

SELLING YOUR HOME WITH



DENOVO

REALTY





Denovo - "A New Beginning."



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# About

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# Denovo Realty

At Denovo Realty, our mission is to provide an exceptional experience for every client, whether you're buying or selling a home.

**In an industry where many prioritize quick sales, we stand apart by focusing on what truly matters—your goals and your peace of mind.**

We believe in education over sales, empowering our clients to make well-informed decisions that align with their unique aspirations.

The name Denovo means "a new beginning," reflecting our commitment to guiding you through the next chapter of your life. Whether you're starting a new journey or closing a cherished chapter, we're here to support you every step of the way. Choosing Denovo Realty means partnering with a team of seasoned professionals who bring expertise, dedication, and a genuine passion for helping you achieve your dreams.

## Why Work With Denovo Realty

# Top 1%

Of Brevard County  
Brokerages\*



WE'RE LOCAL  
WE'RE GLOBAL®

GLOBAL HOME  
SEARCH

\*Based on total company sales volume of the Brevard County MLS 2023



QUALIFIED MEMBER

# WE CAN ASSIST YOU **ANYWHERE** IN THE WORLD.

*Leading*  
REAL ESTATE  
COMPANIES  
OF THE WORLD

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> we have the resources to market your property to the highest possible number of potential buyers. With 134,000 associates around the world, we expose your property to buyers on six continents. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.



Leading Real Estate Companies of the World<sup>®</sup> is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website and connected to the websites of 550 of our affiliate real estate firms.

## I'M LOCAL I'M GLOBAL<sup>®</sup>

550  
companies

4,900  
offices

138,000  
sales associates

70 +  
countries

# The --- Selling Process

Selling your home is a significant decision, but it doesn't have to be a stressful one. Too often, a lack of a clear plan, ineffective marketing, weak negotiations, and poor communication can lead to a negative experience for home sellers. We are here to ensure that doesn't happen.

Our goal is to sell your home for the most money in the least amount of time on the market. Your home is a substantial financial investment, and it should be treated as such. We have extensive experience helping clients on Florida's Space Coast successfully buy or sell real estate.





**To achieve this goal for our clients, we break down this process into five key steps:**



**Enhance Your Home Presentation**



**Price Correctly**



**Maximize Exposure to Potential Buyers**



**Conduct Expert Negotiations**



**Navigate to a Successful Closing**

# Enhance Your Home's Presentation

## WAYS TO ELEVATE YOUR HOME'S LOOK

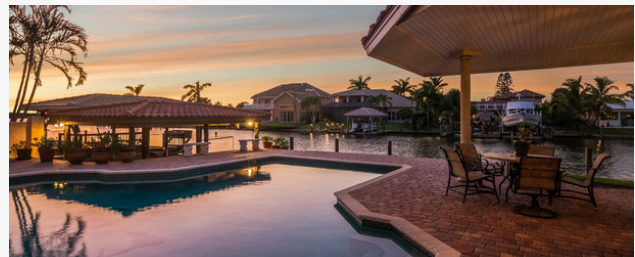
- **Curb Appeal:** Captivate potential buyers the moment they arrive. Quick and cost-effective ways to enhance curb appeal: Refresh mulch or rock beds, update the welcome mat, and replace house numbers. Pressure wash the driveway and sidewalk for a polished look.
- **Depersonalize:** Minimize distractions by removing personal photos and items.
- **Clear the Clutter:** Declutter and remove oversized furniture to make rooms feel more spacious and welcoming.

## DENOVO REALTY PRESENTATION PACKET

With over 95% of buyers beginning their home search online, it's crucial for your property to stand out. We offer professional photography services, aerial drone shots, 3D tours, schematic floorplans, twilight photography, and videography to showcase your home in the best possible light.



