

OUR
HOME SELLING
difference

A PRE-LISTING GUIDE

PRESENTED BY:

Amanda Wilty

REALTOR®

Smith &
Associates Real Estate



I am, Amanda Wilty

With a background in marketing, sales, and residential real estate, I bring a strategic, results-driven approach to every home I list. After launching my career in Phoenix, I returned to South Tampa—where I now proudly call home—and joined the highly respected team at Smith & Associates Real Estate.

My focus is on helping homeowners market their properties effectively to stand out in a competitive market. From staging recommendations to custom marketing strategies and strong negotiation skills, I work hard to ensure your home sells for top dollar with as little stress as possible.

I hold an MBA with a focus on business strategy and operations, which helps me guide clients through pricing, market trends, and the financial side of real estate with confidence. Licensed in both Florida and Arizona, I've helped clients relocate across states, list vacation properties, and move within their own neighborhoods.

Real estate isn't just my job—it's what I love. I'm passionate about helping people move forward with clarity, ease, and great results.

When I'm not working with clients, you'll find me enjoying the South Tampa lifestyle—trying new restaurants, soaking up the sunshine, or cheering on my favorite local teams.

LET'S CONNECT

☎ 850.686.1000

✉ AWILTY@SMITHANDASSOCIATES.COM

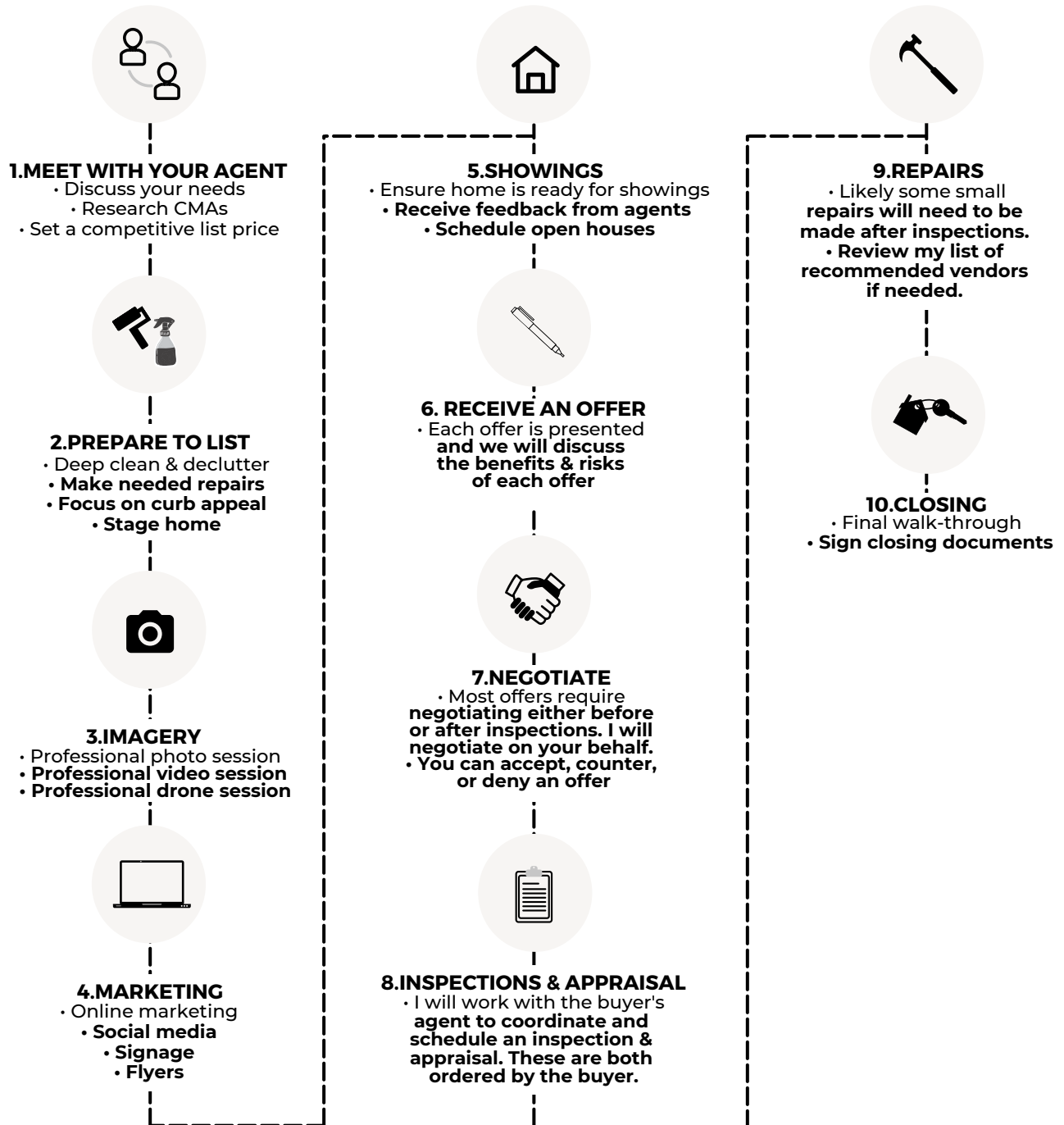
f AMANDA WILTY

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THE *Amanda witty* HOME SELLING PROCESS





