing Agent), were not motivated to sell, or the Listing Agent did not provide proper information to the home seller to price the home properly for a reasonable sale time.

Did you know in Broward County more than **25% of all Listings completely FAILED in the 4TH quarter of 2020 – and nearly 31% were overpriced** and had to take a significant price reduction!

On the other hand, **it is virtually impossible to underprice your home because the Market will decide what your home is worth** – if you did price it too low, it may actually create a multiple price bidding war situation—especially given the pandemic. We literally have over 1,000 people a day moving to Florida, escaping lockdowns, no jobs, bad weather, and high taxes. **Where would you rather be, given a choice?**

Evaluating what is happening in the local market is very important to know how to price your house. And, while no one has a crystal ball, did your Agent provide you with any forecasting for the market from Economic & Housing Professionals for your geographic area – not the Nation?

Price – were you presented with comps (comparative analysis of homes) in the neighborhood? Did your Agent suggest a sales price based on the comps?

In the Listing Presentation, did your Realtor[®] show you the overall County/City Market (called the **Micro Market**) and then the Neighborhood Market (called the **Hyper Local Market**)? Do not be listening to the six o'clock national news to set your market price or what your friend who has a similar home in another neighborhood sold for 3 months ago. What you hear on the 6 o'clock news is generally the **Macro Market** (or national market).

It's important that when you are setting your price you are looking at comparable homes (same number of bedrooms, baths, square footage), on a similar size lot, with similar amenities, views (i.e., water, or mountain), and condition. We will discuss condition a little later.

In showing you the comps, you should see at least 3 Active Listings, 3 Closed Listings, and any Pending Listings (you can only see what the 'Listed Price' was – not what it sold for until it closes and 180 days have passed.

The key here is the **Active Listings are your Competition**. The SOLD & PENDING Homes are the Homes are the ones that WON – your home FAILED.

So, the question is . . . How did your HOME PRICE compare?

AND, ***Would you have purchased your home at the price it was previously listed for?***

Was there a conversation at the Listing Presentation about price reductions and when they would be implemented? In Traditional Homes, it is typical that when there have been no showings in 10 days and/or no offers within 30 days, there should be a price reduction. This means the market is telling you the price is too high. With Luxury Homes the timing would be slightly different – however, there should be showings within the first 14 days – and offers within 60 days.

Price reductions should be written into the Listing Agreement at stated dates so there does not have to be a conversation around it. The amount will be based on what the micro market is doing. Traditional properties usually have price reductions based on feedback at 10 or 30 days (based on traffic and feedback), and at 60 or 90 days based on the timeline of the Seller.

With **Luxury Properties**, the first price reduction is taken at 60-90 days (depending on the price) and then again at 120-180 days (again depending on the motivation of the Seller). **I work with Sellers who truly want to SELL – not people who are testing the market.**

My recommendation is you want to price ahead of the market. **What this means is that you price slightly under the market.**

Because ***the Luxury Market is different from the traditional market***, we recommend the following:

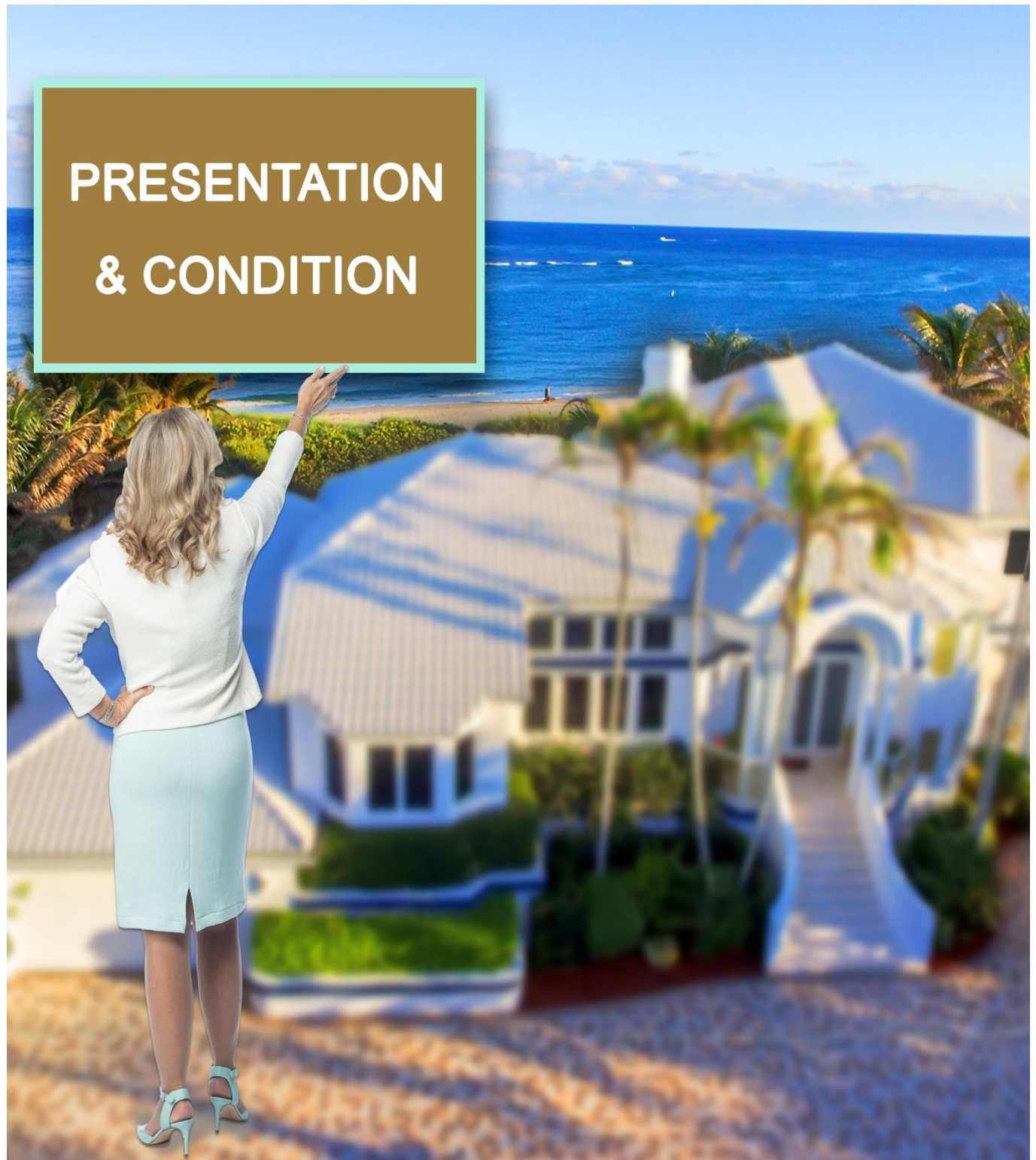
1. Get an Appraisal (to confirm the recommend pricing according to the comps)
2. Get a Pre-Sale Inspection (to identify any potential challenges and fix them if there are problems) – we generally recommend this to most Home Sellers.
3. If it is a Waterfront home, then have a Seawall Inspection
4. If you are planning on moving out, leave your furniture or at least a significant amount of your furniture. **Statistics show that your home will sell for 5 to 15% higher (on average) and will sell 73 percent faster** (*think of what that would mean to you . . . how many fewer mortgage payments would you have to make?*). This is based on a survey of the National Association of Realtors®. In that same survey, **97% of Realtors® recommend to their Sellers they ‘STAGE’ their homes. Why?**
5. **Timing is everything and so is a Specialty.** Yes, the pandemic has been bad on many levels, but that is not what this book is about. For real estate, and Luxury Real Estate in certain cities – particularly those in warm climates, destination cities (where people come from many countries – think the Caribbean, Latin America, Canada, the European Union, and other global places to be in Sunny South Florida), and a ZERO TAX State, for our brothers and sisters who have been taxed

to death and have been in a lockdown mode with kids not in school, they are flocking to Florida and paying a premium to do so. While most of my buyers are CASH buyers, with Historic low interest rates, they are immediately re-financing to lock in practically free money.

The entry level Luxury Market went from a BUYER's Market a year ago with over 10.8 months' of inventory in the \$1-1.5 million range and 20.3 months' of inventory in the \$1.5 million + (yes I track entry level Luxury up to \$3 million but the MLS doesn't). At the close of December 2020 we had just 2.9 months of entry level Luxury (\$1-\$1.5 million) and just 8.6 months' of inventory priced at \$1.5 million + with fewer DOM for both. Be sure to check out the Luxury Appendix.

Did your last Realtor specialize in Luxury? Do you live on a Golf Course, the Water, the Ocean, a Gated Community? Look for Someone who is at the TOP of their Game in that specialty market.

**Because YOUR REALTOR® has the Fiduciary Responsibility
To highlight the BEST Features of the house & get you
The HIGHEST PRICE!**



Presentation & Condition

The number TWO Reason Homes DON'T SELL is the Condition.

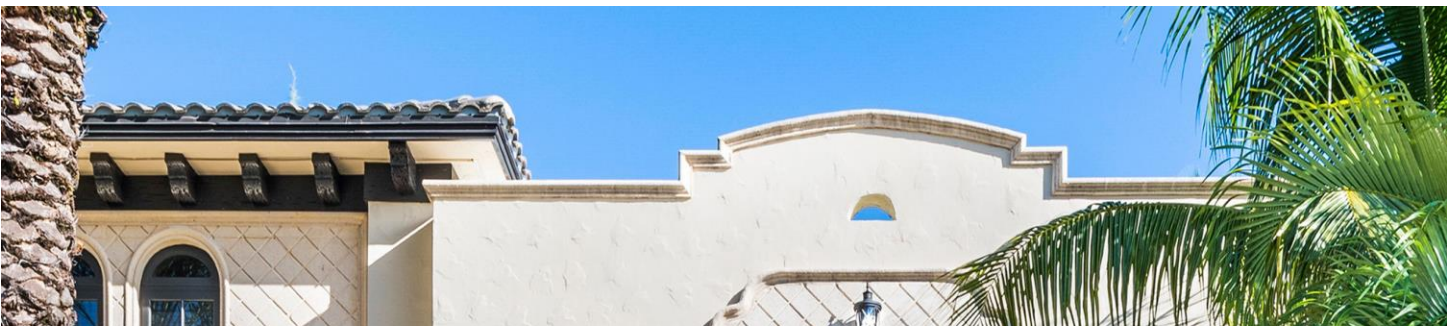
Presentation and condition go hand in hand. People want to be able to see themselves in the house that you are selling. We are going to create an experience.

Remember, I said this is a Beauty Contest . . . I meant it. This is serious business.

According to a recent National Association of Realtors® (NAR) Survey, **97 percent of Buyers Agents, said a staged home increased the value in the eyes of a buyer.** If money is an issue, **the top four rooms to stage are the Living/Family Room, Kitchen, Dining Room and Master Suite.**

Next in priority are the Backyard Entertainment Area, Office, Child's Room, any Unique Room. **The Backyard Entertainment Area is extremely important when you live in a warm climate that enjoys outdoor entertaining year-round.**

Buyer's look online first and TELL their agents which homes they want to see. **If your home is not photographed well or does not present well, there will be fewer showings. Obviously, showings translate into offers.**

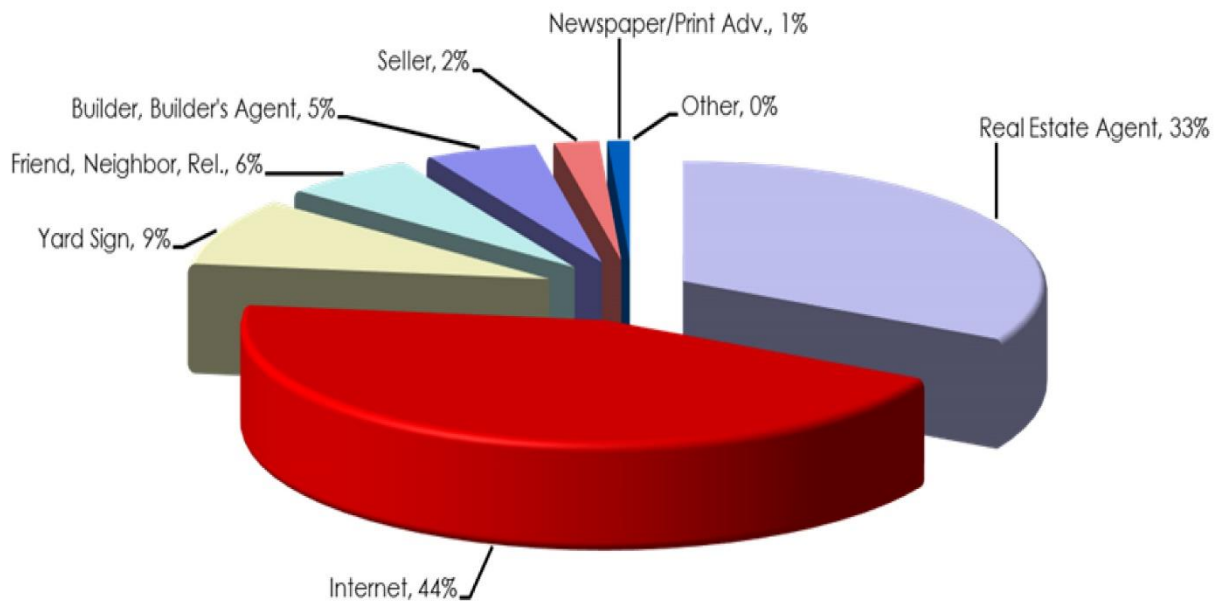




4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

How Buyers First Found the Home They Purchased



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLER WILLIAMS
REALTY PROFESSIONALS

Debbie Wysocki

Knowing where most buyers search allows me to direct our marketing efforts and dollars to reach the MOST BUYERS for the FASTEST SALE.

First impressions are critical – homes are like people – you really have just a few seconds to engage that all-important buyer. They may seem polite and continue walking through your home, but it is possible they have already disengaged.

To get some ideas on how you may want to present your home, **you may want to visit your competition.**

That means visit the homes for sale in your neighborhood – **if you haven't already done so, check out the open houses in your neighborhood.**

Go to at least 5 homes in your price point, most of them from your neighborhood, and at least one in a competing neighborhood.

Make note of what's good about these homes (remember, this is your competition) – was the home de-cluttered, professionally decorated, color coordinated? What could you do simply and easily to make your home appear better?

Or, is your home already great? If so, Congratulations! **We just need to get the price correct.**



4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

Where Will People See Your House Online



Internet Marketing



For Qualified Luxury Listings, they will appear in the Electronic versions of the Wall Street Journal, Mansion Global, Barron's, immediately be sent to all 2,500 Keller Williams Luxury Agents (who will share with their hundreds of thousands of buyers), The South Florida Luxury Guide (print and online), KW Unique Homes, the Institute for Luxury Marketing, The Robb Report, and Top Producing Luxury Agents in FL, NY, CT, MA, NJ, OH, IL, and MI as well as targeted online campaigns to qualified buyers

Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



kw KELLER WILLIAMS
REALTY PROFESSIONALS

Debbie Wysocki

Things Every Seller Should Take Note of When Preparing Their House to Sell . . . To Win the Beauty Contest!

