

# STATEWIDE and NATIONAL RANKINGS for Watson Realty Corp.



Watson is proud to be recognized as the **#3 FLORIDA-BASED BROKERAGE**  
by **REAL TRENDS 500** and **RISMEDIA POWER BROKER!\***

## FLORIDA RANKINGS

**#3** LARGEST  
BROKERAGE  
BASED ON  
TRANSACTION  
SIDES



**#3** LARGEST  
BROKERAGE  
BASED ON  
TRANSACTION  
SIDES



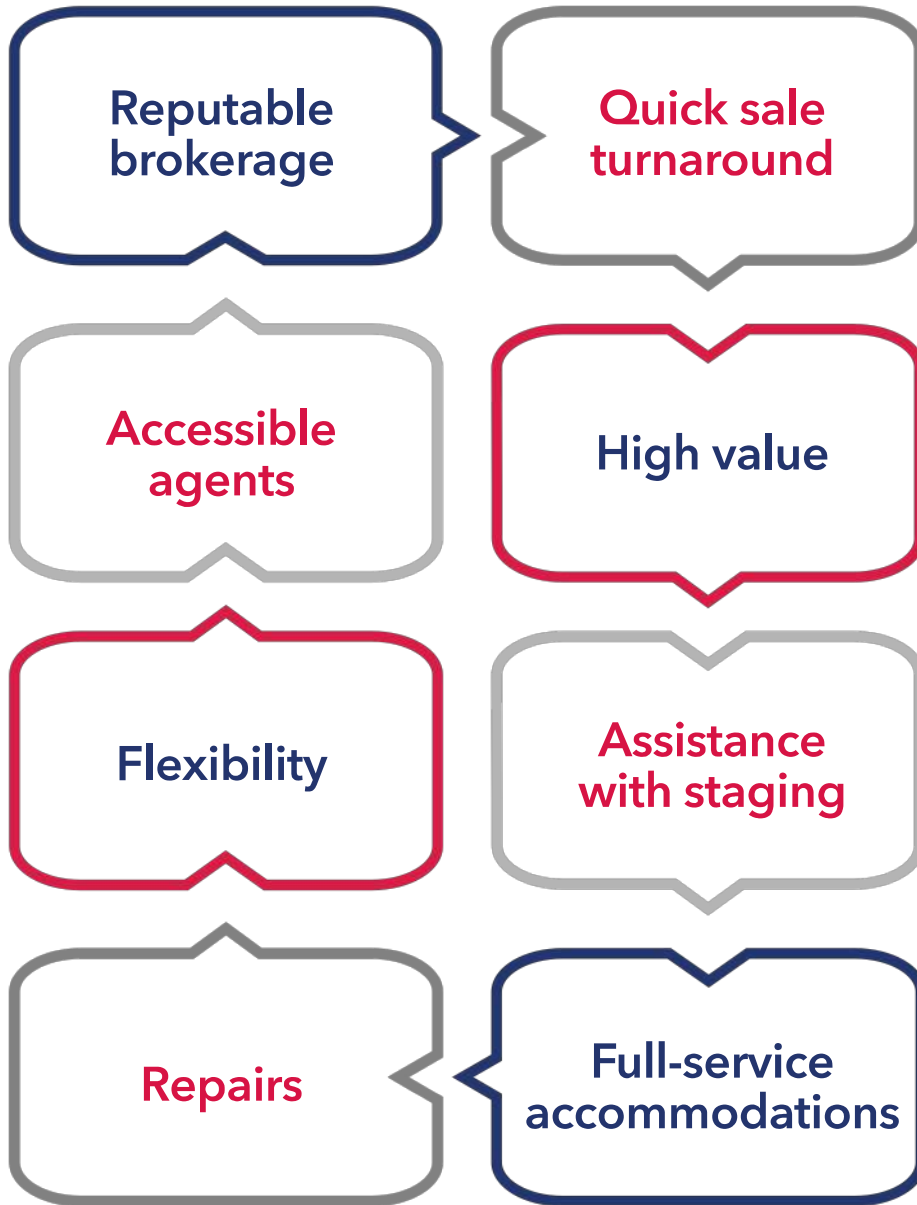
## NATIONAL RANKINGS

**#19/500** in closed transaction sides  
for Private Independent Brokerages  
according to **Real Trends**

**#12/500** for Core Services Transactions  
according to **Real Trends**

# What is IMPORTANT TO YOU?

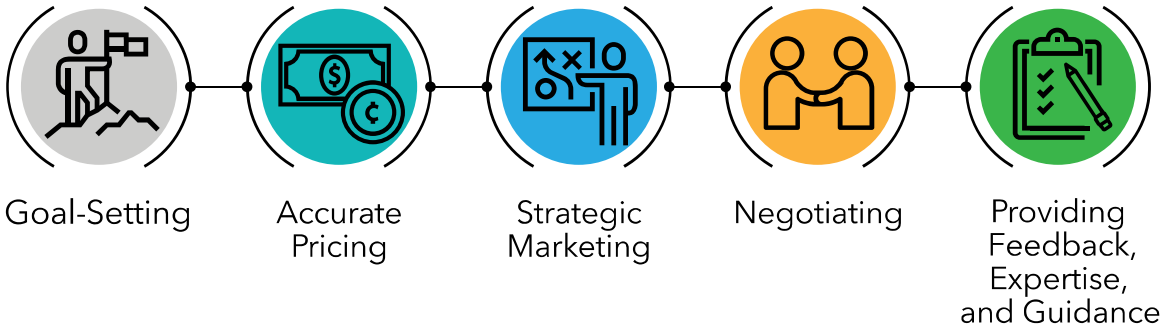
We pride ourselves on outlining, prioritizing, and achieving your most desired goals in your home-selling journey. Let's take a moment to discuss what's most important to you. Here are a few items to consider:



# Why use a REALTOR®?



## I. We simplify the complex process of selling your property through:



## II. We provide value and unique services, including:

- ▶ Providing local neighborhood knowledge and expertise
- ▶ Understanding real estate market trends
- ▶ Serving as your companion and guide
- ▶ Answering questions and defining confusing terms
- ▶ Ensuring your goals are met
- ▶ Sharing with you all our tips and tricks of the trade

# Why Watson Realty Corp?

When looking for a brokerage to sell your home, you may ask yourself the big question: ***Why should I choose Watson over the rest?*** We're glad you asked. Here are some of the reasons we think Watson truly stands out above the competition:

1. **Longevity & Quality** – Watson has grown to become a household name in the neighborhoods we serve, with nearly 50 offices and associates across Florida and South Georgia. Our hard work and legendary quality of service continues to provide you with the stability and consistency you look for when choosing who will sell your home.