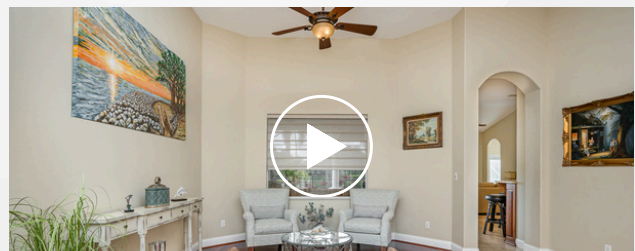
• HIGH-RESOLUTION PHOTOS



• TWILIGHT PHOTOS\*

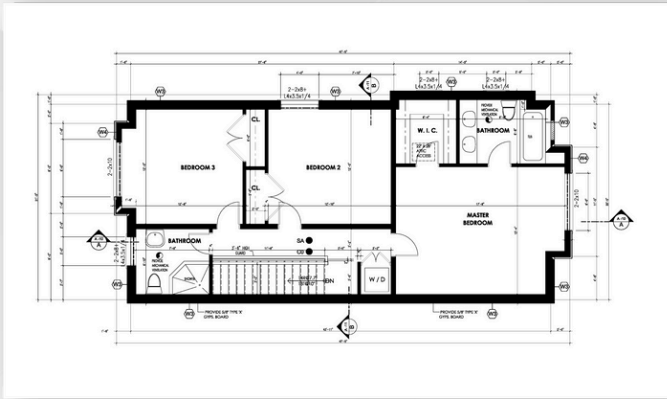


• AERIAL PHOTOS\*



• ZILLOW 3D VIDEO TOUR\*





## FLOOR PLANS\*

Scaled Drawings that show the property from above with room measurements.

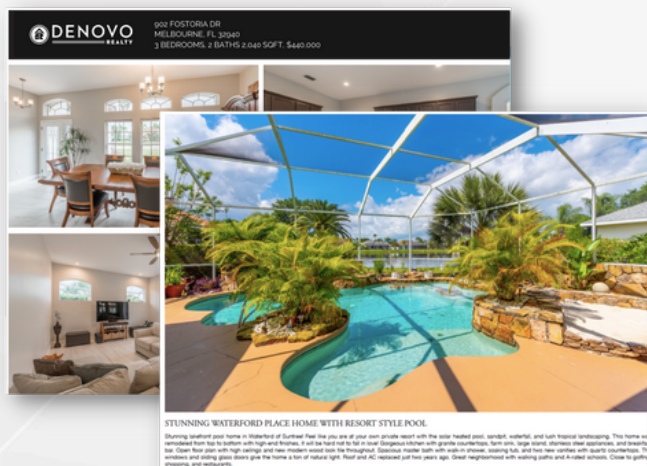


## PROFESSIONAL VIDEOGRAPHY\*

We use the power of video marketing to showcase your home's best features.

## IN-HOME BROCHURES

We create stunning, high-gloss print brochures for your property, offering buyers a lasting impression they can take with them after a showing.\*



# Property Narratives That Capture Buyers

Having your home described in a way that resonates with buyers' emotions is essential. There's a significant difference between simply listing amenities and creating an emotional connection through a well-crafted narrative.

## POORLY WRITTEN NARRATIVE:



*WOW!! Beautiful home located in Satellite Beach! Three bedrooms two baths two car garage living room dining room family room eat-in kitchen ready to move in!!*





# Denovo's Example



*This updated pool home in Satellite Beach offers the best of Florida living just a short walk from the beach. The property boasts a whole-home solar system for low energy costs, and the paver driveway with tropical landscaping creates a warm welcome. Inside, the kitchen is upgraded with stainless steel appliances, bamboo cabinets, quartz countertops, and a tile backsplash. The formal dining area flows into a spacious living room with sliding doors leading to a recently redone screened porch overlooking the saltwater pool and lush backyard. The outdoor space includes a paver and wood deck area with a fire pit, perfect for entertaining. Additional features include storm shutters, a hurricane-rated garage door, and an organic raised bed garden.*

# Price Correctly

## WHY IT'S IMPORTANT?

Pricing your home correctly is crucial for attracting serious buyers and maximizing your sale price. An accurately priced home generates more interest, leading to competitive offers and a quicker sale, ultimately helping you achieve top dollar.