Here are some things to keep in mind, if you haven't done so already

1. **De-personalize** – just one or two family photos in your bedroom, and one in the living room. Remove religious items, awards, diplomas, political & school flags, animal heads (yes, there are big game hunters), medications, jewelry, guns, and intimate items.
2. **Purge your closets** – this will make them look larger. **Plan on renting a storage unit** as you will only want essentials in your closet, bedrooms, bathrooms, kitchen and really every part of your home. If these areas appear not to hold your items with extra space, the potential buyer will think your house is not large enough for their belongings.
3. **Pack your knick-knacks** – it will make it easier to move (you are planning on moving, right? So, let's box you up now). It's hard for the eye to focus on small items, and to a potential buyer, all they see is clutter, and think 'my things will never fit in this space.' It's better to pack away the curio cabinet and have a **FEW STATEMENT PIECES** which showcase the spaciousness of the home.
4. **Have your housekeeper do a deep clean** – including all drawers -- inside showers, and even the garage. Clean the carpets (if you have them). If they do not come clean, they need to be replaced. Do not think it's OK to give a carpet pass. People want clean.
5. Look at what needs refreshing in your home.

- a. **Paint is the quickest way.** It should be a light neutral color. Some examples are Benjamin Moore's China White or Revere Pewter with Bright White Trim.
- b. **Think about creating a monochromatic color scheme with a few highlight colors.** This will make your home look larger. Your Realtor® will be able to tell you what pieces of furniture will be best to keep (perhaps they may suggest moving some pieces from room to room), and on occasion may suggest adding few more modern pieces or professionally staging key rooms.
- c. **Bathrooms – do you need a new vanity or fixtures** (faucets –what is the trend in finishes – oiled bronze, brushed nickel, champagne gold)?
- d. **Kitchen – does your kitchen need refreshing?** One of my oceanfront home sellers did not want to replace the cabinets, and we were able to find a great fix by painting his cabinets white. They came out gorgeous and the seller was able to save money. If you choose to completely remodel, the trend is to have a completely open kitchen to the great room and dining room – this is what everyone is asking for when purchasing...
- e. **Master Suite – make this an area of comfort** (I encourage white) and the more spacious the better (remember less pieces of furniture make a room look bigger).
- f. **Closets** – For homes that are at \$1 million and above built out closets are an absolute necessity. Child Organizers are less expensive than adult custom systems. They do make everything look bigger.
- g. **PETS – if you have one (or more), make sure to have a crate.** And, make sure to have a device which gets rid of odors. I am a dog lover (have 3) and know my home smells like dogs (good thing I am not selling). Get an air purifier

which will remove pet odors. Have a basket where you can place all animal belongings (quickly) when there is a showing.

Your home must smell fresh. If needed, have the air ducts cleaned – and have your dog groomed weekly.

No litter boxes inside when you leave the house and put your dog outside or take it with you.

- h. SMOKERS – my mom was a smoker.** She went on her patio to smoke so her home did not really smell (the patio did). **You need a machine that sucks the air in and takes the odor away** – not something that masks the odor.
- i. Yard – update your landscaping.** This is curb appeal. Mulch your yard with dark brown mulch – it makes the ground look rich.
- j. Pavers – don't ignore cracked pavers or those which are not level.** Also be sure to spray weed killer two to three weeks prior to photographing the home and weekly thereafter.
- k. Your home should smell good – we recommend Doctor Aromas.**
- l. Your front door and the mailbox – how to do they look?** These are the first two things people see.
- m. Outdoor and porch lighting should be in working order and not rusted.**
- n. If you have a pool, it should be crystal clear.** Does the Marcite or tile need attention?
- o. The roof, driveway, and pool deck should be power washed.**

- p. Windows washed inside and out**
- q. Any screens which have holes should be repaired or replaced.**
- r. Light bulbs should all be working.** If your home has high hats, **you may want to consider doing an LED Retrofit**, which is relatively inexpensive and makes your home greener which is very appealing.
- s. Window Treatments. It's time to modernize – they should be light.** Many times, your Realtor® will have a connection to wholesale vendors. It may not be in your budget to do every room; however, consider the common areas and the Master Bedroom. And if it is a Luxury Home, the shades should be motorized on a remote.

BEFORE REFRESHING/STAGING: 2932 N. Atlantic Blvd.



Kitchen Before

AFTER REFRESHING/STAGING: 2932 N. Atlantic Blvd.



Kitchen After

Bonus tips: To improve the presentation of a property, update rooms like kitchens and bathrooms then create some “highlights,” such as an LCD/Smart TVs, Nest Thermostats and

'RING' style doorbells, and at least some up-to-date furnishings (white and light grey are very popular among all age groups).

Buyers are attracted to properties by seeing themselves living in the space. Features like big flat screens and new comfortable furniture are worthwhile investments. Also, you get to take these new items with you when you move (or the Buyer may offer to purchase them)!

Another tip is to have open doors to all living spaces.

You and your agent should discuss the scheduling of open houses – how often, how many, and the appearance of your house for each.

Once you have gone through your home, prioritize your projects. Next, get your team in place. Hopefully, your Real Estate Professional has a team of people who can assist you. Usually, their vendors will offer preferred pricing.

Florida Luxury Homes Group offers this Concierge Service to prepare your home to get you the Top Dollar Sales Price. Our Team has worked together for more than 15 years and are ultimate professionals.

BEFORE REFRESHING: 2760 N Atlantic Blvd.



Old Family Room

AFTER REFRESHING: 2760 N Atlantic Blvd.



Renovations/Upgrades Done:

- Lighter paint & Bright White Semi-Gloss trim
- Removed heavy built-in wall unit and removed the old-fashioned window treatments
- These were replaced with Restoration Hardware Coastal Collection pieces, and 5% transparent motorized shades.

BEFORE REFRESHING: 2760 N Atlantic Blvd



Old Dining Room

AFTER REFRESHING: 2760 N Atlantic Blvd.



Renovations/Upgrades Done

- Removed Columns and painted walls with Benjamin Moore's China White -- Woodwork in Bright White Semi-Gloss
- Added Contemporary White Motorized 5% Transparent Blinds
- Furniture from Restoration Hardware; new chandelier

BEFORE REFRESHING: 2760 N Atlantic Blvd



Old Kitchen

AFTER REFRESHING: 2760 N Atlantic Blvd.



Refreshed Kitchen

Renovations/Upgrades Done:

- Kitchen cabinets were painted in Semi-Gloss Bright White Paint.
- All high hats were retrofitted with soft white LED lights.
- Added whole House Aquasana Water Filtering System and point of use at kitchen faucets

Once your projects are complete (and it could take 4 to 8 weeks to get everything in order based on the extent of), your home is ready to be photographed (traditional and drone) and filmed for video.

You will want to sign the Exclusive Listing Agreement with your Agent prior to the work being done so they are there to advise you and provide you their expertise on preparing your house. Remember, they become your partner. They will add a line in the Listing Agreement stating the house will be listed in the MLS as soon as home is ready for market and Seller notifies agent.

Even before your home is photographed, your Agent will be working on the marketing of your property.

You and your Agent will agree on how much notice you need prior to a showing. My recommendation is that you keep the home show ready – especially the first 60 days. Schedule your housekeeper at least weekly or twice weekly.

When you walk out the door, make a clean sweep of the house.

Your Realtor[®] and you will agree on how much notice you need for showings; **I would recommend that when you walk out the door, your home is always show ready.**

Two Key Questions:

- 1. Would I buy my house at this price in this condition?
Is it a showplace?**
- 2. And, how does it compare to the other Active Listings
in my Price Range and Neighborhood
(which is also known as your Hyper Local Market)?**



Will The Market Condition Affect My Sale

The Market Is Always Shifting.

At the time of publishing (the Spring of 2021), the South Florida Market single family home market was nothing short of **ON FIRE** – it is considered a SELLER's market.

What does a Seller's Market mean? It means there is less than a 6-month supply of homes on the market - at a particular price point.

Having said this – the statement "**It's a Seller's Market**" takes into consideration, all price ranges – with the expectation that your Realtor[®] is advising you properly on current comps and what it will take to get your home sold. It does not mean ALL Single-Family HOMES for sale in the Broward Market.

Remember, there is the **Macro Market** (national) – **the Metro** (County – Broward/City of Fort Lauderdale), and Larger Neighborhood **Micro Markets** as well as block or two within a specific neighborhood which is known as the **Hyper Local Market**.

The good news is that days on market have slightly decreased in the past 12 months even with the pandemic when the Broward economy was closed or semi-closed for 7 months. **The median days on market (DOM) for all homes SOLD dropped from 75 days in 2019 to 59 in 2020 (at all price points). At the entry level Luxury (\$1 million - \$1.499 million), DOM decreased from 180 to just 111 (a 38.5% decrease), and in the Luxury Market priced \$1.5 million plus, DOM dropped from 322 days to 277 days. The median home price also increased for all price points during 2020.**

While you may hear the real estate, market is in for a CHANGE (as in drop) – it's more of a SHIFT. And the SHIFT is really how the INDUSTRY is doing business and who is buying and selling.

Having the world's wealthiest nation completely at a standstill for 2 months and going from the lowest unemployment in 70 years to the highest unemployment **we thought this standstill would indeed shift many things, including housing.** Where we have seen the biggest change is in schools, tourism, and restaurant workers, the last two being most heavily affected in states with heavy handed lockdowns. Without a doubt everyone's life has been impacted in some way by the pandemic whether by a health issue, work issue, or education issue.

Thankfully, most State and the Federal governments are stepping up through the unemployment benefits programs and stimulus and PPP programs. We have seen in many states show a V shape unemployment curve (meaning a quick recovery although not complete), and other states not so much. Obviously, there is much more work to do to get Americans back to work and full prosperity. While this book is no way meant to be a statement about politics or economics, the great news is

The HOUSING MARKET HAS HAD IT'S BEST YEAR SINCE 2005,

And, according to America's Top 100 Housing Economists, the housing market is expected to remain robust through 2021 and at least into early 2022 along with continued historic low interest rates. Just think about that.

And, Economists specifically predict that states like Florida and Texas may continue have strong home growth sales longer than others because of their location (a gateway state with multi-cultural cities) and favorable tax status.

You might ask are there any other reasons fueling growth of home sales? There are several answers.

One is people have discovered they can work from home, and they need more space. Another is people living in major metropolitan areas and condos are finding that they would prefer the larger space of the suburbs – especially if they have children and are devoting at least part of their days to homeschooling. A third reason is high State Income Tax States are indeed seeing an exodus of their citizens to lower or zero tax States.

Those who are choosing to move to a zero tax States can still keep their home in their original State, they simply need to make their new State their domicile state (which generally means they will want to homestead that new home, get their driver's license from that State, vote there, have an auto registered in that state, and have their Will or Trust redone in their new Domicile State) as well as spending at least six months and one day in residence in their new home.

As always, please consult your Tax and Legal professionals for your particular legal and tax consequences as everyone's situation is different, and the above scenario is a very basic and general description which does not consider each individuals' circumstances.

As of January 2021, we know that over 1,000 people a day are moving to Florida. And as previously mentioned, a good number of those people are buying a home.

A year ago, it was cheaper to BUY a home in Broward County than Rent. However, clearly if you are not employed, you cannot purchase a home (should you have been furloughed due to the pandemic). You can, however, rent and work on any credit challenges with unemployment and stimulus checks.

More than likely, **if you have received this book, your home is in the Luxury category.** Having said this, it does not mean that people who would have had the ability to purchase your home a year ago have not been affected by the shutdown. Many are small business owners and have severely affected by the economy's shut down, many of which have not opened or fully reopened. After 6 months, this can be a problem. Those who have prepared are... well prepared and in cash positions. And, **as always, cash is king and creates opportunities.**

Many potential buyers who might have been looking to purchase a second, third or fourth home are looking at how to keep their employees on the payroll and businesses going.

And, I can say that many savvy buyers are looking for 'deals' OR the perfect home priced correctly. That means **gorgeous and turnkey**. **You have seen the charts – even luxury homes are not being discounted** unless the sellers are not listening to Agent recommendations **and OVERPRICE** their house and it sits on the market year after year.

Both Millennials and Baby Boomers who are purchasing in the 'step up' and Luxury categories do not want a 'project' even if it comes with a discount on the closing statement.

Frankly, they are too busy with their businesses or travel.

Here is a little insight into what is going on in both demographics so you can understand what is going through their minds generally:

Millennials are the largest group of Homebuyers as Baby Boomers are in the process of conducting the largest transfer of wealth in history, due to age demographics.

Millennials are now at the age where they are settling down – that means while they may have been married, now they are selecting a home. OR, they may have had a town house or condo and have now had their first child and are looking for some green grass under their feet.

Millennials are also becoming business owners (women at a rate of 3 to 1 over men). Further – on all demographic levels people are once again taking investment risks because the economy is perceived to be getting stronger, going in the right direction and most definitely, real estate is booming—and for all of the right reasons.

For those who do have the funds, people are purchasing second and third homes, some of them as Investment Properties. Millennials are a part of this wave especially due to their increased engagement with a soaring economy including the stock market which has continued to grow despite COVID's economic pressures.

Overall, there are more Buyers. And because once again interest rates are at historic lows and **according to the Nation's Top 100 Economists** interviewed *by Keeping Current Matters*, the majority of them expect interest rates to remain low for the remainder of 2021. Eventually, they will have to begin to edge up. **They also expect the economy to continue to recover and the market looks very strong for South Florida.**

When rates are low, more Buyers are qualifying for 'more house.' Did you know that a 1% increase in interest rates means a Buyer qualifies for 10% less Value in the house they are looking to purchase (unless they are a cash buyer).

Now – **let's take a quick look at SELLER's versus BUYER's Market.**

Here is a snapshot of what we call the "Inventory" or supply of homes in the fourth quarter of 2020 versus 2019. **You can see the substantial inventory decline in all price categories.**

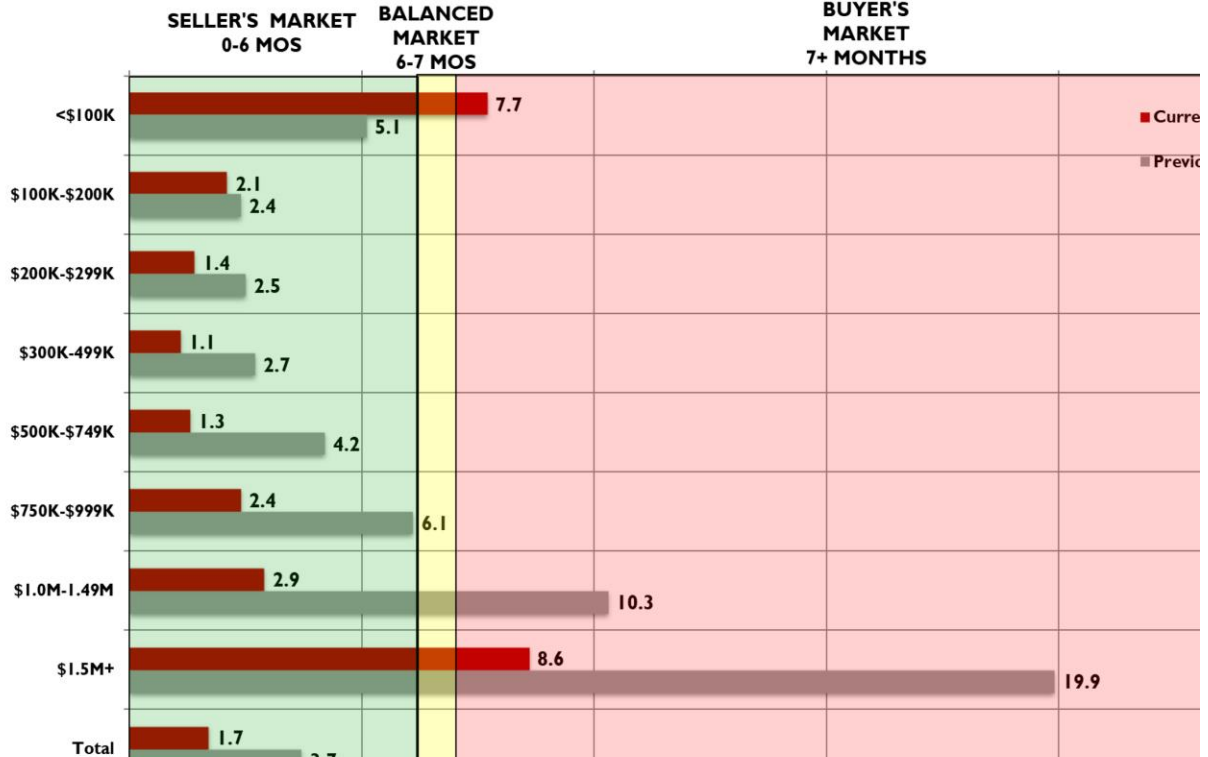


4th Quarter 2020 Broward County Market Report

Previous Listing Period Data Included

Supply: Comparison to Last Year

December 2020



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



Debbie Wysocki

While **it is a SELLER's Market in nearly every Market** in Broward County except the \$1.5 Million plus Luxury Market, which is showing as a Balanced Market, every Homeowner should consider their Hyper Local Market and competing markets (that means your neighborhood and competing neighborhoods) and all related comps before setting your price.