2. **Family Atmosphere** – With Watson, a family owned company since its inception in 1965, you're getting more than just experienced and knowledgeable associates, you're working with a team who treats you like a member of our own family.
3. **Local & Global Presence** – As a member of Leading Real Estate Companies of the World® (LeadingRE), Watson is part of an extensive network of prestigious real estate brokerages poised for visibility with more than 136,000 associates in 70+ countries throughout the globe. We're not shy about getting your home from seen to sold.



Watson has won the coveted LeadingRE Diamond Award six times in the 20 years since its inception. This award recognizes our excellence amongst our community and our commitment to customer satisfaction, company innovation and growth, technology, and branding. It is LeadingRE's highest member recognition.

# Our Core Values



## Quality

We deliver a legendary quality of service to each and every customer, even if it isn't always easy. We always take the high road, no matter the extra effort.

## Teamwork

We are one unified team treating everyone, including our customers, as family.

## Unity

We promote an inclusive culture, regardless of race, gender, religion, age, or identity.

## Service

We bridge technological innovation and face-to-face service.

## Enterprise

We encourage the entrepreneurial spirit and support the endeavors of our associates through coaching, training, and mentoring.

## Inspiration

We believe in making dreams come true for our customers and associates.

# Local and Global Visibility

**WE MARKET YOUR PROPERTY TO 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®, we have the resources to market your property to the highest possible number of potential buyers. With more than 138,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your listing. 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®** is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE website and connected to the websites of 550 of our affiliated real estate firms around the world.