“Pricing is a critical step for getting top dollar for your home.”







## ✓ **LEVERAGE:**

Overpricing can cause you to sit on the market for extended periods. The longer your home sits on the market, the more likely you are to get a low-ball offer. Why? Because buyers get the perception that no one else wants the home. Your best chance of getting an offer is the first few weeks.

## ✓ **"PRICE BLOCKS"**

The #1 search criteria on any property search online is price. Most people and search sites search in \$25,000-\$50,000 increments. For example, listing at \$254,900 would miss all buyers searching up to \$250,000.

## ✓ **BUYERS ARE MORE SAVVY THAN EVER:**

The Internet has revolutionized the real estate market. Today's buyers can instantly access information about any home's sale or listing price, making them more informed than ever before. With a deeper understanding of comparable sales, they can quickly identify when a property is overpriced.

# Denovo's Pre-Listing Strategy

Once you've completed the steps in this guide, you'll be well-prepared to attract offers on your home. It's crucial to establish a pricing strategy before listing and have a backup plan ready in case an offer isn't received within your expected timeframe.

At Denovo Realty, we conduct a thorough Comparative Market Analysis (CMA) to expertly price your home for the market. Our team dives deep into recent sales of similar properties in your area, carefully analyzing factors like location, size, condition, and unique features.

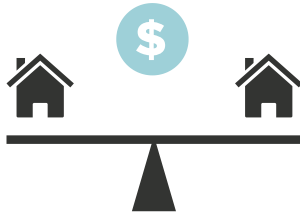
We then present this data in a clear, easy-to-understand format, offering you valuable insights into market trends and how your home stands out.

This approach ensures your property is competitively priced to attract serious buyers while maximizing your return on investment. We're committed to positioning your home for success.



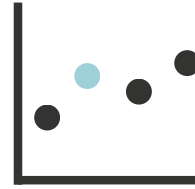


# Competitive Market Analysis



## COMPS

11 Comparable Homes



## AVERAGE PRICE/SQ FT

\$246 / Sq. Ft.



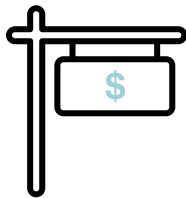
## TIME TO SELL

34 Days on Market

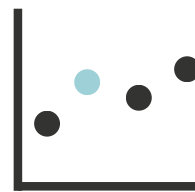


## ONLINE EVALUATION

Up to 3.9% Variance



## SUGGESTED LIST PRICE



## AVERAGE PRICE/ACRE

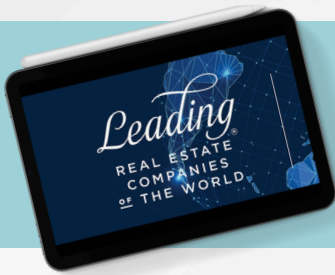
\$1,918,272 / Acre



**DENOVO**  
REALTY

# Maximize Exposure to Potential Buyers

The next step is to market your home to reach as many potential buyers as possible. While we advertise on over 900 websites, maximizing exposure requires going even further. Here are some additional ways we promote your home.



## Leading RE

Leveraging our affiliation with LeadingRE in the selling process gives your home global exposure and access to a network of top real estate professionals, increasing the chances of finding the right buyer quickly and efficiently.



## Social Media Advertising

Leveraging social media to sell your home ensures it reaches a wide and diverse audience quickly, increasing the chances of finding the right buyer in less time.



## Email Campaigns

Utilizing campaigns to sell your home ensures that targeted, compelling property details reach interested buyers quickly, boosting engagement and accelerating the sale process.