Remember the #1 Reason a house does not sell quickly?

ONE WORD – PRICE! (unless of course you and your previous Agent did not follow the guidelines for 'Presentation & Condition' listed above).

It really comes down to price. Buyers are very savvy. **The home must be priced correctly AND must be turnkey.**

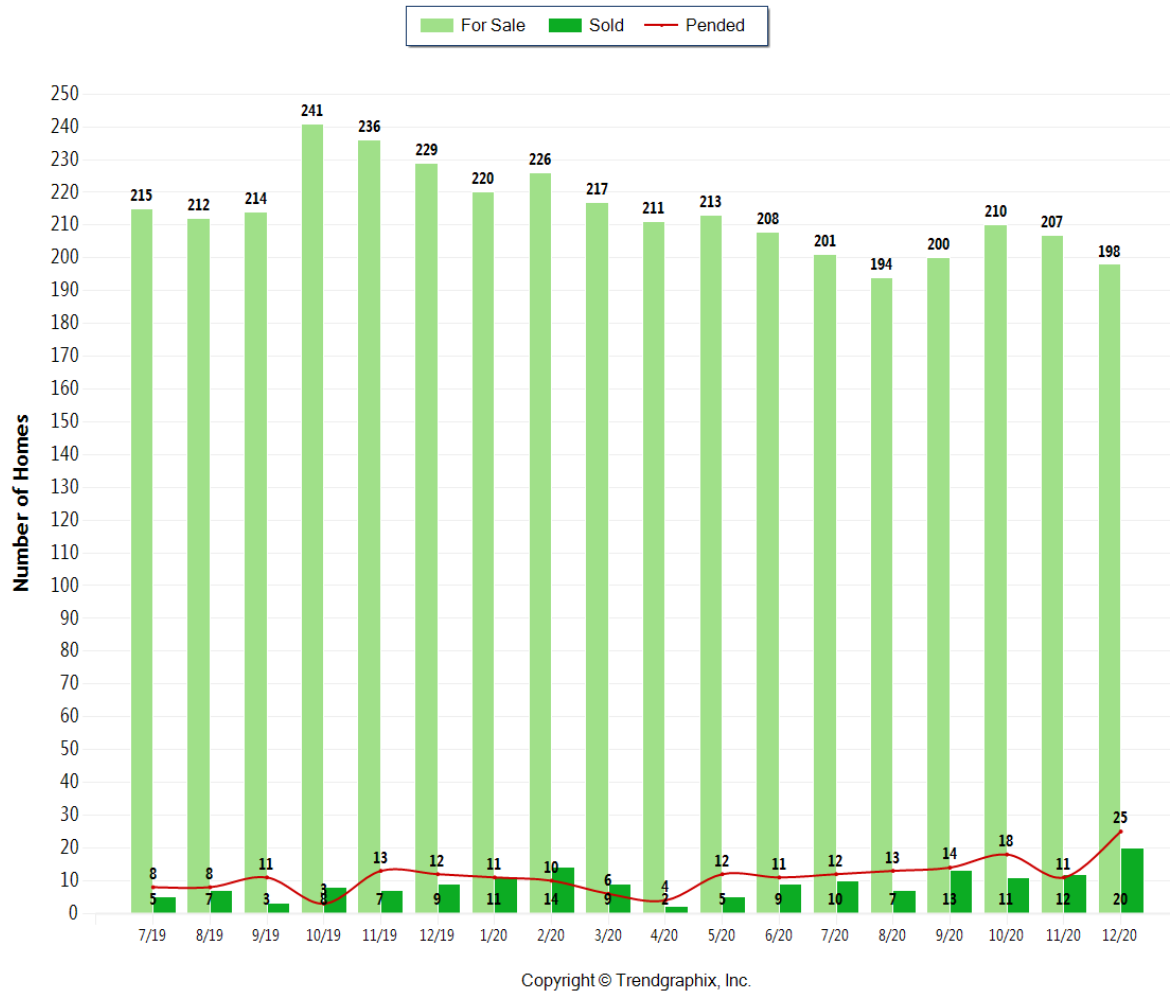
I have seen many homes in multi-million dollar category which actually get prices between 83 and 65 percent of the Original Listing Price (and take years to get that price) – remember – with the homeowner paying all of the maintenance costs during that time period.

Another point to take note of is that **when you hit the \$3 million plus price point, the qualified Buyer pool significantly diminishes AND, there are very few homes that actually SELL – perhaps between 1 to 4 per month in the entire County.** Yet there may be as many as 30 to 50 that go on the Market each month. Just a year ago there about two years of inventory of \$3 million plus homes in this category -- so the BUYER was in the Driver's Seat at that price point.

Today, we are seeing better negotiations and more WIN-WIN situations.

Graph 1. For Sale vs Pended vs Sold \$3 Million Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020

(Detailed Statistical Data on Graph 1 in Appendix A page 80. See next page for general notes relating to this graph.)



©2020 Trendgraphix Inc. All rights reserved. All followings charts are provided Trendgraphix Inc. unless noted otherwise.

Data Summary: Graph 1

For Sale vs Pended vs Sold \$3 Million Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020

Note: Entry Level Luxury Waterfront Properties (\$1-\$3 million dollars in Fort Lauderdale MLS Area 3160) were a seller's market due to the limited inventory available which was less than four months. This was a significant decrease of ~12 months – it was 16-18 months 1 year ago. This price point is a very fast-moving market.

December 2020 was a Buyers* Market

Homes for Sale in December 2020: 198 units.

- Down **4.3 %** compared to last month
- Down **13.5 %** compared to last year

Homes Closed in Sept. 2020: 20 units.

- Up **66.7%** compared to last month
- Up **122.2%** compared to last year

Homes Placed under Contract in December 2020: 25 units.

- Up **127.3%** compared to last month
- Up **108.3%** compared to last year

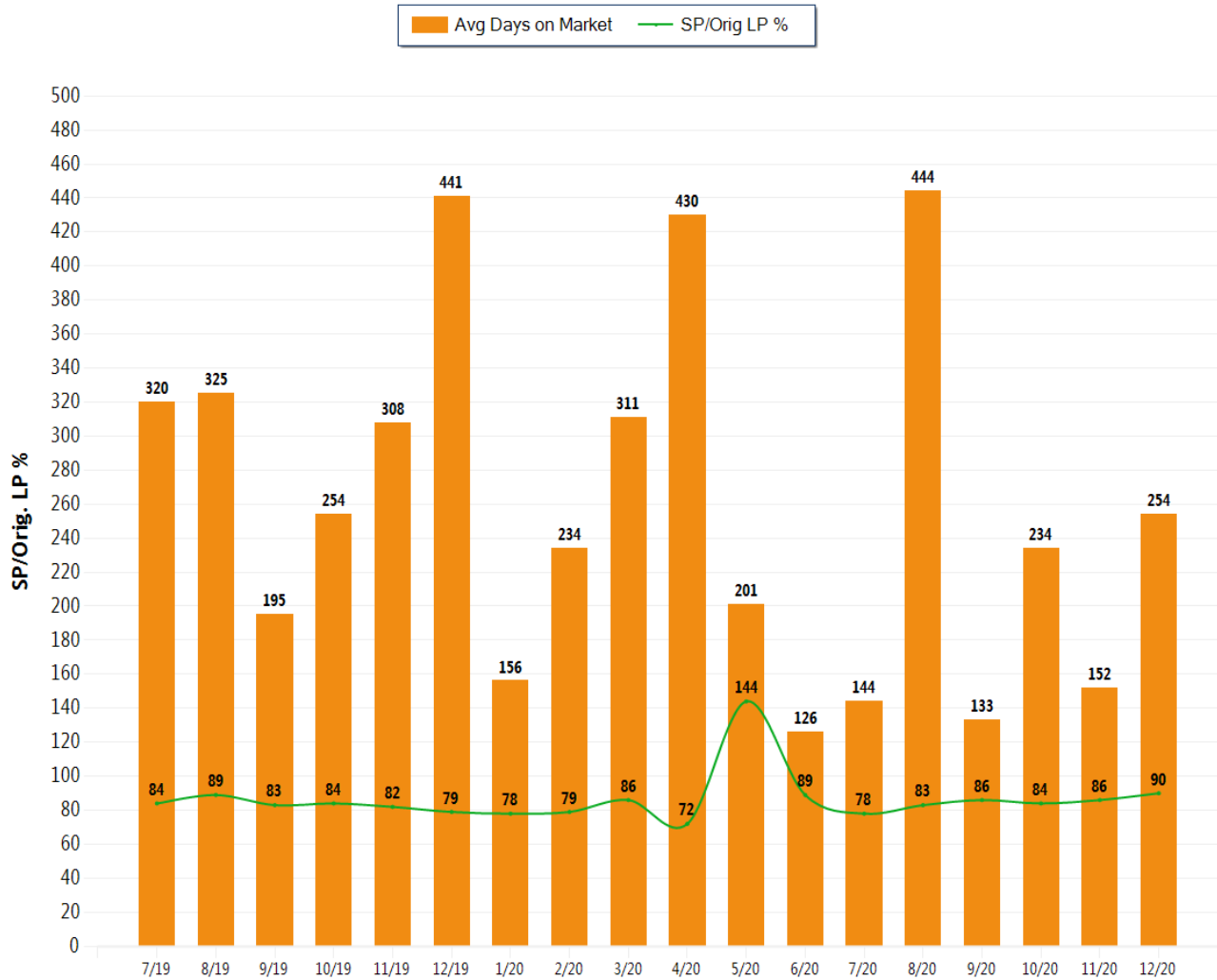
*Buyer's market: more than 6 months of inventory based on closed sales

Seller's market: less than 3 months of inventory based on closed sales

Neutral market: 3 - 6 months of inventory based on closed sales

Graph 2. Average Days on Market \$3 Million Plus Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020*

(Detailed Statistical Data on Graph 2 in Appendix A page 85. See next page for general notes relating to this graph.)



Copyright © Trendgraphix, Inc.

Data Summary: Graph 2

Average Days on Market & Sales Price/Original List Price for \$3 Million Waterfront (and Oceanfront) Homes in

MLS Area 3160 July 2019 – December 2020

December 2020 Average Days on Market trend is Rising*

Average Days on Market in Sept 2020: 254

- Up **67.1%** compared to last month
- Down **42.4%** compared to last year – which in the author's opinion is a more important

TREND – LOOK AT THE LUXURY APPENDIX – overall days on market are down in the Luxury market – The author chose one small area of Broward County as a snapshot to highlight as an example with TrendGraphix.

December 2020 Sold/Original List Price Ratio is Rising*

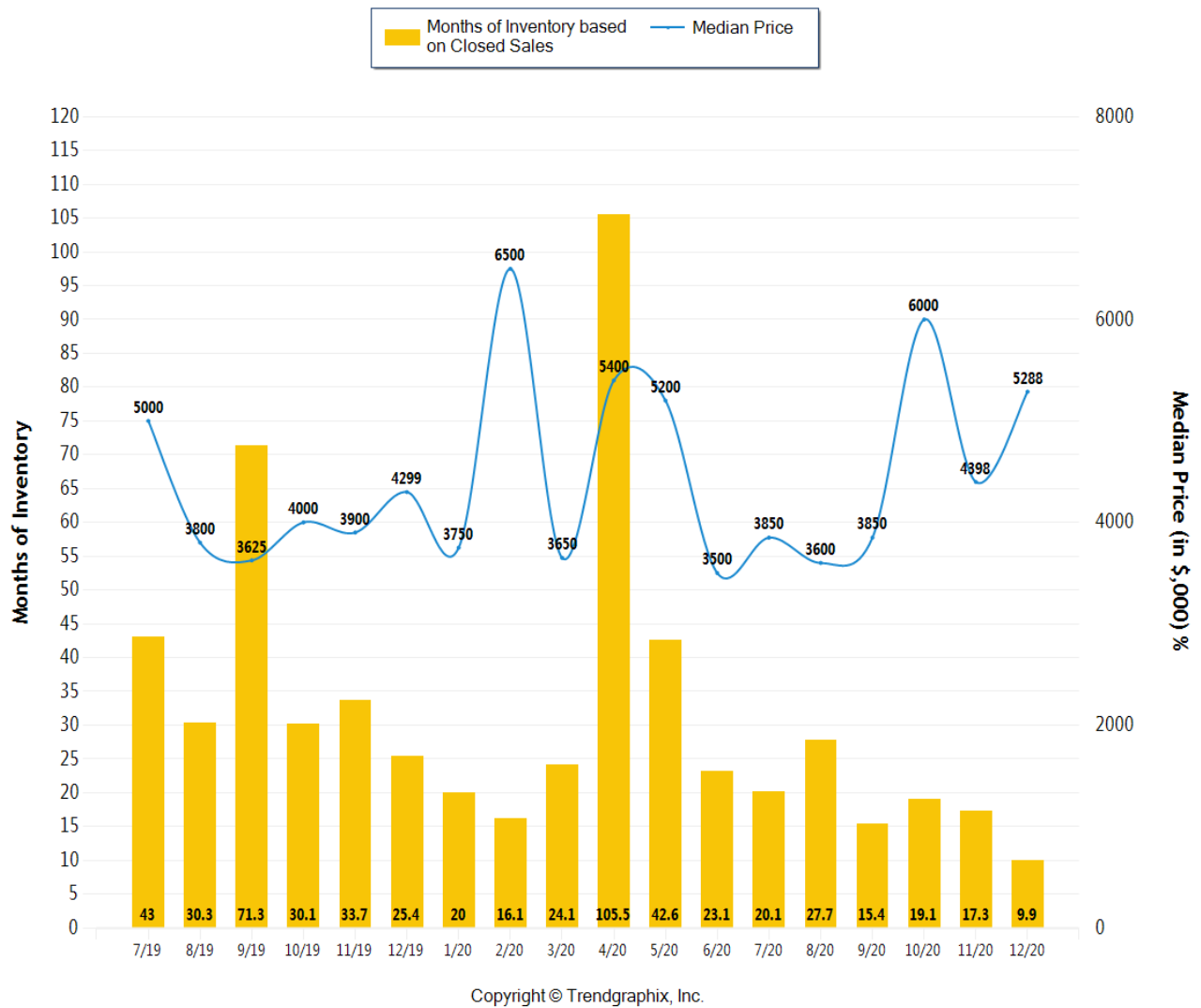
Sold/Original List Price % in December 2020: 90%

- Down **4.7%** compared to last month
- Up **13.9%** compared to last year

BOTH OF THE ABOVE STATISTICS ARE IMPORTANT TRENDS.