## WE'RE LOCAL WE'RE GLOBAL®

550  
companies

4,900  
offices



70+  
countries

138,000  
sales associates

## WE CAN ASSIST YOU ANYWHERE IN THE WORLD.



INTRODUCTIONS  
MADE IN **100**  
COUNTRIES IN 2022



**24,000** AFFILIATE-  
TO-AFFILIATE CLIENT  
INTRODUCTIONS  
MADE EACH YEAR



**190** CLIENT  
INTRODUCTIONS  
MADE DAILY  
WORLDWIDE

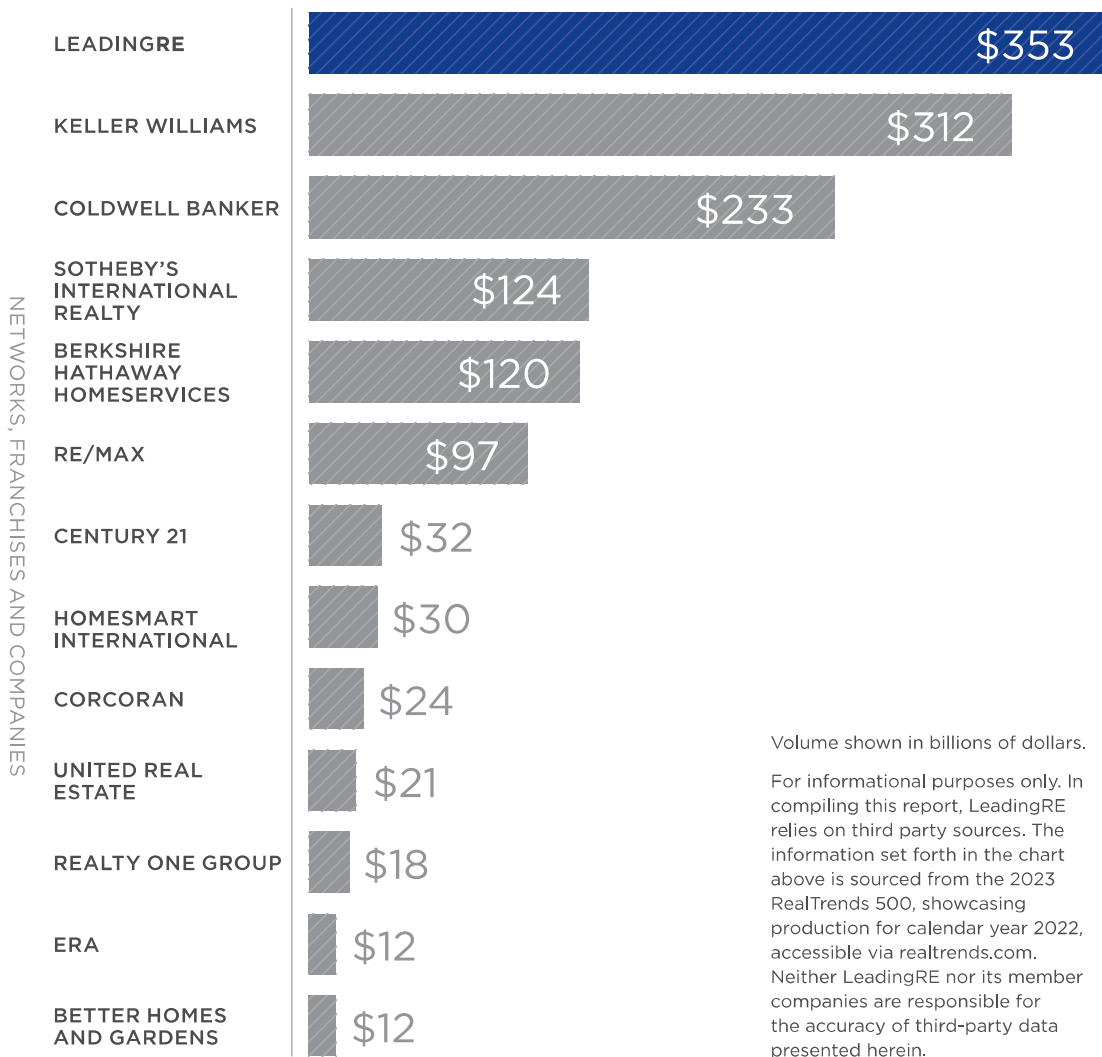


A REFERRAL IS  
PLACED EVERY  
**10 MINUTES** IN  
OUR NETWORK

# Industry-leading sales WORLD-CLASS SERVICE

As a member of Leading Real Estate Companies of the World®, our company is a global — not just local — real estate company working on your behalf. LeadingRE provides world-class marketing and resources, allowing us to provide the very best services. Our invitation-only network was responsible for \$353 billion sales volume among the top 500 U.S. real estate firms in 2022.

