

Tampa Bay Real Estate Marketing

Experience the Welland Marketing Advantage for Tampa Bay Sellers!

Marketing your home for sale

Gone are the days when just a yard sign and local newspaper advertising was enough to sell your home. It's no secret that our market has changed. We have a marketing plan for today's very competitive market and will tailor it specifically for your property. Some of the tools we use include, local and national publications, in print and on the internet. Web sites such as Realtor.com (the #1 real estate website in the world) , Yahoo.com, Zillow.com, NarzinskyRealty.com, SPTimes.com, and of course our own WellandTeam.com. International internet marketing, high quality virtual tours, open houses, brokers open houses, relocation websites, 24 hour call answering system, post cards, flyers, and the MLS which will give exposure to your property to thousands of realtors in Pinellas, Hillsborough and Pasco counties. In some cases we will build a website just for your property alone. We have a huge network of Real Estate professionals throughout the USA and Europe to which your property will be exposed, all of who may have potential buyers for your home.

International Marketing

Our world wide marketing will ensure that your home will get maximum exposure to buyers throughout the world. Originally coming from the UK we have many clients and contacts that are looking to buy here in the beautiful Tampa bay area of Florida. A 2005 National Association of realtors report stated that international buyers make up 15% of the total home sales in this state. Buyers from the United Kingdom by far make up the biggest portion. Buying in Florida represents great value for money, primarily due to the very favorable exchange rate and the relatively high cost of real estate in the UK.

We are one of the few agents that specifically market properties to this large number of potential buyers.

Before We List Your Home

Prior to listing your home for sale we will provide you with a market analysis. This will review all the comparable homes that are either for sale, sold, under contract or did not sell, in your neighborhood. We will make a point of visiting some of these homes, so that we know the competition. From this we can help you decide upon a realistic price range for which you should list your home. We will also give you advice on preparing your home for sale in order to get the best price and in the quickest time possible. In some cases some people choose to have their home professionally staged.

During The Listing Period

While we have your home listed for sale we pride ourselves on our continuous communication. We will keep you updated either by phone, email or mail (whichever you prefer) on how things are going, feedback from potential buyers and other realtors that see your home. We will keep you updated with any market changes including new competition or homes that go under contract. If we think you need to change anything about the appearance or we need to change the way we are marketing your home, in order to get it sold more quickly, we will let you know immediately.

Presenting Offers

We prefer whenever possible to present all offers personally. This way we can go over the offer carefully. We will make sure that you fully understand the offer and what it means to you as the seller. We will make sure, as far as possible, that the potential buyers are fully qualified to purchase your home. This will help prevent your home being taken off the market for a long period of time and then finding out the buyer can not qualify for the mortgage. We will make sure that the contract is written to protect you as a seller and that all inspections and contingencies are completed and met in as short a time as possible.

During the 'Under Contract' Period

We will continue to keep a close eye on how the sale is progressing. Making sure all the time sensitive aspects of the sale including inspections, appraisal, financing approval, and any contingencies are met according to the contract.

We will be present for all the inspections so that we know first hand should any concerns arise.

We will have regular communication with the title company, mortgage company, buyer or buyers realtor so that we can anticipate and act quickly to avoid any possible hitches that may arise. We will work diligently to make sure that the sale of your property closes no later than the date on the contract.

During this period we will continually keep you fully informed of the progress of the sale.

The Closing

Prior to closing we will make sure you have completed everything and are ready to hand over the keys to the new owners. We will carefully review the closing statement with you. If you are to attend the closing we will accompany you or if you live out of town we can arrange that your closing is all done by mail.

Lastly we hope to maintain contact with you and that you will want to refer your friends and family with all their real estate needs. We are always available for any questions or concerns, real estate or otherwise. We truly believe that your experience with us will be second to none and you will join our large group of satisfied clients. We want to become your realtors for life!