*Based on 6-month trend - Rising/Falling/Remains Steady

Graph 3. Median Prices vs Months of Inventory Based on Closed Sales for \$3 Million Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020 (Detailed Statistical Data on Graph 3 in Appendix A page 89. See next page for general notes relating to this graph.)



Data Summary: Graph 3 Median Prices vs Months of Inventory Based on Closed Sales for \$3 Million Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020

December 2020 is a Buyer's market*

Note: Entry Level Luxury Waterfront Properties (\$1-\$3 million dollars in Fort Lauderdale MLS Area 3160) were a seller's market due to the limited inventory available which was less than four months. This was a significant decrease of ~12 months – it was 16-18 months 1 year ago. This price point is a very fast-moving market.

Months of Inventory based on Closed Sales in December 2020: 9.9

- Down **42.9%** compared to last month
- Down **60.9%** compared to last year

Even though we are still in a Buyer's Market by definition, the author believes the **EXTREME** Decrease in ALL Inventory, including nearly a 61% decrease in LUXURY Inventory and an **INCREASE OF 23%** in the **MEDIAN LUXURY PRICE POINT**, it Says that this **SLIVER (MLS Area 3160)** and you will see in the **Luxury Appendix** which follows, that we are in an **EXTREMELY STRONG Market!**

*Buyer's market: more than 6 months of inventory based on closed sales

Seller's market: less than 3 months of inventory based on closed sales

Neutral market: 3 - 6 months of inventory based on closed sales

December 2020 Median Sold Price is Neutral*

Average Median Sold Price in Sept 2020: \$5288

- Up **20.2%** compared to last month
- Up **23%** compared to last year

**Based on 6-month trend - Appreciating/Depreciating/Neutral*

Now if you have an oceanfront home, adjusting your price expectations, may feel anathema to you. I understand this. Obviously, Oceanfront is limited (however, **you cannot just slap any price on the home or land – it has to have comps behind it**) AND, because we live in the **‘Venice of America,’** waterfront lots are very plentiful – so condition AND price are critical at THIS price point.

Prior to COVID-19 we could see a slight shift in the market happening – meaning that it was indeed taking slightly longer for homes to sell in the last two quarters of 2019 and the first quarter and April of 2020. This typically indicates the beginning of a SHIFT. This does not mean we are in for a BAD market like we experienced in 2008 and 2009. **Please remember that was a collapse due to bad loans being made and overpriced (over appraised) homes.**

Surprisingly, **after April 2020 the Housing Market at ALL price points has come back with a ROAR** particularly at the entry level and trade up categories. For the Fort Lauderdale Area, this means homes priced under \$1,500,000 (and in my opinion under \$3,000,000) – there is a VERY short supply, and we are in multiple offer situations – once again when priced correctly. You cannot just select a price on your home because you believe it fits in that category – it has to meet the qualifications and be turnkey. Remember, **you must be the winner of THE Price War & Beauty Contest to Actually WIN – otherwise you Lose – which means no SALE!**

Right now, even in the Luxury Market, as you will see from the graphs on the previous pages, **waterfront homes priced at \$3M and above had a DECLINE in Days on Market from a year ago** – as shown in the second data table in the Appendix, for the 4TH Quarter 2020 versus the 4TH Quarter 2019 DOM **declined from 340 to 220 or a 35.3% decrease.**

Further, Sellers received 6.1% increase in their Sales Price/Original List Price during for this same time period.

To emphasize once more, at the exact same MLS area (3160) at the entry point of Waterfront Luxury (\$1,000,000 to \$2,999,999), it is very clearly a Seller's Market at the time of publishing, and we have just a little under 4 months' supply of inventory.

It appears, based on the most recent data, people in the Tri-State Area, as well as other highly affected COVID and high tax States, are still flocking to South Florida. And Fort Lauderdale is very family and business friendly. To our South Florida homeowners: don't listen to the national news – they do not have a handle on what is happening here.

Our market is strong, and according to over 100 Top Economists as reported by ***Keeping Current Matters***, South Florida is expected to grow at a rate of 4 - 5% over the next 12 to 18 months. If you are on the water or in a beach community, more than likely the increase will be greater.

In the Luxury Market, at the ultra-high end price point, there are several years of inventory in the Fort Lauderdale Area. **However, having said that, when you price it right, and your Agent has reached out to other Luxury Agents, blasted it to their International Contacts, and perhaps even held a 'Themed' Open House with Luxury Agents and a Qualified Buyers' List, Your House could sell within a 120 day period or less.** And, generally, they are looking at CASH Buyers.

Once again, Here are the Definitions of Markets:

- It is considered a Seller's Market: Less than 6 Months of Inventory
- Balanced Market: 6 Months of Inventory
- Buyer's Market: 6 Months or More of Inventory

Here are a few of the many things that go into **THE MARKET** and the optimal pricing of your home and through supply and demand. Hopefully, when you purchased or built your home, you thought about resale at the time (always keep that in mind).

The market can change anytime. It is influenced by several factors such as:

- **The National Economy** (also known as the Macro economy): When the economy is great (and haven't we had a good run these past two years), people are more inclined to purchase anything – including real estate. If people feel uncertainty, or they think prices may drop, they tend to sit on the fence. Think of this as the NATIONAL NEWS.
- If the **LOCAL Economy** is good (micro economy): that means job opportunities, building, etc. This will create a larger buyer pool. Do you see cranes in the air? Is the rental market tight for Teachers, Police Officers, and Servers? Are builders only building Luxury condos and single-family homes? If the rental market is good, this could mean that if you have a Traditional price point home, you are more than likely in a Seller's Market.
- Is **Your Home in a University City**: Many times, this can lead to a higher selling price. Depending on your price point, your home could be marketed to a professor or an investor as a Vacation Rental (think a home for people coming to Football and Basketball games and high school seniors and parents visiting the campus).
- Or is **Your Home in what we call a Destination City**: This will be a multi-cultural city, vacation centered. Like Miami, Fort Lauderdale, Aspen, etc. Homes appreciate in these cities, and while there may be a market shift, it will usually be shorter than in other parts of the country. These cities are great for investors – and usually draw second, third, and fourth home buyers. Sometimes, these owners choose to rent out these homes as Seasonal Rentals or Vacation Rentals.

- **Hyper Local Economy:** this is your individual neighborhood. While we have Fort Lauderdale at Large, there is Harbor Beach, Lauderdale Beach, The Landings, Imperial Point, Bay Colony, Las Olas Isles, Coral Ridge, Rio Vista, etc. Each neighborhood has its own nuances and uniqueness – some will be based on how big of boat they can accommodate (or it's a dry lot), if it is ocean front or across the street, how new the home is, who built the home, and the quality of the finishes. And when pricing, your Realtor® should be aware of all of these contributing factors. There are even differences in pricing in the Landings because East Side Bayview has no fixed bridges, and West Side does.

Does Your Market have an Abundance of Homes in Your Price Point?
This means Buyers have many choices – your home needs to stand out!
Both in Beauty and Price.



The Landings Neighborhood



Solutions for Selling Your Home:

Make Sure to Choose the Right Agent This Time

Let's evaluate where you think or what you think the downfall was in your home not selling.

Be honest – Was IT (**THE REASON YOUR HOUSE DID NOT SELL**) Price or was it Marketing?

Almost always it's price. However, sometimes, it truly is a lack of having a proper marketing campaign OR enough exposure to the RIGHT people who can purchase your property.

If your Agent does not put enough eyes on the property OR have a well thought out marketing plan, it could contribute to a failed sale – because when people don't see your home – how can they make an offer?

When your home doesn't stand out from the crowd – what will you do? Have you given your Agent the green light? Are you really serious about selling?

Choosing the Right Agent for You.

1. After you have evaluated **what is important for you in choosing your Agent**, (and if you previously had your home listed and it did not sell), take the time to think about what did not work and what went wrong? What are you really looking for? Make a list and ask for referrals from friends.

If your house was previously listed, don't be surprised if your phone is exploding with messages. Choose your next Agent carefully.

However, it does indeed start with you. **You must be serious about selling.**

If you are serious, here are some things to consider:

- What questions is the Agent asking – AND do they LISTEN when you answer.
- Does the Agent have so many houses listed that yours will not get the proper attention it needs for a FULL Marketing Campaign? While there are some amazing high performing Agents, not all homes will get the complete attention they deserve.
- Does the Agent have a strong Team behind them? This means preferred vendors, inspectors, Title Companies, Mortgage Companies, even Financial Advisors, should you need this (if you might be considering a 1031 Exchange).
- Will your prospective Agent provide you with a plan on how they will market the property?

- Have they shared outside of the box ideas – like an Auction? Sometimes unique marketing is a better way to go (your Agent will still handle the details).
 - Did your prospective Agent thoroughly explain the paperwork? And, did they have you sign the Listing Agreement even if your house is not completely ready. This is a good thing, because they will go to work immediately on your behalf.
 - If your home is completely ready, then your Agent will call in their photographer for new photos and videos. I would expect, there will be some minor changes.
 - Your Agent may want to take the House off the market for a few weeks to make it 'COMPLETELY NEW' to the market. **THIS CAN BE A GOOD STRATEGY.**
2. **Negotiation Skills.** Most Sellers want to see if they can negotiate with their Agent a lower commission. A good Agent should not be willing to give up their commission – if they give up so easily in negotiating with you, how will they negotiate on your behalf with the Buyer's Agent?

There are many ways to negotiate, and I believe ALL deals must be a WIN-WIN or it's not a good deal. Both the buyer and the seller must feel like they are walking away happy. This is good negotiating. I just walked away from a \$3 million listing because the Seller only wanted to pay a 3 percent TOTAL Commission to both the Listing Agent and the Buying Agent. This was a professional baseball player who was being transferred. I politely explained all of the items we have addressed in this book, and Mrs. Baseball Player said, well I know an agent who will jump at the chance.

My response was "I think you should call them. Because a true Luxury Agent would not agree to a discounted commission; we work very hard to find a Buyer and spend a good percentage of our commission of marketing. After our costs, the net to us is about 1.75% of the 3% commission. So you are asking me to start in the Negative?"

I asked what part of our Marketing Program would you like me to take away? Should we take away marketing in the Wall Street Journal, Mansion Global, Barron's, The Robb Report? Perhaps we should not do the professional video which costs upwards of \$2,000 and pushing it out on social media with the right key words to the right demographics for several thousand dollars each marketing campaign?

Or, perhaps we should not have the catered Open House for the Luxury Agents who bring the Buyers?

Which one should we eliminate Mrs. Baseball Player (Seller's Wife)?

Can you imagine IF I said YES? The Seller NEVER would have been happy. I would rather disappoint YOU, the client NOW with the truth that it would not be a good working relationship because of unrealistic expectations than to say YES know that YOU or another Seller is asking for something I cannot deliver.

Both the Listing Agent and the procuring /Buyer's Agent are ethically working on behalf of their clients to come to good solutions and outcomes AND, they deserved to be paid for those efforts.

Keep this in mind when asking that question. If at the beginning of a deal an Agent is willing to give up their commission – they are a bad negotiator, and you will lose.

3. **Broker's Open.** This is a critical key to getting people to look at your home. Why? Because they have the Buyers. What is different about your house this time than the last time it was on the market? Is there a feature that was left out? Is it priced properly – did you update a bath? Something has to be different.
4. **Neighbors Only Open House.** Your Agent's Team will knock on doors and call to invite the immediate neighborhood to come the hour (or 90 minutes) before the General Public.
5. **Actively seeking Buyers.** Does your Agent have a Buyer's list?
6. **Social Media Campaign** – Yes believe it or not, social media is important. And, you can help too. You should share that you have selected a new Realtor® and recently made some wonderful improvements.

7. **Is your Agent involved in the community?** What this really means is 'are they connected'? Do they know people? Do they do charity work? Do they Network?
8. If the home qualifies, will your agent **advertise it in Luxury Publications?** Online versions of the Wall Street Journal, Barron's and Mansion Global where over 450 million people with the proper demographic will see your home.

The listing should also be translated and listed internationally. WeChat is a very common place to advertise as is TikTok.

9. Another option, again, if the home qualifies, and depending upon your motivation, is to **sell the home by Auction**. A good Agent will present you will ALL Options.

Many times, if the home is extremely unique OR if it has sat on the market for a long period of time, an Auction may be the way to go. There are many benefits to going with this approach. These homes generally are over 2 million dollars.

Auction Companies have a 98 percent success rate – and only partner with successful Realtors®.

There is a process and there will be an initial investment for the Auction company to market the property – your Agent will be heavily involved in this process holding open houses typically 3 consecutive weekends leading up to the actual Auction.

After the sale of the property, you will receive your investment back along with the sale proceeds.

The benefit of partnering with an Auction House is that they have a curated list of thousands of clients and they know who is in the market – as opposed to an Agent (even the best Agent), who will be getting 20 to 50 pairs of eyeballs on your Luxury Home – the Auction House will be getting 200 pairs of eyeballs.

I like **Supreme Auctions**, they invented the Luxury Home Auction Concept, and I believe them to have great integrity and a strong marketing program.

10. **Are you involved in spreading the word?** Yes, even if you have a Luxury Property, you should share that you are looking for a great buyer to make a deal with – and share either your Agent's card or the 'mini' card on your property.
11. **Finally, does your Agent seem a cut above the rest?** Are they knowledgeable? Did they listen to you? Did they ask you questions that were

relevant? Did they ask about motivation, timing, tax consequences, exchanges, perhaps alternatives – such as renting the property as a vacation rental (if appropriate)?

12. **Do they have any advanced education – meaning designations?** You definitely want to see that they invest in themselves to provide their customers and clients the best possible experience. If your home is a Luxury home, your Agent should have **the Certified Luxury Home Marketing Specialist and be part of their Million Dollar Marketing** Guild – at the very least. An Agent should always be improving their skills.

In the end, you have to go with your gut. Will this Agent work on my behalf? We have a Fiduciary obligation to present your property in the BEST possible light and SELL it for the highest possible price!

The Agent you choose, in my opinion should have Integrity as their number one value AND believe in WIN-WIN negotiations. Both sides have to feel like the DEAL (sale of your property) was fair.



What is Your Motivation?

Before ANY Agent can effectively market your home, **you, the Seller, must be truly motivated to Sell the House.**

What does that mean? Let's take a look at this. It's reality check time.

WHY your home did not sell with your last Agent.

Your last Agent may have done everything correctly AND you did not listen because you thought your home was worth more and knew more about the market.

OR, perhaps you are not in a hurry to sell.

What happens though is when we put pen to paper and do the math, the numbers are staggering of what it costs you to hold on to the property.

AND, what happens **when a SELLER is not motivated and DOES NOT price the property correctly** – meaning it is priced too high, is **the property becomes what Agents call STALE.**

IF Agents choose to show your property, they use it as a tool to show how overpriced it is compared to their correctly priced property.

Do you really want to sell your House?

Were you 'TESTING the MARKET' with your last Agent?

True professionals will provide you with the information I have told you about. They will be honest and ethical and hopefully market your home well.

On the next TWO pages are charts showing the what data for homes priced over \$1.5 million and what happens when Owners and Agents do not price them correctly (even a small error in pricing when bringing the house to market can have disastrous results).

This WORKSHEET is based on actual data from the 4th Quarter MLS data as is how many homes SOLD in that price point, how many FAILED TO SELL (46), and how many NEEDED a PRICE REDUCTION (31) before selling. So that means that 77 Homes were OVERPRICED.

DO YOU WANT TO BE THERE AGAIN?

Our Team at **Florida Luxury Homes Group** specializes in selling homes over \$750,000 and has a Team of professionals in place to make them turnkey if needed. We took a \$5 million home, invested \$200,000 in remodeling/refreshing and another \$100,000 in new furnishings and it became marketable at **\$7 million**.

