



# Listing Presentation



## Top Price & Bonus

Learn how to sell a house, land, and apartments for top-dollar & Bonus

Why are you selling your home?

When to sell: When the market is hot.

1. How to sell my house for the **most money plus bonus**.
2. How to sell my house **to a buyer anxious to pay extra money**.
3. A Real Estate Broker must write a ***dynamic description, professional pictures, Aerial video, staging, multi-marketing plan, and Real Estate Consultant*** to attract buyers willing to pay extra for my house .
4. To get the correct (**top-dollar**) listing price I should meet in my house with 3 Agents, get
3. 3 CMA', and have an analysis by W. MEADOWS( a professional real estate consultant.)
5. I must have two prices: the **listing price & bonus price**.
6. I must never decrease my listing price unless it was a mistake.
7. I must terminate my listing if Agent asks me to reduce my price.
8. My Realtor must know how to write a **dynamic description** to attract buyers.
9. Why MRC will not list my house.
10. Why I should cancel my listing or take my house off the market.
11. Learn how Waymon screens Agents that work with him.
12. By having a professional/self **home Stage** my house and **curb appeal** my house will sell for **15- 20% more**.
13. By using Waymon as my consultant I will never select the **wrong listing Agent** who may list my house too low (**Palm Coat**) or too high (CW).
14. It may not be wise to use some major Real Estate Companies or Agents because of how complaints are handled.
15. Waymon is not afraid to answer all questions, give **references** to call, and prove to the seller that he will sell your property **fast and top-dollar**.
16. Waymon' philosophy; "**No money left on the table.**"

# Staging and Curb Appeal

**Home Staging and Curb Appeal my house sells for 15-20% more**



## Dynamic Description

Features Outside: You will be captivated seeing gigantic pine and oak trees surrounding this unique estate. Quality describes this upgraded home built in 1975. The property is surrounded by a block wall for security and privacy. When you drive into this magnificent residence you will be captivated at the luxurious landscaping; red hibiscus, pink roses, surrounding a centerpiece picnic area. An iron gazebo with brick floor and benches to spend quality time with family and friends. A perfect marriage place to join sweethearts in matrimony. Enjoy taking a walk around the property; seeing squirrels climbing trees, jumping from limb to limb. A green manicured luxury St. Augustine lawn, Blue Jays, Turtle Doves, Hummingbirds chirping with their sweet voices. A gentle breeze flows on the Ridge of Dundee. Relax in the swimming pool. Enjoy the aroma of pine trees. Pick some roses and hibiscus petals make a delicious tea. These are special amenities you will enjoy, every day. Room to grow an herb and vegetable garden.

Features inside- large living room; spacious dining room, computer rooms, large kitchen with stainless steel worktable, breakfast nook, walk-in pantry, spacious master bedroom with crown molding, Walk-in closet for shoes, clothes, master bathroom plus 2 bathrooms for a total of three full baths inside. .

Features outside-Carport for 2 cars plus 9 car(s) garage, storage, workshop, 40' x 40' enclosed swimming pool with full bathroom and shower. Covered area 14' x 28' Screen pool area 28'x 65' Why move to Dundee? A slower pace of life. A small town is where friendly neighbors look out for each other. A lost dog gets the community in search for your best friend. You will have a sense of Dundee being your town. Dundee is a quite community you can experience every night of your life. In Dundee families do everything together. You will have time to bake bread, woodworking, sewing and walking the dog and fishing in a town of many lakes. When you are looking for quality time come home to Dundee..

[https://www.zillow.com/homedetails/15-Ryecliffe-Dr-Palm-Coast-FL-32164/66140642\\_zpid/?mmlb=g,0](https://www.zillow.com/homedetails/15-Ryecliffe-Dr-Palm-Coast-FL-32164/66140642_zpid/?mmlb=g,0)

# Meadows Realty

Our company is a multifaceted business that operates with you, the customer, at the forefront of our day-to-day operations. We are **well known and respected** in the community and our philosophies are based on both honesty and integrity. As a client centered business, you will receive personal service and be backed by a **reputable company**.



We implement **multi-level marketing strategies** that benefit our clients with every transaction. Our real estate agents have extensive access to information about the communities in which they deal. This includes, but is not limited to: schools, populations, recreation, entertainment, home values, growth potential and surrounding areas. **Many agents live in the areas we serve** and therefore can more accurately overcome potential obstacles and focus on the unique needs of our clients.