## 2022 U.S. HOME SALES VOLUME AMONG THE TOP 500 U.S. REAL ESTATE FIRMS.



# Our FAMILY OF SERVICES

If you want a full-service brokerage, look no further. Watson has developed an expansive network, which we like to call our Family of Services, that work together to help customers like you during and after your home sale. In addition, we offer services for buyers, professionals seeking real estate careers, relocation customers, and much more.

Take your time and review our one-stop shop Family of Services:





# Determining the VALUE OF YOUR HOME



Every good real estate agent knows that a Comparative Market Analysis (CMA) is essential to determining the value of your property.

Two things determine a property's value: location and characteristics. Therefore, the basis of valuation is assessing similar properties in your area.

The CMA integrates the price from recent sales of comparable homes in your area in addition to the quantity and quality of properties currently for sale. The desired end result is simple: to set a price that attracts a buyer in a desirable timeframe.

Once the value of your home has been determined, you can decide on a price that suits your goals. Generally, the price should not exceed the value by more than five percent or potential buyers may not even make offers. And if you want to sell quickly, your asking price should be close to the market value.

Keep these tips in mind for pricing:

- ▶ Realistic pricing will achieve maximum profit in a reasonable time
- ▶ The market determines the price, not our desired price
- ▶ In most cases, the cost of improvements exceeds the added home value
- ▶ Homes that remain on the market for a long time do not get shown
- ▶ A home priced accurately from the beginning achieves the highest profit

# Key MARKET FACTORS

By recognizing the key factors that influence marketing your home, you can gain more control over market time and interest. At Watson, we like to achieve a tactical balance of the following factors to expedite your home sale:



**Location** – Location has the greatest impact on the value of your home. A neighborhood’s desirability is essential to a property’s fair market value.



**Condition of your Home** – The condition of the property will affect not only the value but also the speed of sale. We like to focus on polishing your home’s physical appearance, both inside and out, so our marketing showcases your home in the best light and returns the most value.



**Size** – The size of your home is always going to be an uncontrolled factor, but size certainly impacts the value and determination of price.



**Price** – The price depends on all of our aforementioned factors as well as the CMA. This is our key focus, as the right price upfront will return the most value.



**Market** – Buyers will compare your property against other properties in the same neighborhood and general areas of town. They interpret value based on other available properties.



**Your REALTOR®** – Choosing an experienced, knowledgeable, and concerned REALTOR® is critical to sell your property. Watson only hires the best of the best committed to delivering a legendary quality of service.

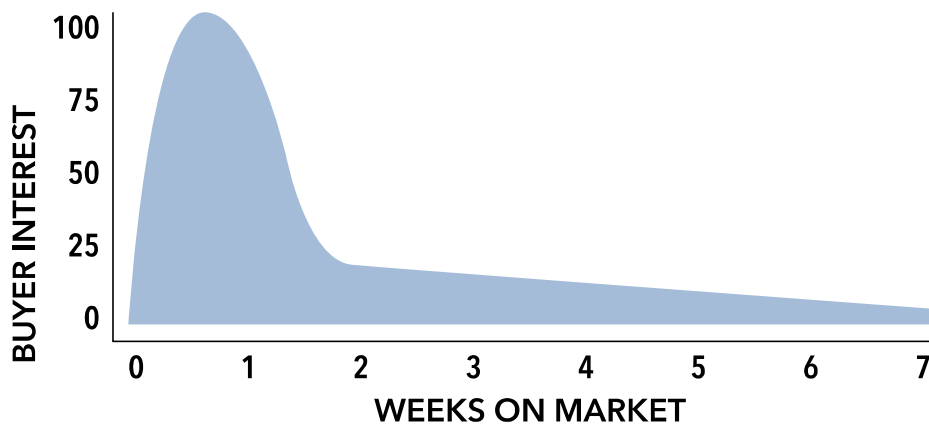


**Timing** – Depending on the time - and it fluctuates - you may face a buyers or a sellers market. These conditions are uncontrolled by the seller, so we focus on strategizing for each individual property.