However, the owner loved the changes so much he decided to keep it and create an income by renting it out as a vacation rental.

BEFORE STAGING: 2760 N. Atlantic Blvd.



Old Master Bedroom

AFTER STAGING: 2760 N. Atlantic Blvd.



New Master Suite

Renovations/Upgrades Done:

- Pulled-up carpet/Match Travel Time Tile and Laid
- Remove heavy furniture/Replaced with lighter pieces
- Painted room in Benjamin Moore/Chia White
- Motorized shaded; Smart TV - wall mounted

Depending on your situation, a small investment could mean a big price jump.

Pick up the phone and call us at **954-579-5720** and ask for an evaluation. It's a simple conversation.

Warmly,

Debbie Wysocki

Award Winning Realtor® & Residential Estate Property Manager

Florida Luxury Homes Group

Proudly partnered with Keller Williams Realty Professionals - East Fort Lauderdale

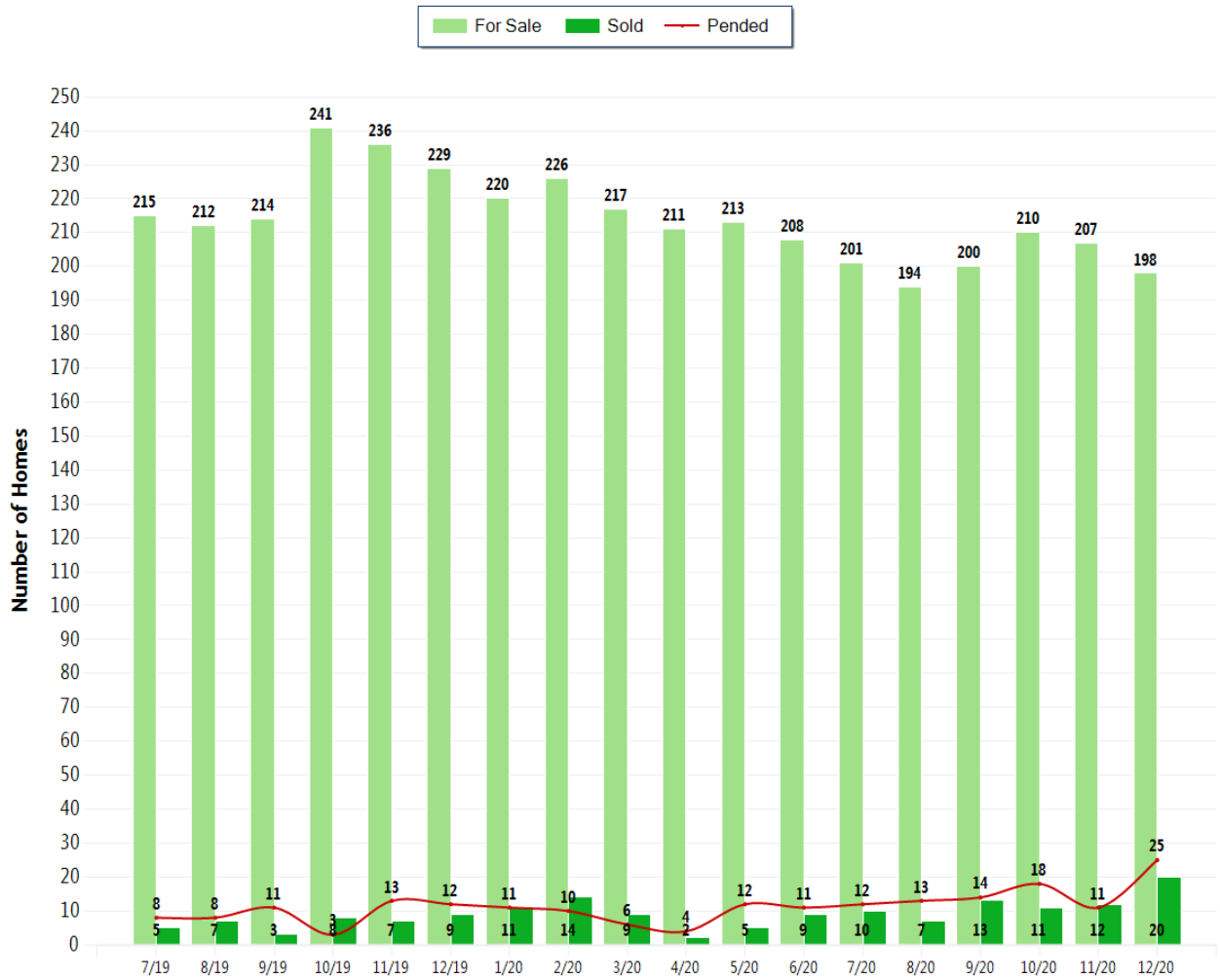
#1 Individual Agent in Closed Sales Volume – KW Fort Lauderdale

Appendix A

\$ 3 million Plus Waterfront Homes in MLS Area 3160

July 2019- Dec 2020

Graph 1. For Sale vs Pended vs Sold \$3 Million Plus Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020



Copyright © Trendgraphix, Inc.

Graph 1-Statistical Data: For Sale vs Pended vs Sold \$3 Million Plus Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – Dec 2020

Current vs. Previous Month			Current vs. Same Month 1 Year Ago			Current vs. Same Quarter 1 Year Ago			
	Dec 2020	Nov 2020	% Change	De 2020	Dec 2019	% Change	Oct 20 to Dec 20	Oct 19 to Dec 19	% Change
For Sale	198	207	-4.3% ▼	198	229	-13.5% ▼	198	229	- 13.5% ▼
Sold	20	12	66.7% ▲	20	9	122.2% ▲	43	24	79.2% ▲
Pended	25	11	127.3% ▲	25	12	108.3% ▲	54	28	92.9% ▲

	TODAY'S STATS								
	Current vs. Previous MTD			Current vs. Same MTD 1 Year Ago			Current vs. Previous YTD		
	2/1/21 -	1/1/21 -	%	2/1/21 -	2/1/20 -	%	1/1/21 -	1/1/20 -	%
	2/13/21	1/13/21	Change	2/13/21	2/13/20	Change	2/13/21	2/13/20	Change
For Sale	172	192	- 10.4% ▼	172	226	- 23.9% ▼	172	226	- 23.9% ▼
Sold	5	1	400% ▲	5	2	150% ▲	16	13	23.1% ▲
Pended	15	6	150% ▲	15	5	200% ▲	37	16	131.3%

*MLS does pull some data from the day graphs were pulled

Date	7/ 19	8/ 19	9/ 19	10/ 19	11/ 19	12/ 19	1/ 20	2/ 20	3/ 20	4/ 20	5/ 20	6/ 20	7/ 20	8/ 20	9/ 20	10/ 20	11/ 20	12/ 20
For Sale	215	212	214	241	236	229	220	226	217	211	213	208	201	194	200	210	207	198
New Listing	17	20	24	48	19	21	41	29	21	22	34	29	22	31	38	34	27	33
Sold	5	7	3	8	7	9	11	14	9	2	5	9	10	7	13	11	12	20
Pended	8	8	11	3	13	12	11	10	6	4	12	11	12	13	14	18	11	25
Months of Inventory (Closed Sales)	43	30.3	71.3	30.1	33.7	25.4	20	16.1	24.1	105.5	42.6	23.1	20.1	27.7	15.4	19.1	17.3	9.9
Months of Inventory (Pended Sales)	26.9	26.5	19.5	80.3	18.2	19.1	20	22.6	36.2	52.8	17.8	18.9	16.8	14.9	14.3	11.7	18.8	7.9
Absorption Rate (Closed Sales) %	2.3	3.3	1.4	3.3	3	3.9	5	6.2	4.1	0.9	2.3	4.3	5	3.6	6.5	5.2	5.8	10.1
Absorption Rate (Pended Sales) %	3.7	3.8	5.1	1.2	5.5	5.2	5	4.4	2.8	1.9	5.6	5.3	6	6.7	7	8.6	5.3	12.6
Avg. Active Price	7002	7290	7333	7045	7260	7273	7144	7184	7402	7370	7404	7555	7510	7703	7819	7604	7475	7757
Avg. Sold Price	5574	4649	4000	4316	4121	4842	4594	7466	4373	5400	14615	5039	5682	4352	4507	7399	5568	6372
Avg. Sq. Ft. Price (Sold)	861	643	905	691	572	668	685	917	755	560	1811	749	684	690	717	696	822	959

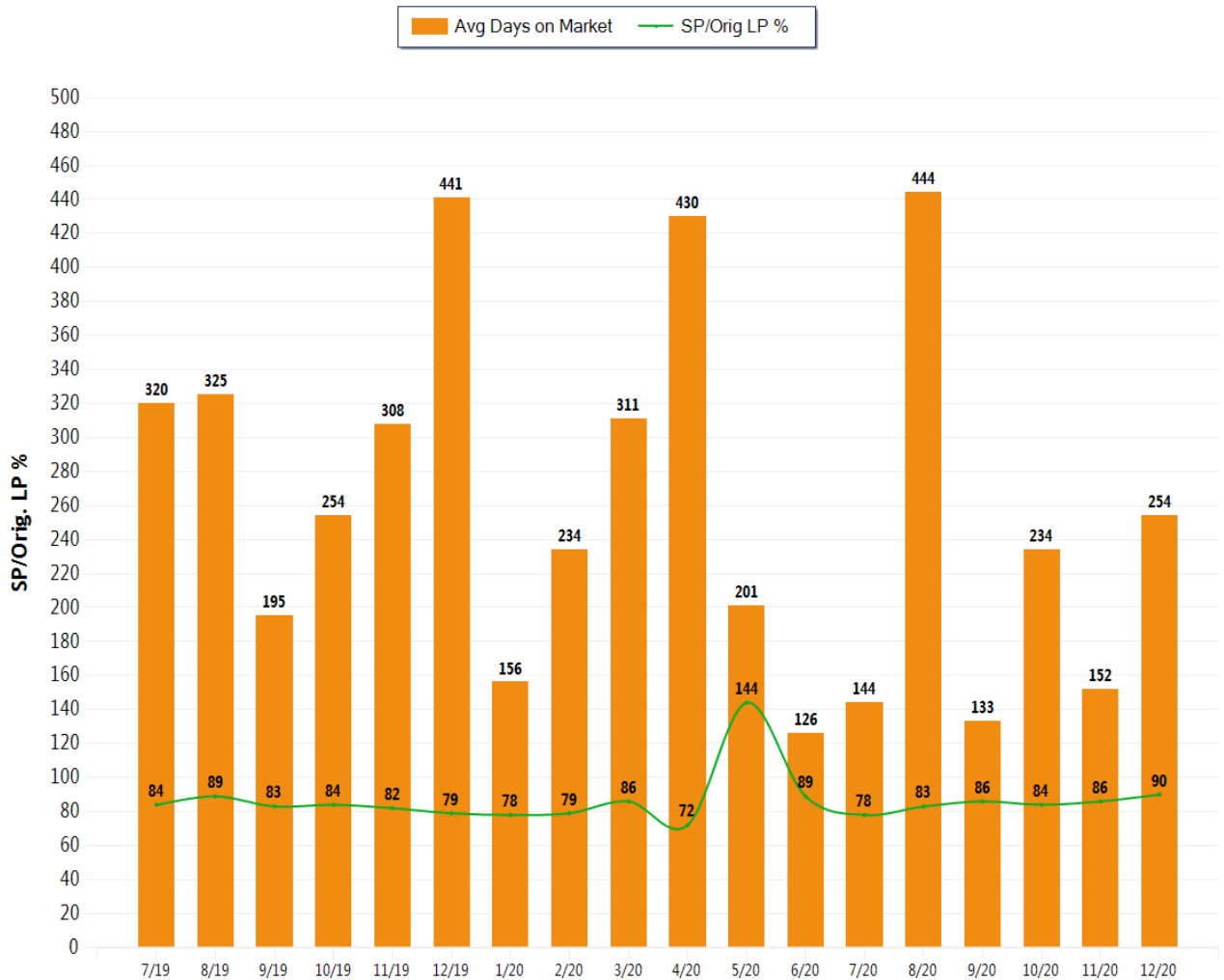
Graph 1-Statistical Data: Continued

Sold/ List Diff %	93	93	93	88	91	91	79	85	91	78	122	91	84	87	89	88	90	93
Sold/ Orig LP Diff. %	84	89	83	84	82	79	78	79	86	72	144	89	78	83	86	84	86	90
Avg Days on Marke t	320	325	195	254	308	441	156	234	311	430	201	126	144	444	133	234	152	254
Media n Active Price	450 0	497 3	487 0	450 0	492 5	499 5	499 5	524 8	540 0	540 0	530 0	549 5	540 0	544 7	568 3	559 8	549 5	549 8
Media n Sold Price	500 0	380 0	362 5	400 0	390 0	429 9	375 0	650 0	365 0	540 0	520 0	350 0	385 0	360 0	385 0	600 0	439 8	528 8

**Data and graphs are provided by TrendGraphix®*

* All reports are published February 2021, based on data available at the end of January 2021, except for the today's (February 14, 2021) stats. This representation is based in whole or in part on data supplied by the Beaches MLS (Realtor Association of the Palm Beaches, Jupiter-Tequesta-Hobe Sound AOR, Realtor Association of St. Lucie), Realtor Association of Miami, the Greater Fort Lauderdale Realtors, or the Southeast Florida Multiple Listing Service (MLS). Neither the Board or its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Board or its MLS may not reflect all real estate activity in the market.

Graph 2. Average Days on Market \$3 Million Plus Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020*



Copyright © Trendgraphix, Inc.