TWELVE STEPS *to sold*

STEP ONE: DEEP CLEAN

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with! Which means a thorough deep cleaning. A deep clean can also help you with foul odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plug-ins and get rid of the source that is creating the smell.

STEP TWO: DECLUTTER

Buyers have a hard time picturing themselves living in your home when your clutter is all over the home. Get rid of all items in your home that you don't want or need. Your home will sell more quickly and your move will go more smoothly. It's no secret that the hardest part of the decluttering process is getting started. Dive in by taking one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

STEP THREE: COMPLETE REPAIRS

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. Finding out what has to be done and what doesn't can be made much easier with the help of a real estate agent.

STEP FOUR: NEUTRALIZE

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

STEP FIVE: REMOVE SCUFF MARKS

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can make a world of a difference on scuffed walls and baseboards!

STEP SIX: CREATE A WARM ENTRYWAY

A home's entry is also an important first impression. Create your own entryway if your home does not have one. To prevent clutter, have plenty of baskets for storage, or purchase a simple entryway organizer. Place a comfortable bench, and place some hooks to hang bags and outerwear.

TWELVE STEPS *to sold*

STEP SEVEN: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look at big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.

STEP EIGHT: UPGRADE LIGHTING

Replace out-of-date and obsolete lamps and other lighting fixtures with more modern ones. This inexpensive modification can have a big impact and will aid in the sale of your house.

STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be a challenge. While you might consider them part of the family, not everyone agrees. To make your home appealing to everyone make sure to remove any evidence of pets just to be safe. Make sure to pick up all pet bowls, beds, and toys. Avoid using scented candles or perfumed goods to merely cover up scents. Strong perfumes can be irritating to certain people and don't get rid of the odor altogether. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

STEP TEN: EXTERIOR

The outside of your home is the first impression of your home. Make sure the exterior of your home is in tip-top shape so that possible buyers will want to take a look inside. Pay close attention to your siding, gutters, and windows, and make sure they look fresh and clean. Repair any cracks in the driveway, walkway, or patio. Make sure the roof is in good condition. Nothing turns a buyer away faster than a leaky roof. Take care of any repairs to your fence if there are broken pickets. If any of these issues come up and you are unable to make the repairs be prepared for buyers to ask you to drop your asking price.

STEP ELEVEN: CURB APPEAL

Catch a buyer's attention by making sure walkways are clear, landscaping is freshly mulched, plants are freshly placed by the door and a colorful welcome mat welcomes them to a freshly painted front door. All of these things help create a sense of home to prospective buyers.

STEP TWELVE: GATHER PAPERWORK

Being prepared is the key to a smooth sale. Having said that, don't forget to have the house's paperwork prepared and organized. The deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property are some of the documents that a seller will need when selling a home.



A minimalist home decor scene featuring two white ceramic vases and a wooden spoon against a white wall. The vase on the left is a simple, rounded shape with a narrow neck. The vase on the right is more complex, with a rounded body, a ribbed neck, and a handle. A wooden spoon with a flat head leans against the wall behind the vases. The text "marketing YOUR HOME" is overlaid on the image, with "marketing" in a cursive script and "YOUR HOME" in a bold, sans-serif font.

marketing
YOUR HOME

Print

MARKETING

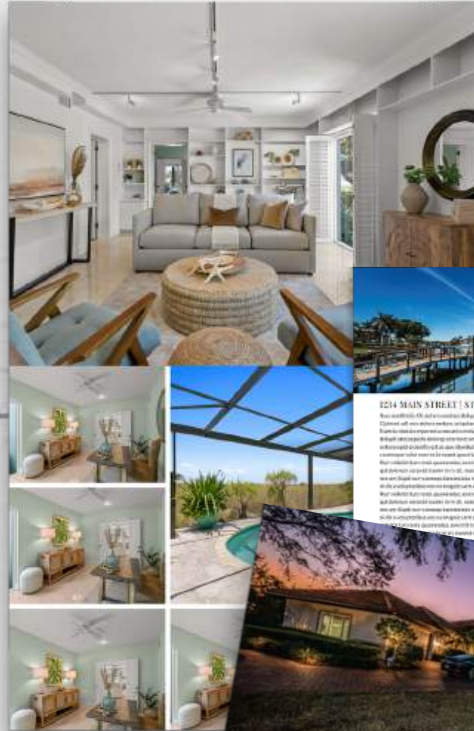


**YOUR NEIGHBOR,
YOUR REALTOR®**

AMANDA WILTY
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www.smithandassociates.com