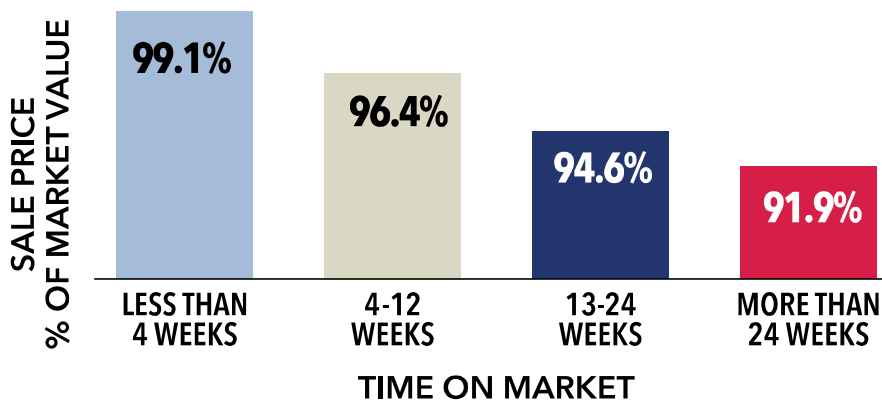
# Perfect pricing; TACTFUL TIMING

One of the most important and often challenging aspects of selling a home is determining the asking price. If you list too high or above market value, you'll miss out on prospective customers who are prime candidates to buy your home. We analyze all contributing factors to a T in order to accurately price your home so that it gets the most views early on in the selling process. That is when the greatest number of eyes are on your home, and we want it to stand out.

## ACTIVITY vs. NUMBER OF WEEKS on Market



## The EFFECT OF OVERPRICING



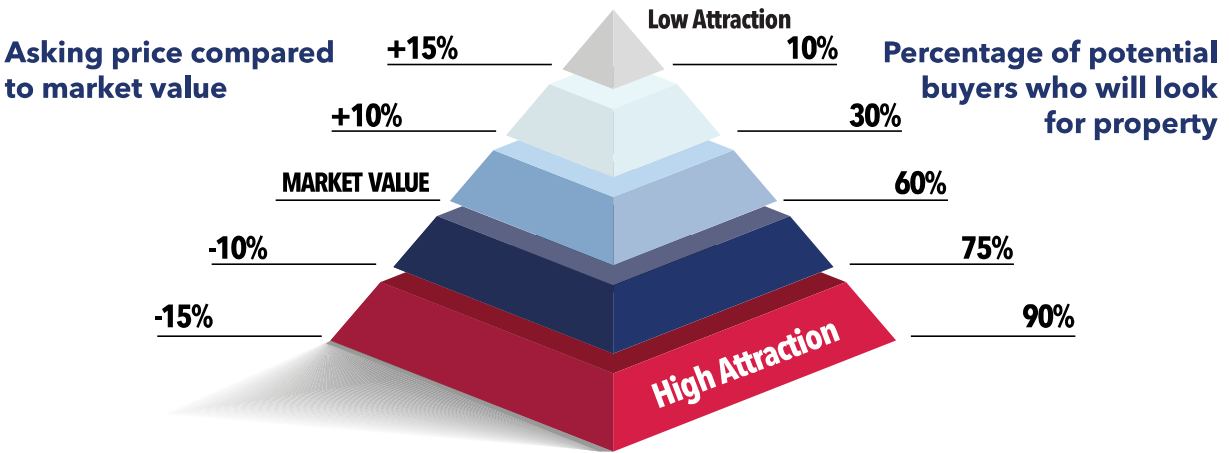
# Intelligent pricing and timing

**TIMING:**

Price your home at market value or as close to market value as possible, and you've just increased your likelihood of selling and the quickness of the sale. You also increase the chance for competition on your home, leaving the ball in your court for negotiation. Now that's something to get excited about.