Graph 2-Statistical Data: Average Days on Market & Sales Price/Original List Price for \$3 Million Plus Waterfront (& Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020

	Current vs. Previous Month			Current vs. Same Month 1 Year Ago			Current vs. Same Quarter 1 Year Ago		
	Dec 2020	Nov 2020	% Change	Dec 2020	Dec 2019	% Change	Oct 20 to Dec 20	Oct. 19 to Dec 19	% Change
Avg Days on Market	254	152	67.1% ▲	254	441	-42.4% ▼	220	340	-35.3% ▼
Sold/Orig LP Diff. %	90	86	4.7% ▲	90	79	13.9% ▲	87	82	6.1% ▲

TODAY'S STATS									
	Current vs. Previous MTD			Current vs. Same MTD 1 Year Ago			Current vs. Previous YTD		
	2/1/21 to 2/13/21	1/1/21 to 1/13/21	% Change	2/1/21 to 2/13/21	2/1/20 to 2/13/20	% Change	1/1/21 to 2/13/21	1/1/20 to 2/13/20	% Change
Avg Days on Market	279	181	54.1% ▲	279	213	31% ▲	220	165	33.3% ▲
Sold/Orig LP Diff. %	82	89	-7.9% ▼	82	82	0%	86	78	10.3% ▲

Graph 2-Statistical Data: Continued

Date	7/ 19	8/ 19	9/ 19	10/ 19	11/ 19	12/ 19	1/ 20	2/ 20	3/ 20	4/ 20	5/ 20	6/ 20	7/ 20	8/ 20	9/ 20	10/ 20	11/ 20	12/ 20
For Sale	215	212	214	241	236	229	220	226	217	211	213	208	201	194	200	210	207	198
New Listing	17	20	24	48	19	21	41	29	21	22	34	29	22	31	38	34	27	33
Sold	5	7	3	8	7	9	11	14	9	2	5	9	10	7	13	11	12	20
Pended	8	8	11	3	13	12	11	10	6	4	12	11	12	13	14	18	11	25
Months of Inventory (Closed Sales)	43	30.3	71.3	30.1	33.7	25.4	20	16.1	24.1	105.5	42.6	23.1	20.1	27.7	15.4	19.1	17.3	9.9
Months of Inventory (Pended Sales)	26.9	26.5	19.5	80.3	18.2	19.1	20	22.6	36.2	52.8	17.8	18.9	16.8	14.9	14.3	11.7	18.8	7.9
Absorption Rate (Closed Sales) %	2.3	3.3	1.4	3.3	3	3.9	5	6.2	4.1	0.9	2.3	4.3	5	3.6	6.5	5.2	5.8	10.1
Absorption Rate (Pended Sales) %	3.7	3.8	5.1	1.2	5.5	5.2	5	4.4	2.8	1.9	5.6	5.3	6	6.7	7	8.6	5.3	12.6
Avg. Active Price	7002	7290	7333	7045	7260	7273	7144	7184	7402	7370	7404	7555	7510	7703	7819	7604	7475	7757

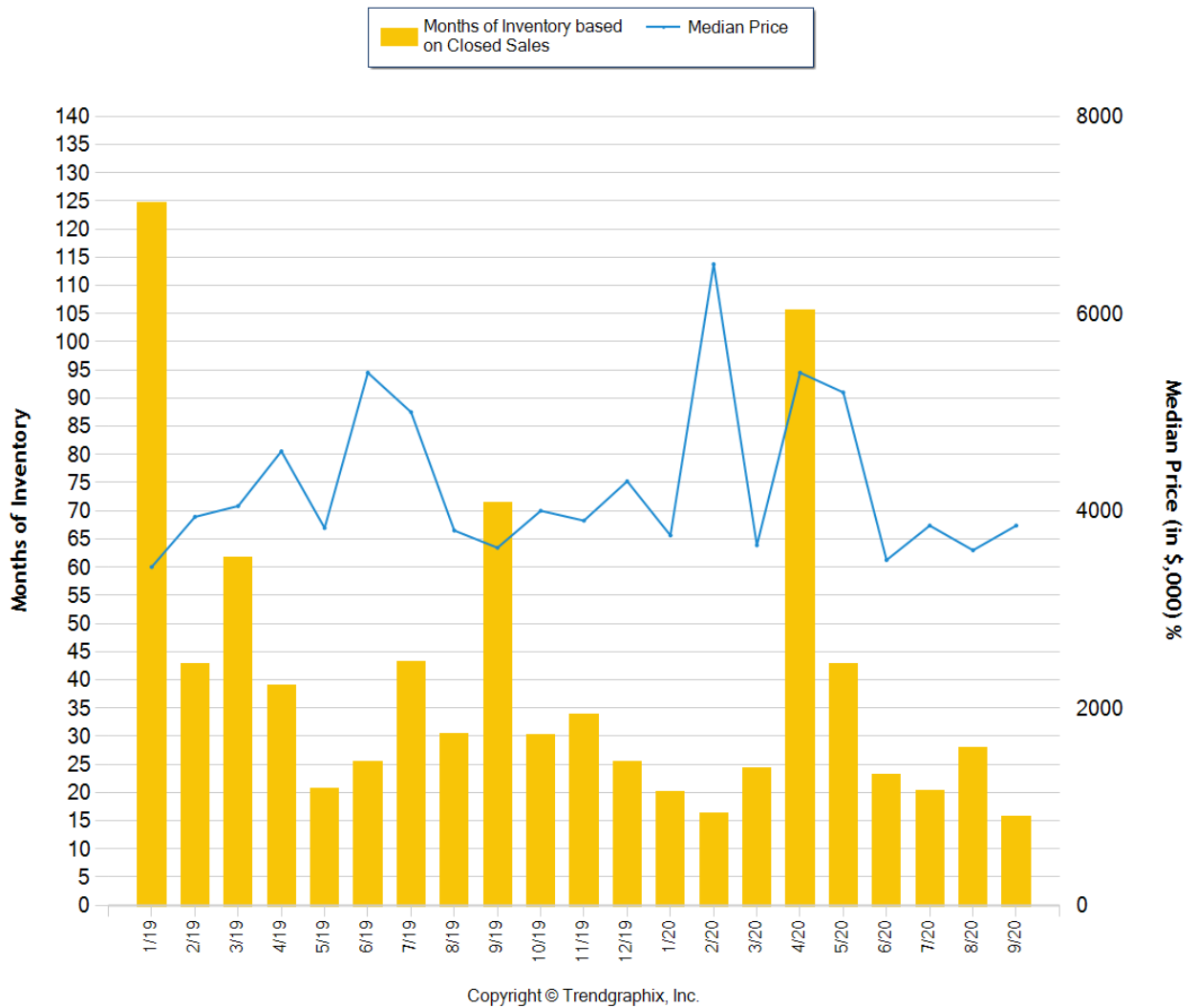
Graph 2-Statistical Data: Continued

Avg. Sold Price	5574	4649	4000	4316	4121	4842	4594	7466	4373	5400	14615	5039	5682	4352	4507	7399	5568	6372
Avg. Sq. Ft. Price (Sold)	861	643	905	691	572	668	685	917	755	560	1811	749	684	690	717	696	822	959
Sold/ List Diff. %	93	93	93	88	91	91	79	85	91	78	122	91	84	87	89	88	90	93
Sold/ Orig LP Diff. %	84	89	83	84	82	79	78	79	86	72	144	89	78	83	86	84	86	90
Avg Days on Market	320	325	195	254	308	441	156	234	311	430	201	126	144	444	133	234	152	254
Median Active Price	4500	4973	4870	4500	4925	4995	4995	5248	5400	5400	5300	5495	5400	5447	5683	5598	5495	5498
Median Sold Price	5000	3800	3625	4000	3900	4299	3750	6500	3650	5400	5200	3500	3850	3600	3850	6000	4398	5288

**Data and graphs are provided by TrendGraphix®*

* All reports are published February 2021, based on data available at the end of January 2021, except for the today's (February 14, 2021) stats. This representation is based in whole or in part on data supplied by the Beaches MLS (Realtor Association of the Palm Beaches, Jupiter-Tequesta-Hobe Sound AOR, Realtor Association of St. Lucie), Realtor Association of Miami, the Greater Fort Lauderdale Realtors, or the Southeast Florida Multiple Listing Service (MLS). Neither the Board or its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Board or its MLS may not reflect all real estate activity in the market.

Graph #3. Median Prices vs Months of Inventory Based on Closed Sales for \$3 Million Plus Waterfront (and Oceanfront) Homes in MLS Area 3160 July 2019 – December 2020



Graph 3-Statistical Data: Months of Inventory Based on Median Closed Sales Price Of \$3 Million Plus W MLS Area 3160 Jan 2019 - Oct 2020

	Current vs. Previous Month			Current vs. Same Month 1 Year Ago			Current vs. Same Quarter 1 Year Ago		
	Dec 2020	Nov 2020	% Change	Dec 2020	Dec 2019	% Change	Oct 20 to Dec 20	Oct 19 to Dec 19	% Change
Months of Inventory (Closed Sales)	9.9	17.3	- 42.9% ▼	9.9	25.4	- 60.9% ▼	15.4	29.8	-48.4% ▼
Median Sold Price	5288	4398	20.2% ▲	5288	4299	23% ▲	4850	4000	21.3% ▲

TODAY'S STATS									
	Current vs. Previous MTD			Current vs. Same MTD 1 Year Ago			Current vs. Previous YTD		
	2/1/21 to 2/13/21	1/1/21 to 1/13/21	% Change	2/1/21 to 2/13/21	2/1/20 to 2/13/20	% Change	1/1/21 to 2/13/21	1/1/20 to 2/13/20	% Change
Months of Inventory (Closed Sales)	16	80.5	-80.1% ▼	16	50.7	-68.5% ▼	16.9	26.4	-36% ▼
Median Sold Price	4150	3100	33.9% ▲	4150	3872	7.2% ▲	4225	3750	12.7% ▲

Graph 3-Statistical Data: Continued																		
Date	7/ 19	8/ 19	9/ 19	10/ 19	11/ 19	12/ 19	1/ 20	2/ 20	3 /20	4/ 20	5/ 20	6/ 20	7/ 20	8/ 20	9 /20	10/ 20	11/ 20	12/ 20
For Sale	215	212	214	241	236	229	220	226	217	211	213	208	201	194	200	210	207	198
New List	17	20	24	48	19	21	41	29	21	22	34	29	22	31	38	34	27	33
Sold	5	7	3	8	7	9	11	14	9	2	5	9	10	7	13	11	12	20
Pend	8	8	11	3	13	12	11	10	6	4	12	11	12	13	14	18	11	25
Months of Invent (Closed Sales)	43	30.3	71.3	30.1	33.7	25.4	20	16.1	24.1	105.5	42.6	23.1	20.1	27.7	15.4	19.1	17.3	9.9
Months of Invent (Pend Sales)	26.9	26.5	19.5	80.3	18.2	19.1	20	22.6	36.2	52.8	17.8	18.9	16.8	14.9	14.3	11.7	18.8	7.9
Absorp Rate (Closed Sales) %	2.3	3.3	1.4	3.3	3	3.9	5	6.2	4.1	0.9	2.3	4.3	5	3.6	6.5	5.2	5.8	10.1
Absorp Rate (Pend Sales) %	3.7	3.8	5.1	1.2	5.5	5.2	5	4.4	2.8	1.9	5.6	5.3	6	6.7	7	8.6	5.3	12.6
Graph 3-Statistical Data: Continued																		

Avg. Active Price	7002	7290	7333	7045	7260	7273	7144	7184	7402	7370	7404	7555	7510	7703	7819	7604	7475	7757
Avg. Sold Price	5574	4649	4000	4316	4121	4842	4594	7466	4373	5400	14615	5039	5682	4352	4507	7399	5568	6372
Avg. Sq. Ft. Price (Sold)	861	643	905	691	572	668	685	917	755	560	1811	749	684	690	717	696	822	959
Sold/ List Diff. %	93	93	93	88	91	91	79	85	91	78	122	91	84	87	89	88	90	93
Sold/ Orig LP Diff. %	84	89	83	84	82	79	78	79	86	72	144	89	78	83	86	84	86	90
Avg Days on Market	320	325	195	254	308	441	156	234	311	430	201	126	144	444	133	234	152	254

**Data and graphs are provided by TrendGraphix®*

* All reports are published February 2021, based on data available at the end of January 2021, except for the today's (February 14, 2021) stats. This representation is based in whole or in part on data supplied by the Beaches MLS (Realtor Association of the Palm Beaches, Jupiter-Tequesta-Hobe Sound AOR, Realtor Association of St. Lucie), Realtor Association of Miami, the Greater Fort Lauderdale Realtors, or the Southeast Florida Multiple Listing Service (MLS). Neither the Board or its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Board or its MLS may not reflect all real estate activity in the market.

All data in Appendix A is obtained from TrendGraphix

Disclaimer of Warranties TRENDGRAPHIX AND ITS LICENSORS MAKE NO REPRESENTATION, WARRANTY, OR GUARANTY AS TO THE RELIABILITY, TIMELINESS, QUALITY, SUITABILITY, TRUTH, AVAILABILITY, ACCURACY OR COMPLETENESS OF THE SERVICE OR ANY CONTENT. TRENDGRAPHIX AND ITS LICENSORS DO NOT REPRESENT OR WARRANT THAT (A) THE USE OF THE SERVICE WILL BE SECURE, TIMELY, UNINTERRUPTED OR ERROR-FREE OR OPERATE IN COMBINATION WITH ANY OTHER HARDWARE, SOFTWARE, SYSTEM OR DATA, (B) THE SERVICE WILL MEET YOUR REQUIREMENTS OR EXPECTATIONS, (C) ANY MLS DATA WILL BE ACCURATE OR RELIABLE, (D) THE QUALITY OF ANY PRODUCTS, SERVICES, INFORMATION, OR OTHER MATERIAL PURCHASED OR OBTAINED BY YOU THROUGH THE SERVICE WILL MEET YOUR REQUIREMENTS OR EXPECTATIONS, (E) ERRORS OR DEFECTS WILL BE CORRECTED, OR (F) THE SERVICE OR THE SERVER(S) THAT MAKE THE SERVICE AVAILABLE ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THE SERVICE AND ITS CONTENTS ARE PROVIDED TO YOU STRICTLY ON AN "AS-IS" BASIS AND WITHOUT WARRANTY. TRENDGRAPHIX AND ITS LICENSORS DISCLAIM, STATUTORY OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT OF THIRD PARTY RIGHTS, ARE HEREBY DISCLAIMED TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW BY TRENDGRAPHIX AND ITS LICENSORS.

Appendix B



LUXURY HOME SALES STATISTICS BROWARD COUNTY

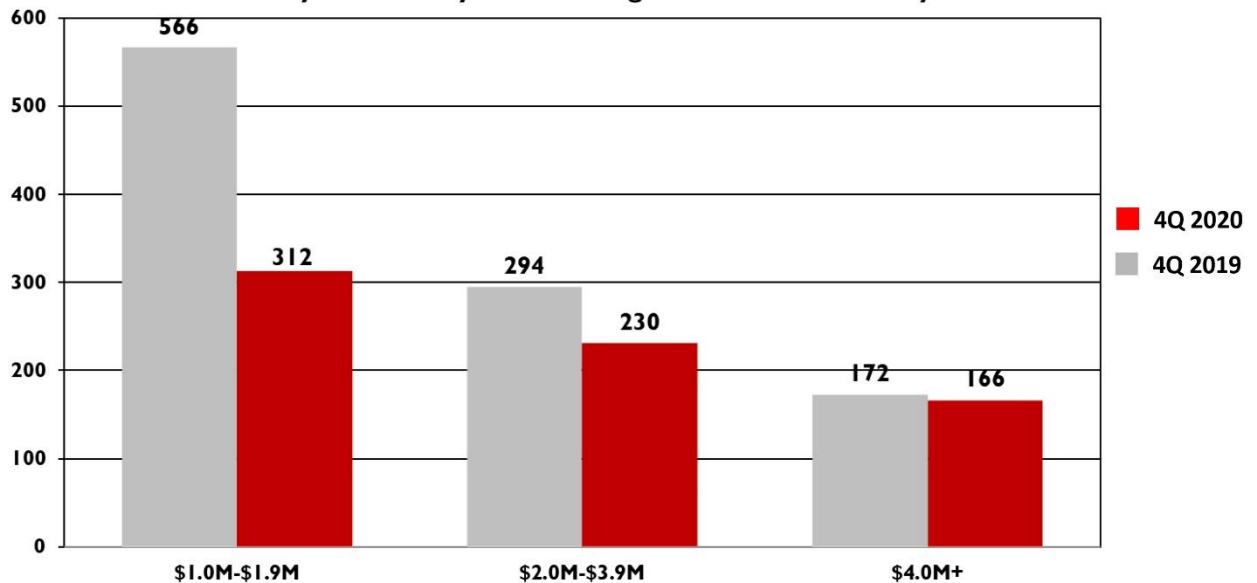




4th Quarter 2020 Broward County Market Report

Number Active

Luxury Homes by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



A total of 558 properties priced above \$1,000,000 were listed for sale on December 31, 2020 in Broward County, compared to 1,032 at the same time last year for a decrease of -45.2%

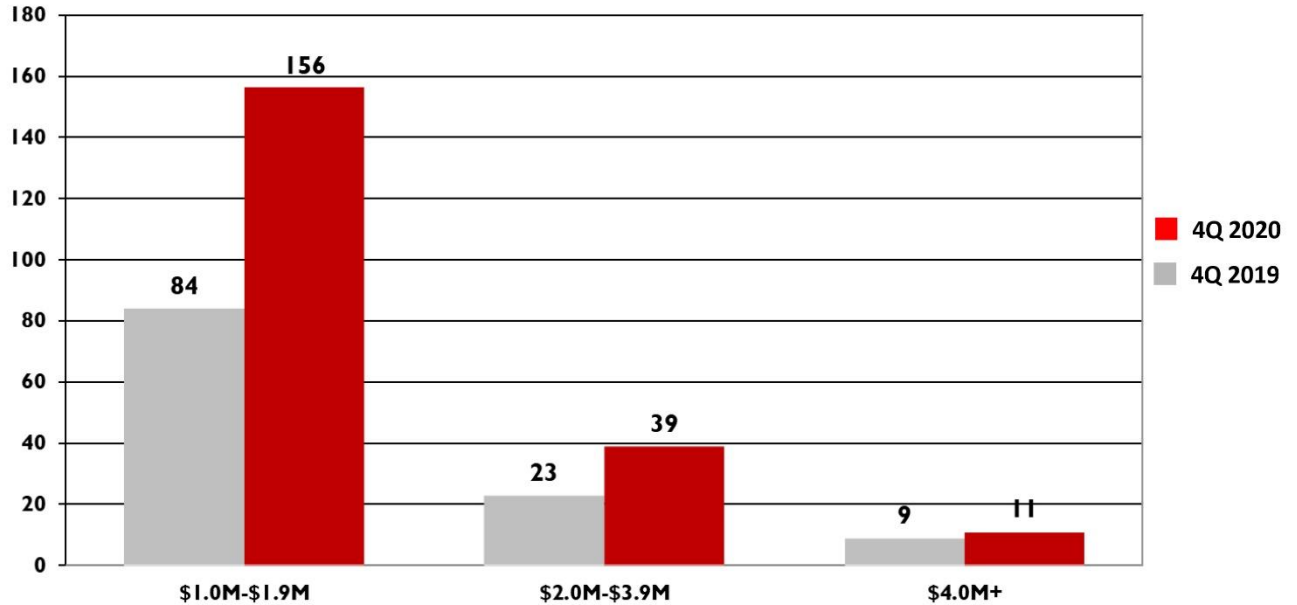
SEFMLS data for Broward single family detached residences. Data is believed to be accurate but is not warranted. ©2020 Chartmaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of chartmasterchuck@aol.com. Subsequent graphs sourced identically.