Our **commercial** division is well-equipped to provide today's growing number of real estate investors with opportunities for both income and commercial properties.

The real estate market is always changing and as a result, our agents regularly attend training sessions and events to further their knowledge and be sure that they are focusing on current conditions that affect today's buyers and sellers. This type of training is imperative if we are to be successful in obtaining top dollar on home sales. Our goal is to make sure that we satisfy the special needs of all of our clients and at the same time make the process and transactions go as smoothly as possible.

Our company is dedicated to maintaining a **professional, trustworthy relationship** with our clients. One way this can be seen is through this **Comparative Market Analysis (CMA)** which you hold in your hand. This CMA compiles the most current and accurate information relevant to the sale of your home. Seeing that this is perhaps your most valuable asset, it is imperative that you be equipped with the most complete information possible related to the pricing and marketing of your home.



Waymon Ellis Meadows, friends call me W or Big W. A real estate broker and builder who has **lived in Florida all his life**.

In **1974** he started building single-family homes, **designing and developing communities--** Spanish Haven, The Bluffs of of Dundee, Williamsburg Apartments, Lake Ruth, East Meadows, in Polk County, Florida.

A Floridian Through and Through: Waymon knows Polk County like the back of his hand. Born on Orange Street in Auburndale, raised on Plymouth Road. Lives in Dundee for more than forth years. Truth is, BigW knows every town and back roads in Polk County, from Alturas to Winter Haven.

Champion: He was a fearless Auburndale Bloodhound. Scored three touchdowns in Avon Park Game. A Track Star: Setting a pole vaulting record in the ninth grade which stood for twenty years. State Pole Vaulting champion in tenth grade, but was unable to compete in the eleventh due to a disease. Recovered, and was the State State Pole Vaulting Champion, again. Won a Track Scholarship to Coffeyville College.

Waymon Ellis Meadows - Licesed Real Estate Broker and Builder  
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# Testimonials



I had my home Listed with a real estate agent recommended by a member of my church. It was listed for four months, few showings, but no one really interested in making an offer to buy my property. I cancelled my listing and listed it with Waymon. He had a cash offer the next day. Closed in 10 days. I left the closing smiling, in amazement; wondering, "how did Waymon do it?" CW

Waymon; We wanted to take a moment and provide a well-deserved and earned testimonial of you and your organization. The quality of the service and workmanship far exceeded our expectations! You are without a doubt a man of your word and integrity and such a pleasure to deal with someone who knows the business and the care and concern one faces when selecting a Builder. You turned out to be an exceptional choice for us! We highly recommend you to anyone seeking a quality, time sensitive, trusted and exceptional builder. Sincerely; Ted & Gail Roncalli

"Mr. Waymon, I want to thank you for all your time and energy in helping me to find a home. I am excited to have my home built and to be able to watch it go up from the ground level. I was very pleased in the way that you represented me, and you can be assured that I will recommend you to any and every one that is looking to purchase a new home, again thank you so much." Torsha

I have nothing but praise for Mr. Meadows. He was extremely generous and kind in helping us get our home on the market, within a day of listing our property Mr. Meadows found the people who are purchasing our home. We are truly appreciative of his nonstop dedication to getting it sold for us. Thank you Waymon JP

I have known Waymon for approximately 40 years. I first met him when I worked at a local bank, where he was a very good customer. Some friends of mine recently listed their house for sale with Waymon and he had it sold and closed in less than a month. They had previously listed with another broker for 6 months with no results.

I own some rental property and recently decided to sell some of the apartments. I listed the property with Waymon and he had 2 offers in the first week, with other offers following. We now have a contract and a closing date set in a few days. I have other rentals that I plan to sell and I would not consider using any other broker. SP

# What is a CMA ?



No two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparative market analysis, or CMA, is most useful.

What is a CMA?

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and features, and many other factors. The purpose is to show estimated market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

How is the CMA created?

CMAs are generated by using property information from your real estate agent's multiple listing service (MLS). The MLS is available to licensed members only, including brokers, salespeople, and appraisers, who pay dues to gain access to the service's public and proprietary data, including tax roll information, sold transactions, and listings input by all cooperating MLS members. Listing agents generate CMAs for their sellers, and buyer's agents create them for their buyers so both sides know what current market conditions are for the homes they're interested in comparing.



How accurate are CMAs?

The CMA is a here-and-now snapshot of the market, based on current data available, but it can instantly be rendered obsolete by a new listing, or a change of status in a home with the same criteria. Why? The market is constantly changing - new listings, pending sales, closed sales, price reductions, and expired listings.