Smith & Associates Real Estate

If your property is currently listed with another brokerage this is not a solicitation of that listing



8254 MAIN STREET ST. PETERSBURG, FL 33705

This beautiful 4th floor unit in the new 8254 Main Street building is a true gem. It features a large open floor plan with a high ceiling, hardwood floors, and a large balcony with a view of the water. The unit is fully furnished and ready to move in. Call Amanda Wilty at 850.686.1000 for more information.



**124 MAIN STREET NE
ST. PETERSBURG, FL**



JUST LISTED
10-10-2020

4 BED | 3 BATH | 3,259 SF

This beautiful Old Northeast craftsman style DuPont home is just minutes from the top of the world's most famous beach and is a true gem. The property features a large open floor plan with a high ceiling, hardwood floors, and a large balcony with a view of the water. The unit is fully furnished and ready to move in. Call Amanda Wilty at 850.686.1000 for more information.

Smith & Associates Real Estate

OLD NORTHEAST
716 14TH AVENUE NE, ST. PETERSBURG, FL 33701

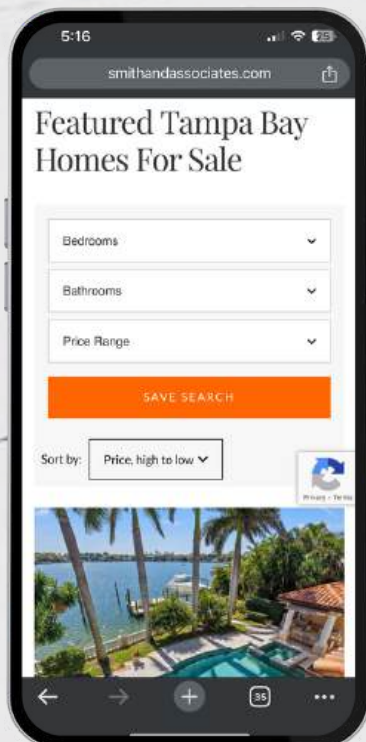
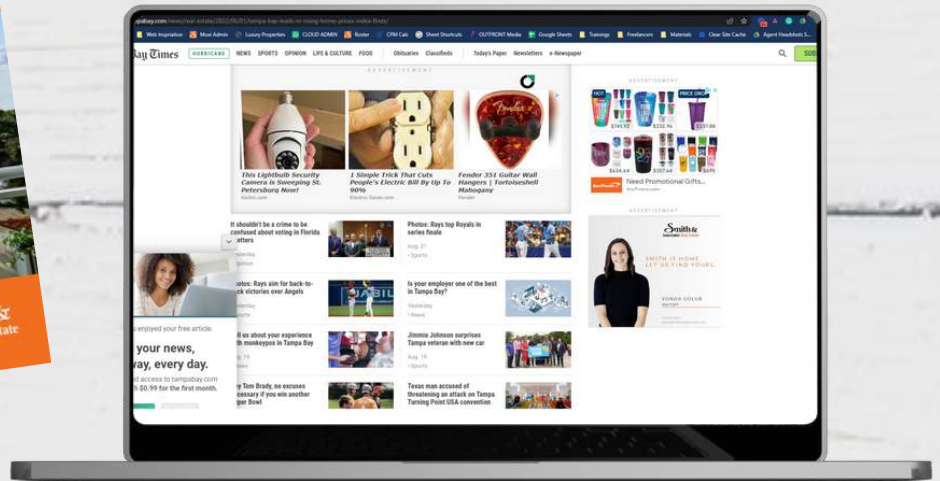
\$2,495,000
UB247749

4 BED | 3 BATH | 3,259 SF

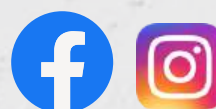
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Smith & Associates Real Estate

digital MARKETING



FACEBOOK & INSTAGRAM ADVERTISEMENTS





Pricing **STRATEGY**

THE FIRST LISTING PRICE CAN AFFECT

the entire outcome of your home sale.