4th Quarter 2020 Broward County Market Report

Number Pending

Luxury Homes by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



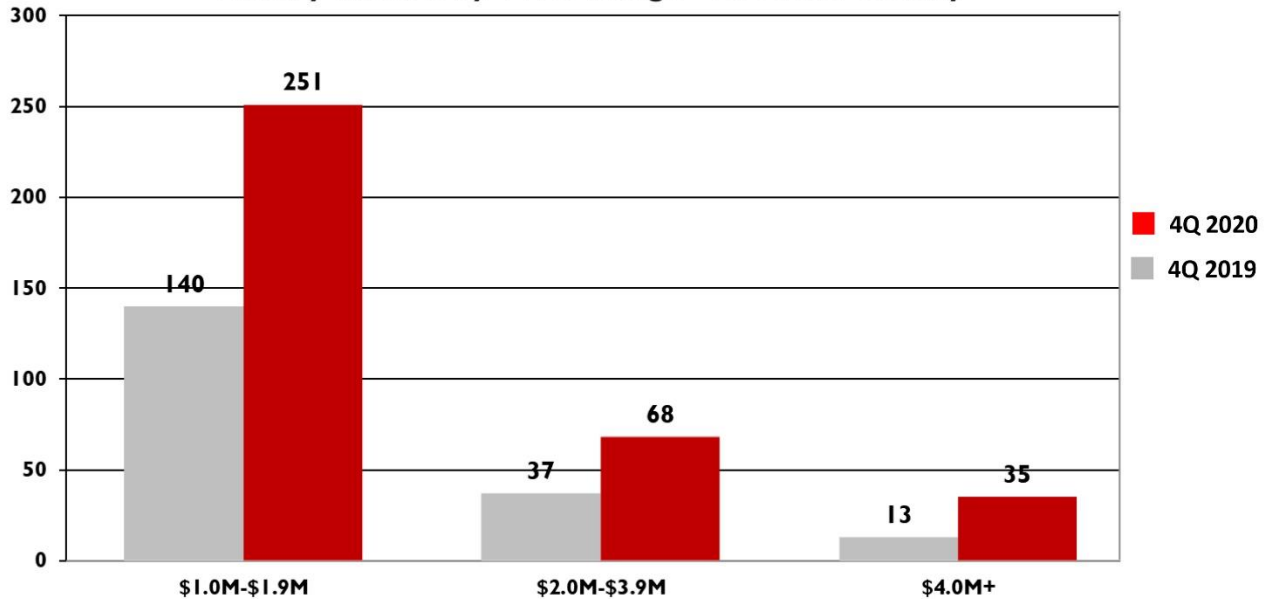
A total of 206 properties priced above \$1,000,000 were under contract on December 31, 2020 in Broward County, compared to 116 at the same time last year, up by +77.6%



4th Quarter 2020 Broward County Market Report

4Q 2020 Number Sold

Luxury Homes by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



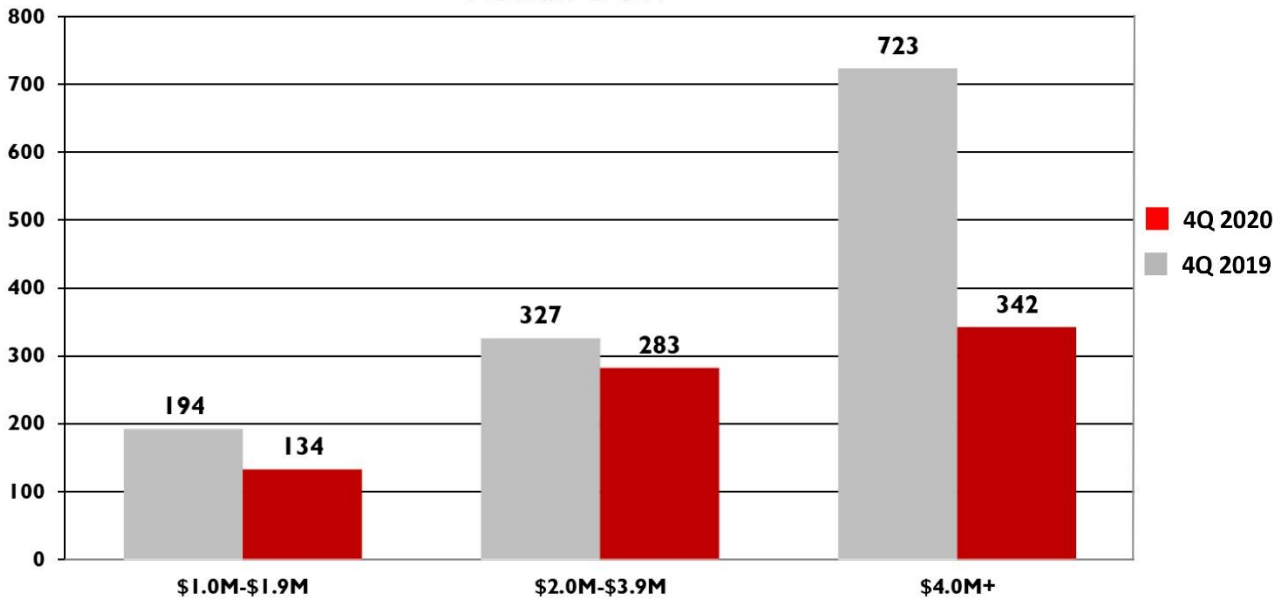
A total of 354 properties priced above \$1,000,000 sold during 4Q 2020 Broward County compared to 190 during the same period in 2019, a change of +86.3%



4th Quarter 2020 Broward County Market Report

4Q 2020 Days on Market

Luxury Homes by Price Range - Broward County
Median DOM



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



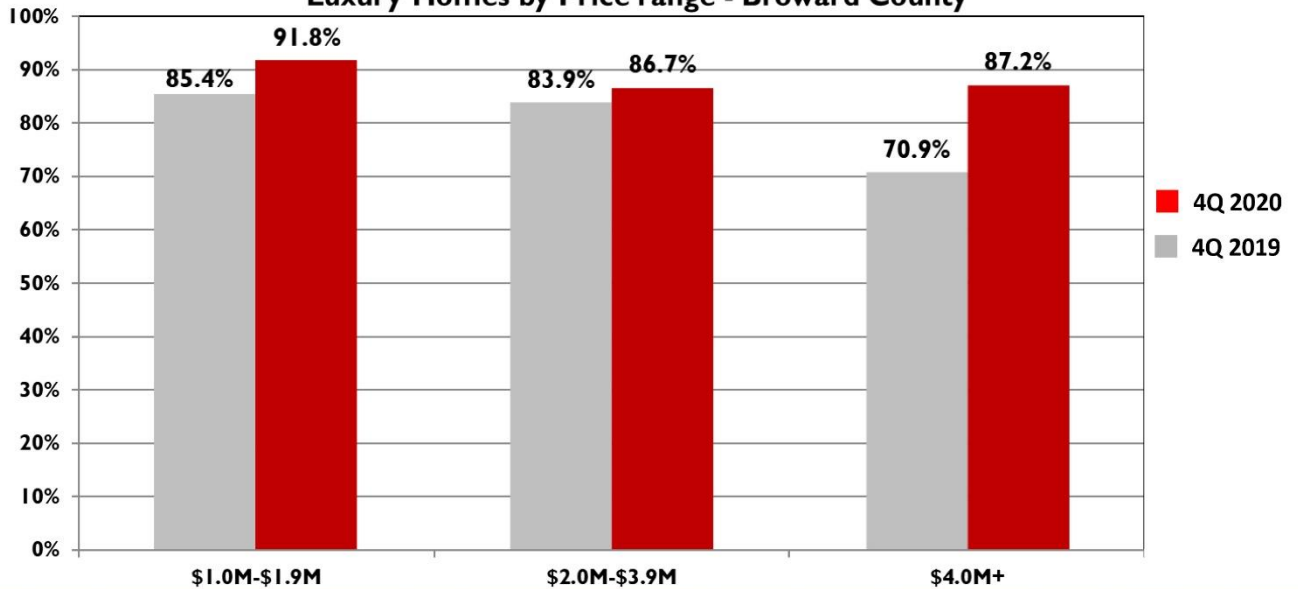
- Higher-priced properties usually take longer to sell due to the smaller number of buyers in the market
- The median time on market for these price segments in 4Q 2020 ranged from 4.5 months in the \$1.0M-\$1.9M range to 11.4 months for properties priced \$4.0M+
- During 4Q 2020 the median days on market for all price ranges in Broward County was 59 days (2.0 months) while the medians for these price ranges are all above 4 months



4th Quarter 2020 Broward County Market Report

4Q 2020 Percent of Original List Price Received by Seller

Luxury Homes by Price range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



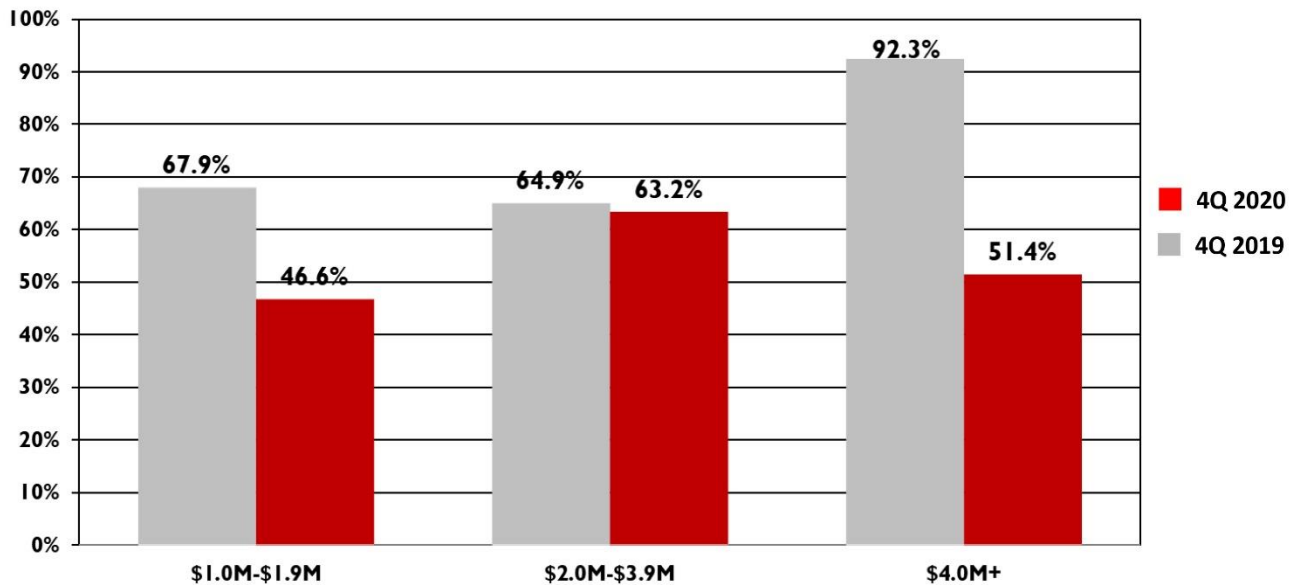
- Higher-priced properties are often more difficult to price due to their unique characteristics, resulting in sales at a lower percentage of asking price
- The overall median of the Sales/Original List Price percentage in Broward County during 4Q 2020 was 97.2%, while these price ranges were much lower
- Also of note is that the S/OLP ratio was higher than last year in the all 3 of these ranges



4th Quarter 2020 Broward County Market Report

4Q 2020 Incidence of Price Reductions

Luxury Homes by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



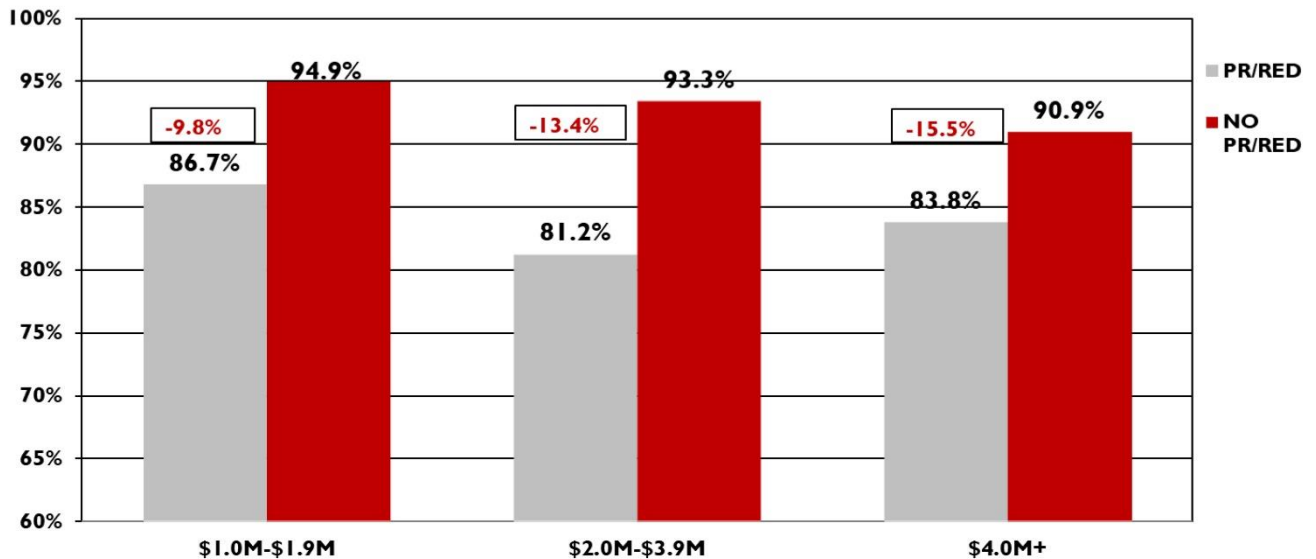
- Contributing to the lower % S/OLP is the higher incidence of price reductions before finding a buyer
- The overall percentage of transactions occurring after a price reduction in Broward County during 4Q 2020 was 30.8%, compared to much higher percentages in each of these price ranges
- The incidence of price reductions was lower in each of these price ranges this year compared to the same period last year