CMAs can vary widely, depending on the knowledge and skill of the person creating the CMA as well as the number and type of data fields that are chosen. That means some features may not be included.

As informative as the CMA is, it should only be used as a tool and should not substitute for your real estate professional's knowledge and advice.



I appreciate the opportunity to share my business plan with you. In order to inform you about the current happenings in today's market, I have prepared this comparative market analysis (CMA) especially for you.

There are many properties on the market today, and each has different amenities, sizes, and values. By reviewing this CMA, you will have the information needed to price your home in the appropriate range in today's market.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". There are many homes available in all price ranges, but the homes that are priced right and show well are the ones that bring in qualified buyers.

Part of this package includes a detailed copy of my personal marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home. My goal is to help you sell your home quickly and at a fair market value. I look forward to working with you on the sale of your home.

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## Why you need a real estate professional

Given the proliferation's of services that help home buyers and sellers complete their own transaction, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

According to the National Association of Realtors' 2019 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale by owner (FSBO), and of those, 77% knew their buyer personally. FSBO home sales had a median price of \$200,000 in 2019, compared to the agent assisted home sale median price of \$280,000.

Beyond the price advantage of using an agent, homes listed by real estate professionals get more exposure and their sellers get more support. Here are some other considerations:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- They know how to present your home and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is making real estate transactions successful.
- Their continuing education keeps them up-to-date on housing issues.



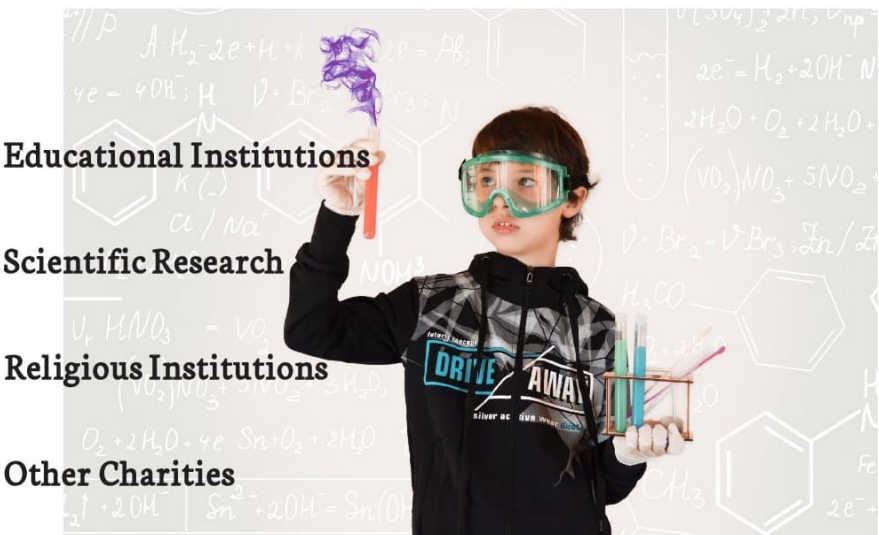
With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.

Current and accurate information relevant to the sale of your home. Seeing that this is perhaps your most valuable asset, it is imperative that you be equipped with the most complete information possible related to the pricing and marketing of your home.

# Refer A Friend



In our Refer-A-Friend program, MRC gives away 5% of its commission for education, religion, science and other charities, in your name, when your real estate referral results in a sale.\* At closing, MRC will donate the money to your favorite charity. A check or wire will be sent by the title company. It helps parents to save for their children's education. You can support the charities of your choice.



It is illegal for a Real Estate Agent or Company in the State of Florida to give you money or a gift for referrals.

It is not against the law to make a contribution to your charitable organization for a referral. MRC contributes 5% of its commission to your charitable organization in your name for education, religion, scientific research and others who qualify. Title Company issues the check directly to your charity at closing; provided your referral results in a sale.

## What motivates people to refer a friend?

"I am helping a boy or girl save for college or special education"

"I give to a charity to help the handicapped or needy"

" I donate for the pure love of helping others."

## Referral

Name\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_

Phone\_\_\_\_\_

Phone\_\_\_\_\_

Email\_\_\_\_\_

Email:\_\_\_\_\_

Work in progress

Obtain a free CMA with no obligation: fill out the request (Contact us) at [www.GoMRC.net](http://www.GoMRC.net)