## PRICING vs. POTENTIAL BUYERS

When properly priced, you will increase the number of interested buyers for your property.



**ACCURACY:**

When you price accurately and strategically, the advantages are innumerable and invaluable:

- ▶ Faster sale
- ▶ Fewer inconveniences
- ▶ Increased response from buyers
- ▶ Avoids becoming shopworn regarding price vs. time
- ▶ Attracts higher offers
- ▶ More money to you (the seller)

# When selling your home, should you accept an Instant Cash Offer or sell the traditional route?

An instant cash offer is typically offered by an instant offer company, also called an iBuyer, which uses algorithms to determine your home’s market value and will make you a cash offer immediately. In many cases, they offer a simpler and more convenient alternative to a traditional home sale.

So, if you need to sell your house quickly and don’t have the time or desire to fix it up, then using an instant offer company might be the right choice for you. Just keep in mind that you’ll likely get an offer for less than what you would get through a traditional sale and in addition to closing costs, other fees apply. In a nutshell, you’re paying for convenience.

As your Watson Realty Corp. REALTOR®, I can offer you the option of selling your home for an instant cash offer or via the traditional method, but before you decide, let me explain the advantages of each.

ADVANTAGES OF AN INSTANT CASH OFFER	ADVANTAGES OF A TRADITIONAL SALE
<p><b>Convenience</b></p> <ul style="list-style-type: none"> <li>▶ Most times the transaction can be done completely online.</li> <li>▶ You won’t have to prepare your home for sale or make it available for potential buyers.</li> <li>▶ Guaranteed cash offer.</li> </ul>	<p><b>Advice &amp; Expert Knowledge</b></p> <ul style="list-style-type: none"> <li>▶ An agent’s expertise adds a layer of professionalism to a transaction through accurate pricing and skilled negotiations.</li> <li>▶ An agent will also attract buyers and help the house sell at a premium.</li> </ul>
<p><b>Timing</b></p> <ul style="list-style-type: none"> <li>▶ The process and turn-around times are fast.</li> <li>▶ Often receive offer with flexible closing timing and can close as quickly as 10-14 business days.</li> </ul>	<p><b>You’ll Get a Better Price</b></p> <ul style="list-style-type: none"> <li>▶ Simply put: more money in your pocket. Your REALTOR® wants your purchase price to be a great investment so you can reap the financial benefits of being a homeowner.</li> </ul>
<p><b>No Inspections or Renovations</b></p> <ul style="list-style-type: none"> <li>▶ Instant offer companies will judge the house based on pictures and then make an offer, without inspections or renovations.</li> </ul>	<p><b>You Have an Ally</b></p> <ul style="list-style-type: none"> <li>▶ A REALTOR® has a responsibility to their customer. That means you’ll have someone looking out for your best interest.</li> </ul>

Whichever way you decide to sell, I’m here to help guide you through the process. With Watson you have options!

# Selling STRATEGY



## FIRST STEPS:

- ▶ Determine your goals
- ▶ Determine target market
- ▶ Review staging and showing tips and prep home
- ▶ Set up professional photography for your home
- ▶ Set up For Sale sign and secure lock box for REALTOR® access
- ▶ Set sale price and place into MLS

## VISIBILITY:

- ▶ Stage your home to engage and impress buyers
- ▶ Schedule open house tours
- ▶ Invite local associates to preview home for their buyers
- ▶ Begin marketing your home

# Selling STRATEGY



## MARKETING:

At Watson, we focus on keeping up-to-date with the most current tech and tools available to our agents and our customers. It's one of our key values so we can ensure you get maximum exposure for your home to the right audience.