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

THE PROBLEM WITH LISTING TOO HIGH

PROBLEM 1

exclusion

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

PROBLEM 2

appear distressed

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



DETERMINES

the price of your home

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

DOES NOT DETERMINE

the price of your home

- what you paid for the home
- what online sites think it is worth
- what you need to make on the home

A modern kitchen with a wooden island, white brick walls, and large windows. The island has a thick wooden countertop and is surrounded by wooden stools. On the island, there are some lemons in a bowl and a small basket. A white mug and a plate of food are also on the island. The background shows a kitchen with white cabinets and a large window looking out onto a green landscape.

your HOME

TELL US ABOUT YOUR HOME

YOUR HOME *information*

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES \$	
HOA?	
HOA ANNUAL FEE	

WHY ARE YOU MOVING?

WHAT IS YOUR TIMELINE?

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

Pricing YOUR HOME

HOW MUCH DO YOU THINK YOU SHOULD LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THE VALUE OF YOUR HOME?

WHAT ITEMS WILL BE STAYING WITH THE HOME?

YOUR HOME *improvements*

IMPROVEMENT

COST

AVERAGE *utilities*

ELECTRIC

GAS

WATER

TRASH

JAN				
FEB				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPT				
OCT				
NOV				
DEC				

YEARLY AVG.				
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selling EXPERIENCE

HOW MANY HOMES HAVE YOU SOLD IN THE PAST?

WHEN WAS YOUR LAST HOME SALE?

WHAT WAS YOUR EXPERIENCE LIKE?

WHY DID YOU SELECT THE PREVIOUS AGENT?

WHAT DO YOU FEEL THE LAST AGENT DID BEST?
HOW COULD THEY IMPROVE?

WHAT ARE YOU LOOKING FOR IN AN AGENT?



next STEPS

GATHER

- ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX
- ANY SURVEY OR REPORTS FOR THE PROPERTY
- A LIST OF UPGRADES YOU HAVE MADE
- TOP FIVE THINGS ABOUT YOUR HOME LIST
- UTILITY INFORMATION

NOTES

This image shows a full page of blank handwriting practice paper. It features 20 evenly spaced, horizontal orange lines that run across the entire width of the page. The background is a solid light gray color. There are no margins, text, or other markings on the page.



RECOMMENDED *resources*

recommended RESOURCES

PAINTING

CAPAZ PAINTING
813-732-1041
Jason

HOUSE CLEANING

Premium Cleaning
Nelva
813-766-8294

FLOORING

Start2Finish
123-456-7890
www.start2finishflooring.com

ELECTRICIAN

BUSINESS NAME
123-456-7890
website.com

PLUMBING

Manny
813-957-8902

AIR CONDITIONER

J&J Refrigeration
727 420 1131

FENCING

Smith Fencing
727-573-5440

LANDSCAPING

ROOSTER LAWN & YARD SERVICE
Kevin
727-398-2485



REVIEWS



"Working with Amanda was incredible. She helped us sell our home for top dollar and guided us through a complex three-party transaction when buying our next one. Amanda was calm, confident, and always ten steps ahead. We felt completely taken care of and trusted her fully throughout the process. We couldn't recommend her more!" - Jordan & Max Drexler

"Amanda helped us buy our home in a new build community, and when we unexpectedly had to move just six months later, we knew exactly who to call. She jumped into action, held open houses, created a great marketing plan, and got us a full-asking offer in under 30 days—even in a slow market. Amanda is the real deal—professional, responsive, and so good at what she does." - The Kraus Family

"Amanda is everything you want in a realtor—knowledgeable, organized, patient, and 100% committed to your goals. Whether you're buying, selling, or both, she goes above and beyond to make sure you feel supported and confident every step of the way. We wouldn't work with anyone else!" - Varun Family

"Amanda came through for us in a big way. We needed to move quickly for a job relocation and she got our home listed fast, marketed it perfectly, and helped us walk away with over \$300k in equity—all within 30 days. She's sharp, proactive, and made a stressful situation feel totally manageable. We're so grateful for her!" - Amber & Parker Brown

"I was looking to downsize and Amanda made the entire process seamless. She found me the perfect townhome and got my home sold for full asking with zero issues. From day one, she made me feel like a priority, and I knew I was in good hands. Amanda made a big life transition feel easy." - Mike Cox

"Moving across the country for a new job in athletics meant things had to move fast. We needed someone who could not only handle the logistics but truly understand the urgency and emotional side of relocating a family. Amanda was that person. She took the time to get to know our needs, our timeline, and what kind of neighborhood would feel like home for our kids. From virtual tours to local insights to negotiating like a pro, she was with us every step of the way. Amanda made what could have been an overwhelming transition feel smooth and even exciting. She's knowledgeable, responsive, and deeply committed to her clients. We couldn't have asked for a better partner in this move." - Mason & Derek