## Sponsored ads

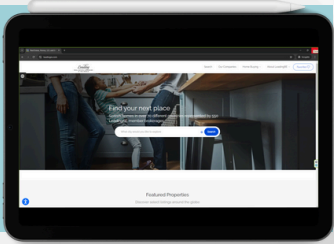
Using sponsored ads to sell your home amplifies its visibility by strategically placing it in front of a targeted audience, ensuring maximum exposure and attracting more qualified buyers.





## Print mailing

Using print mailing to sell your home delivers high-quality, tangible marketing pieces directly to the hands of potential buyers, creating a lasting impression and generating focused interest in your property.



## Website syndication

Website syndication ensures your home is showcased on high-traffic real estate websites, dramatically expanding its online presence and attracting a broader audience of potential buyers.



## Broker open and open house

Hosting broker opens and open houses allows for direct, in-person engagement with potential buyers and agents, creating opportunities to showcase your home's best features and generate immediate interest.



# Conduct

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# Expert Negotiations

Real estate negotiations can be stressful, as buyers and sellers balance emotions with financial realities and navigate complex terms. Miscommunication or market uncertainty can stall deals or lead to poor outcomes. That's why having a skilled negotiator is crucial to securing the best deal with confidence and clarity

## Denovo Realty Negotiation Strategies

Our agents bring extensive experience to the negotiating table, a critical factor in securing the best outcome for your home sale. Experience matters because it allows our agents to anticipate challenges, navigate complex terms, and advocate effectively on your behalf. With a deep understanding of market dynamics and negotiation strategies, our agents are equipped to maximize your sale price and ensure a smooth, successful transaction.

## Some of our strategies include

**Utilizing Alternative Negotiation Terms:** Offering concessions beyond the purchase price, such as flexible closing dates, inspection periods, financing terms, or including appliances, can give buyers a sense of "winning" and help secure a higher sale price.


**Leveraging Strong Relationships:** We prioritize building strong relationships with other agents to ensure successful negotiations. We believe that direct communication, like a phone call, is far more effective than texting or emailing. This approach allows us to understand what's important to the other side, fostering collaboration and securing the best possible outcomes for our clients.

**Creating a Win-Win:** We focus on creating win-win outcomes in negotiations by identifying solutions that benefit both parties. We prioritize finding value-creating moves—offering what's cost-effective for the seller but valuable to the buyer, ensuring a successful and mutually satisfying transaction



# Navigate to a Successful Closing

At **Denovo Realty**, we provide dedicated transaction coordinators who expertly manage the details of your home sale, ensuring a smooth and efficient process. Their role is to handle paperwork, coordinate deadlines, and communicate with all parties involved. To keep everything on track, we offer clients access to personalized portals where you can easily monitor the progress of your transaction, stay informed, and feel confident that your closing will happen seamlessly and on time!



AGENT  
**DENOVO**  
REALTY  
321-222-2222  
Email@denovorealty.com  
Message

17%  
COMPLETE

TRANSACTION  
**My Client**  
THE SALE OF  
5678 Your Home  
**\$750,000.00** Pending

21  
Days to closing

Home Listing GuideHome Selling Guide

**Congratulations, You're Under Contract!!** 🎉

Congratulations, We are halfway there! Our dedicated team is committed to ensuring a smooth and hassle-free experience throughout the remainder of the process.

**Buyer's Earnest Money Deposit Due**

There's no action required from your end as the seller—we'll manage this aspect diligently to keep the process moving smoothly and in accordance with the agreement.

**Due Diligence Deadline** 🕒

Approaching the due diligence deadline, it's essential to note that the buyer is responsible for conducting inspections and submitting any repair requests or negotiations based on their findings. Our team will guide you through this process, ensuring a transparent and efficient transaction.

**Buyer's Financing and Appraisal Deadline** 📅

The Buyer must have the appraisal back prior to this deadline in case there are any issues with it. Our team will closely monitor any developments and ensure all necessary steps are taken to facilitate a successful outcome.

**It's Closing Day!!** 🎊

Closing should happen on or before this date. As closing approaches, we will reach out to coordinate a time with you and your title/escrow company.