Take a look at our marketing tools we strategically use to sell your home:

- ▶ Individual property website
- ▶ Social media marketing including Facebook and Instagram
- ▶ ListHub syndication of MLS listing to top real estate sites shown below
- ▶ Print advertising, including signage, flyers, newspaper ads, postcards, door hangers, and more
- ▶ Advanced analytics for in-depth market research
- ▶ Email campaigns



\*Only available for luxury properties

# Selling STRATEGY



## ONGOING COMMUNICATION:

- ▶ Maintain weekly emails and calls with you to answer questions
- ▶ Advise you of market changes or updates
- ▶ Regularly review price and re-evaluate, if needed
- ▶ Follow up on showings
- ▶ Review all marketing efforts and re-adjust as needed
- ▶ Discuss showings, feedback, and opportunities

## FINAL STEPS:

- ▶ Accept an offer on your home
- ▶ Monitor appraisal and buyer loan approval
- ▶ Immediately advise you on changes or updates that affect closing
- ▶ Conduct professional title search and closing repairs
- ▶ Receive the wire transfer and celebrate



# Prepping YOUR HOME



Before you can put your home up for sale, you should prepare the interior and exterior to appeal to potential buyers. Here are a few ways to prep your home before showings:

## **CURB APPEAL: EXTERIOR**

- ▶ Mow lawn, edge, trim, and prune bushes, weed, mulch, add flowers, and fill in bare spots
- ▶ Remove mildew or moss from walls or walkways
- ▶ Clean and repair patio and deck area, remove outdoor furniture in poor condition, sweep, remove branches, litter, and toys
- ▶ Touch up exterior paint, caulk and seal seams, repair gutters and eaves
- ▶ Replace old storm doors, repair broken windows/shutters, replace screens
- ▶ Clean stains in driveway, hose off exterior wood and trim, replace damaged bricks or wood, paint front door and mailbox, and add door mat
- ▶ Check for flat roof shingles
- ▶ Make sure doorbell is in good working order
- ▶ Clean and remove rust from A/C units or exterior metal

# Prepping YOUR HOME



## IT'S WHAT'S ON THE INSIDE THAT COUNTS: INTERIOR

### MAIN LIVING:

- ▶ Freshly paint in light, neutral color
- ▶ Deep clean all flooring, including carpets
- ▶ Wash all windows, vacuum/clean blinds
- ▶ Clean fireplace
- ▶ Clean and organize closets, pack up unused items
- ▶ Remove extra furniture, worn rugs
- ▶ Repair loose door knobs, cracked molding, leaking taps and toilets
- ▶ Adjust squeaky doors, closets, or screen doors which are off track

### KITCHEN:

- ▶ Make sure kitchen appliances are clean inside and out and dust coils
- ▶ Make sure all appliances are in perfect working order
- ▶ Clean off the top of the refrigerator and organize under sink
- ▶ Unclutter all counter space, remove countertop appliances
- ▶ Organize items inside cabinets, pre-pack anything you won't be using before you move

### BATHROOM:

- ▶ Remove all rust, mold, and soap stains
- ▶ Make sure tiles, fixtures, shower doors, etc. are immaculate and shining
- ▶ Make sure all fixtures are in good repair
- ▶ Replace loose caulking or grout caulk
- ▶ Make sure lighting is bright

# Staging & showing YOUR HOME



After prepping your home for sale, the next essential step to getting your home sold is staging. Never underestimate the power of staging, which truly makes buyers feel like they're at home.

Follow these staging tips for an impression that lasts:

- ▶ Clean, clean, and clean again
- ▶ Add greenery or fresh-cut flowers
- ▶ Keep all décor neutral and use color sparingly and strategically (red is a polarizing color and should be kept out or at a minimum, while blue is the majority of the world's favorite color)
- ▶ Let in plenty of natural lighting – the brighter the better!
- ▶ Place white towels in baths on display to conjure spa-like feelings in buyers
- ▶ Remove personal items to show the buyer they're getting a clean slate
- ▶ Keep furniture light and minimal to make the home appear larger
- ▶ Keep all rooms gender neutral
- ▶ Remove all signs of pets, including odors
- ▶ Display cookbooks or a bowl of lemons in the kitchen and add throw pillows on sofas
- ▶ Stage the outdoors with a patio set or a hammock to suggest easy-living

Once your home is prepped and staging is complete, you'll want to be prepared for showing appointments. Be sure to remember these top tips for showing your home to buyers when the time comes:

- ▶ Home should be neat, clean, and smelling fresh (no scent is best)
- ▶ No one should be home during the showing
- ▶ Secure jewelry, cash, valuables, and firearms
- ▶ Allow a lockbox for real estate associates to enter at flexible times
- ▶ Open all drapes/blinds to let in light
- ▶ Confine or remove pets

# The appeal of a HOME WARRANTY



Home protection plans can increase the marketability of a home by providing peace of mind for buyers.