4th Quarter 2020 Broward County Market Report

4Q 2020 Price Reductions Effect:

Percentage of Original List Price Received by Seller
Luxury Homes Median % S/OLP by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



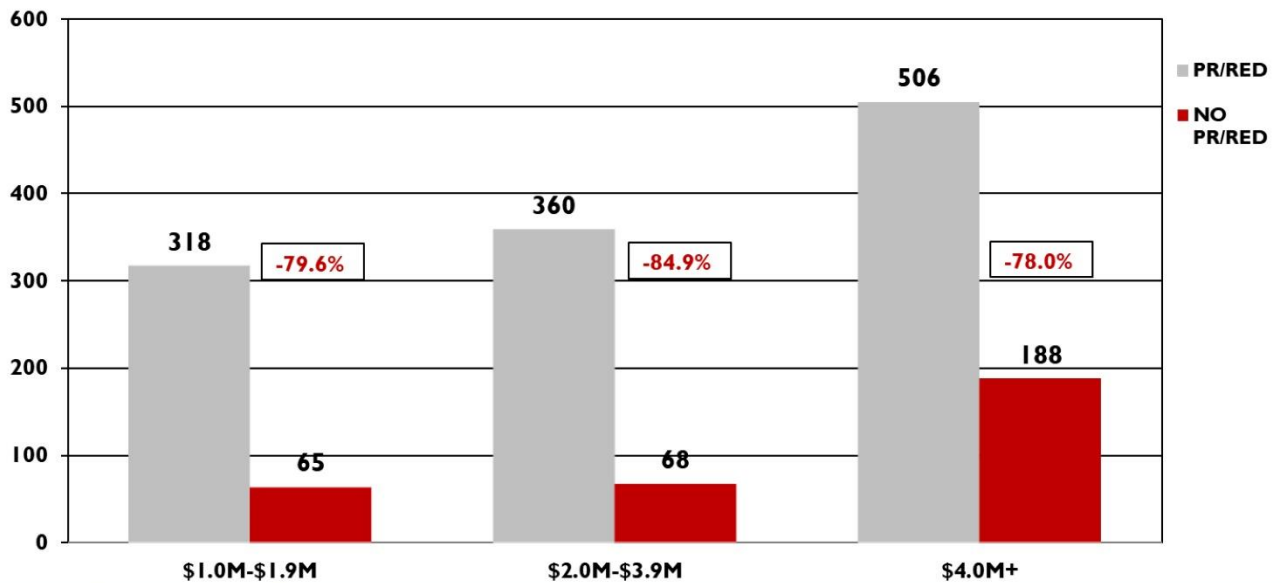
- The effects of price reductions on the eventual sales price is substantial in all price ranges and even more so in ranges above \$1.0M
- For example, when a reduction was necessary in the \$1.0-\$1.9M price range, a reduction of -9.8% percentage points of the original listing price occurred compared to that of a seller not required to reduce their listing price
- These compare to Broward median overall decreases of -6.8% of Original Listing Price for all price ranges combined



4th Quarter 2020 Broward County Market Report

4Q 2020 Price Reductions Effect:

Luxury Homes Median DOM by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



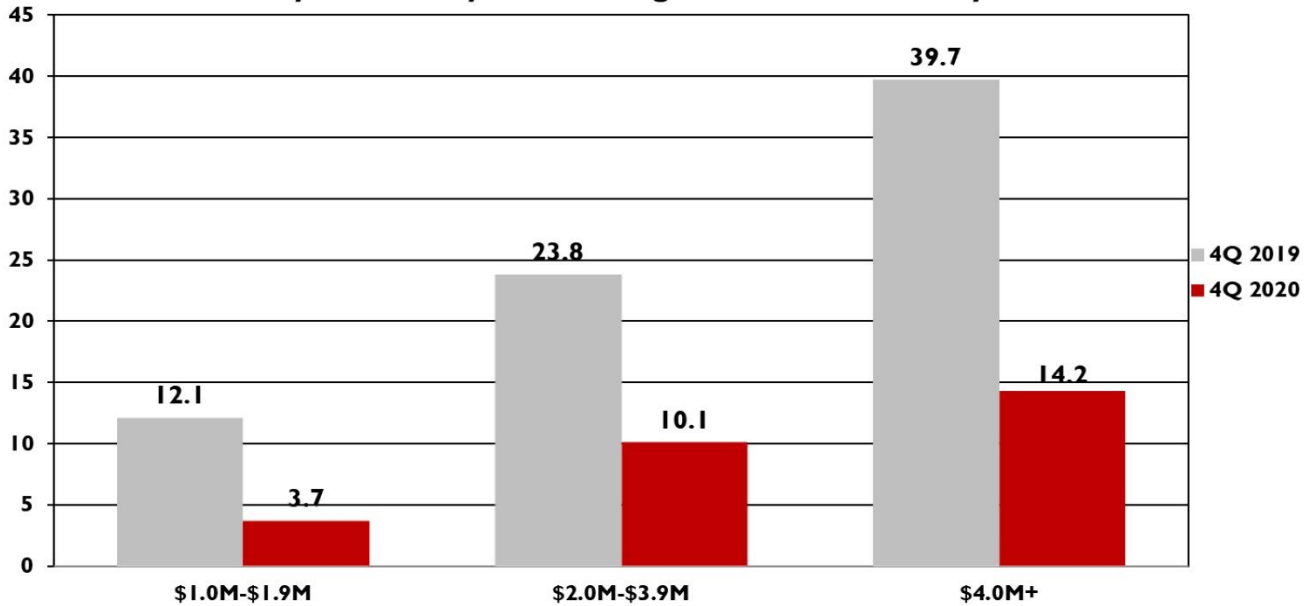
- An additional penalty imposed on price reduced properties is a much longer time on market
- For example, Broward County sellers in the \$1.0-\$1.9M price range required to reduce their listing price needed a median of +8.4 months (318-65=253 days) longer (79.6%) to sell than a seller not required to take a reduction – differences for the others were even greater
- The effect is higher carrying costs, greater inconvenience and a much longer time before finding and moving to a new home



4th Quarter 2020 Broward County Market Report

Months of Supply of Listings

Luxury Homes by Price Range - Broward County



Broward County Single Family Detached Residences | Provided By ChartMaster Services, LLC exclusively for Keller Williams Realty



- A major factor in the overall market for housing is the supply/demand condition, expressed here in months of supply
- For Luxury properties in Broward County, the supply at two of these price ranges is well into the Buyer's Market condition – above 6 months of Active listings inventory, with a supply of 1.2 years (14.2 months) in the \$4.0M+ price range
- Supply across all price ranges in December 2020 was 1.7 months

Conclusion

Yes, I wrote this book to share my knowledge about making your home **STAND OUT** –

so you can indeed WIN THE PRICE WAR & BEAUTY CONTEST! We want you to be successful. When you succeed, we succeed!

It is truly a joy to be a Difference Maker and be of service.

I want to be straight up with you . . . I would like your business. If you are not already working with a Realtor®, I would like to be your ‘go to’ person – even if you are not in Fort Lauderdale. Having been involved in Real Estate for over 20 years and having helped investors build portfolios all over the world and have amazing contacts, my experience and knowledge allows me to provide the best service possible.

Let’s have a conversation about what your goals are and how I might be able to assist you in meeting them. It’s just a conversation . . . we’ll see where it goes. **I love creating WIN-WIN scenarios** and utilize outside the box thinking and my vast resources – all to help you get where you want to go in your Real Estate journey.

About the Author



Debbie Wysocki is a top Real Estate Professional in Fort Lauderdale, most notably known for her strong ties to the community, 20+ years in real estate and another 10 years in financial services, managing a growing real estate portfolio from \$13 million to \$70+ million and being #1 in Units Sold for the past three years and the highest priced Sale in 2017, 2019, & 2021 several other awards Industry and Company Awards at the City and Regional Level.

Debbie attributes her success to her steadfast commitment to service, discernment, confidentiality, negotiating, and a good sense of humor. All of which have served her well in assisting clients from all over the world – whether they were a Fortune 500 businessman (or woman), sports personalities, neighbors, business associates, and friends, she thoroughly enjoys assisting them in achieving their real estate goals.

Her specialty is in creating a great Real Estate ‘Experience’ that is stress free -- whether you are buying, selling, leasing or securing our Property Management Services.

Debbie is committed to providing ongoing education and regularly speaks at real estate industry as well as business conferences, providing cutting-edge information on the state of the real estate market. She is also the author of ten books on the subjects of real estate and marketing (see complete list below).

She is also the proud mother of two amazing children and the Leader of one of the top selling Girl Scout Cookie Troops (as well as an outreach troop) in Southeast Florida. Debbie is also involved in Hope South Florida, 4Kids of South Florida, Shuzz, The Secret

Santa Project, Strike Force 4-2-1, Lifework Leadership, Heal the Planet, and a Calvary Chapel Fort Lauderdale volunteer.

Designations & Achievements:

- Certified International Property Specialist (CIPS)
- GRI Designation (Graduate, Realtor® Institute)
- Certified Luxury Home Marketing Specialist & Million Dollar Guild Member - Institute for Luxury Home Marketing
- Certified Residential Specialist (CRS)
- RENE (Real Estate Negotiation Expert)
- SRS (Sellers Representative Specialist)
- RSPS (Resort and Second Home Property Specialist)
- PSA (Pricing Strategy Advisor)
- MRP (Military Relocation Professional)
- Certified Real Estate Divorce Specialist
- At Home with Diversity Designation, National Association of Realtors®
- #1 Individual Agent in Closed Volume
- #1 in Units Sold 2016, 2017 & 2018 /Top 20 Realtor® 2016 - 2020
- Highest Priced Sale 2016, 2017, 2019 and 2021
- Agent Leadership Committee Member – Keller Williams Fort Lauderdale
- Strong Community & Business Connections in South Florida (easy to get things done)
- Great Relationships with other Realtors®
- Published Author & Co-Author of 10 Books
- **How to Sell Your Home for Top Dollar**
- **How to Buy Your Next Home in 5 Easy Steps**

- **How to Make Your Home Stand Out! *How to Win the Price War & Beauty Contest***
- **BE IRRESISTIBLE: *7 Key Recipes to Building a Quality Team***
- Co-author with Dan Kennedy on *The Ultimate Success Secret*; now in its 2nd printing. An Amazon best-selling co-author with *Juicy Joyful Life*, and co-author with Tony Robbins and Wayne Dyer called *Wake Up and Live the Life You Love*.
- Expert Speaker on Real Estate Trends and Projections, Branding & Relationship Building
- Former Beverly Hills Financial Analyst (1 Billion under management 80 Clients)
- Top Producer/Recruiter for 20 years in Direct Sales/Marketing
- Founder/Facilitator Heart Link Network Fort Lauderdale
- Founding Director, Fort Lauderdale Chapter, National Association of Divorce Professionals (NADP)
- Founder/Facilitator Finding Faith & Fortune – Christian Businesswomen's Networking
- Alumni Lifework Leadership; Member: Strikeforce 421; National Christian Foundation

Debbie's motto is '*How you do anything is how you do everything!*' and her commitment is to do everything with the highest level of service and excellence.

Connect With Debbie

Connect with me at <mailto:Debbie@FloridaLuxuryHomesGroup.com> or

954-579-5720 or your favorite Social Media:

Personal FB – www.facebook.com/debbie.wysocki

YouTube – www.youtube.com/floridaluxuryhomesgroup

Facebook – www.facebook.com/floridaluxuryhomesgroup

LinkedIn – www.linkedin.com/in/debbiewysocki/

Instagram – www.instagram.com/florida.luxuryhomesgroup

Pinterest – www.pinterest.com/debbiewysocki

Personal Instagram – www.instagram.com/debbie.w.wysocki

Next Door – www.nextdoor.com

Park Bench Next Door – www.parkbench.com/real-estate/debbie-wysocki



Thank You

Afterword

When I chose to build a true business, it was because I wanted to be a mom who had flexibility and could contribute to our family income in a significant way.

This book is dedicated to the people who believed in me and helped make my career in Sales and Real Estate possible. I first started out as a Beverly Hills Financial Analyst (so I love numbers) and then my husband and I ended up in Florida. While I went on to an amazing 20+ year career in Network Marketing, one of the unique things I did was to be one of the first women to create a 'brand' in the direct sales industry along with my mother, Kathy McGurn, who Co-Founded Women with Dreams. She was my biggest fan and she and Dave did a ton of babysitting and I couldn't have built the amazing businesses I did without them.

What most people didn't know is that contemporaneously I was building an equally successful Real Estate Business assisting investors in the Fort Lauderdale Area. Having expanded to a full-service Real Estate practice after my mother passed away and choosing to partner with Keller Williams Realty Professionals in East Fort Lauderdale – I want to give a shout out to Bill Hobbs, Aaron Simons and Nancy Matthews for their professional coaching. Also, Kim Pratt from Supreme Lending, as well as Adriana Andali from Title Alliance who have provided amazing service to my clients – they are all great partners in my Team! Thank you.

My children are Trent who recently graduated cum Laude from University of Florida and scored in the top 1% on the LSAT – plus he is preparing for to teach low-income students AND Amanda who is in her second year at University of Florida after getting straight As last year. She also just received her GOLD Award from Girl Scouts and is now taking over as Assistant Leader of our Girl Scout Troop to work with our remaining high school girls assisting them in getting their GOLD Awards (like the Boy Scout Eagle Award).

They have both been very involved in helping me grow my business from knocking on doors to stuffing envelopes and scanning business cards (over 10,000 this summer) into my database. They learned sales skills at a young age and, because they were always listening to me, they can carry on a conversation with just about anyone and frequently come in #1 in sales contests for school and scouts. They are friendly and compassionate people who are great kids--and I am so blessed to be their Mom.

My husband, Mark, had to juggle his schedule quite a few times to allow for my travel schedule – and although he didn't quite understand all the 'ins and outs' of network marketing and direct sales, he knows our family enjoyed the financial and tax benefits, as well as all those free trips – and he has been most supportive of me transitioning full-time into Real Estate. So, thank you honey for all your help.

Being able to continually expand my knowledge so I can assist my sellers in making the most amount of money and finding my buyers the best deals in town is what I do best. Being part of the Keller Williams Luxury International Group gives me access to a larger network of experienced top producing agents who are serious producers. It is a privilege to work with my clients, customers, and colleagues. And I look forward to having the opportunity to be a 'Difference Maker' for you.

Thanks to Elston 'Hector' Santiago who is Director of Maintenance and who is making our home a masterpiece when not working on our clients' homes. A big shout out to Indira Ali for her attention to detail at the many homes we manage – Indira is in charge of our housekeeping and is the best in the business. And, I want to welcome Butch Clemons to our Team as Assistant Director of Vacation Property Management.

Thanks to Jeannilyn Ubas for working hard to get the graphics done and this book formatted as well as the many other areas she contributes to.

And, last but not least, Kym Yancey, President and Chief Marketing Officer of eWomenNetwork. Kym has rebranded me – thank you! What a difference you are making in my branding.