Here are the top reasons to get a home warranty:

- ▶ Homes with a warranty sell for more money, on average
- ▶ Reduced chances you're asked to reimburse the buyer for a breakdown of covered items
- ▶ Better chance the closing won't be delayed by a malfunctioning warranted item
- ▶ Provides the buyer with a full year of coverage on the home's major systems/appliances after move-in
- ▶ In the event something covered breaks down, only a deductible is paid, and the warranty company pays the remainder

# Our GOALS FOR YOU



As your trusted REALTOR®, I have key goals in mind: to get your home sold at the highest possible price, in the quickest timeframe, and with the most favorable terms in your agreement.

Here are a few items I am dedicated to getting for you:

- ▶ More money
- ▶ More equity for you on your new home
- ▶ Superior and legendary quality of service
- ▶ Timely sale
- ▶ Early selling power
- ▶ Competitive offers
- ▶ Favorable contract terms

# A letter from MR. WATSON



Dear Friends and Family,

I want to personally acknowledge and thank you for considering Watson Realty Corp. as your home-selling choice. I am honored and grateful for your support.

I began my vision of a people-oriented company sensitive to the needs and concerns of its customers with Watson's inception in 1965. With this philosophy in mind, our core values solidified, and the talent to recruit top managers and associates who work hard, we brought this company to the position of one of the most respected real estate firms in the nation for over 50 years.

Watson continues to be recognized by our peers for our professionalism, integrity, and high standards of quality. Our dedication to continued achievement is ongoing through pursuit of the latest marketing trends, trailblazing technology, and keen associates who deliver superior service to you.

My hope is that you'll find our actions speak volumes and sing our praises on their own merit. We are here to save you tremendous time and energy and to get you the most out of your biggest investment – and we work to rise above that goal and beyond.

Sincerest regards,

*Bill Watson*

# Real estate professional and BUYER RELATIONSHIP

## **My Commitment To You**

I am a full time Real Estate Professional. I am educated in the legal aspects of real estate practice and licensed by the State of Florida to provide real estate services as a member of both the FLORIDA and NATIONAL ASSOCIATION OF REALTORS®, I abide by a strict Code of Ethics to provide you with the highest level of service with integrity. As a REALTOR®, I am part of one of the strongest networks of professional REALTORS®. I earn my living by serving the needs of home buyers and sellers.

## **Skilled Service**

A large part of my work is performed “behind the scenes” - previewing homes, researching comparable sales, gaining market knowledge, evaluating changing legislation, and maintaining my professional credentials. For every hour I spend showing you homes, I will have spent up to ten hours preparing. I am constantly acquiring information that will help me to better serve you.

## **How I Am Compensated**

I am not paid a traditional salary. I work entirely on commission, which I receive only if I initiate and complete a transaction for you. I am compensated only when all your needs have been satisfied and you take ownership of your new home. All of the services I provide are uncompensated unless you purchase a home through me. Real estate commissions are traditionally paid at the close of the sale from the Seller’s proceeds.

## **Your Commitment To Me**

I will invest substantial time and effort in locating your home, and will speak for you with integrity throughout the purchase of that home. In return, I request your loyalty – a commitment that you will work with me, exclusively, in selecting and purchasing your home.

## **Putting Me To Work For You**

If you see any home that interests you, ask me about it. Whether it is advertised by sign, in the newspaper, on the internet, a “For Sale By Owner”, listed with another REALTOR®, or not even on the market – I am able to best work for you in the pursuit of the property. If you have any question about how I work, please ask. Our professional relationship is critical to the successful purchase of your home.

## **Referrals to Sell Your Current Home**

Planning to sell your current home? I can help you, whether locally, or in another location. If out of the area, I can refer you to a qualified real estate professional through our network of independent real estate brokerages around the globe, Leading Real Estate Companies of the World®.