

Joshua Rosenberg

Your Local Listing Specialist

Watson Realty Corp



www.JoshuaRosenberg904.com
904 707 9070
JRosenberg@watsonrealtycorp.com



Dear Prospective Client,

Every home holds inherent value, no matter what the price or condition. There is a lot of conversation these days about the market and the increasing values in a home, but the truth is the true market value never really changes. It is simply defined by how a buyer perceives your property, and what a buyer is willing to pay for that property. As a highly-skilled and successful agent with Watson Realty Corp, I understand the importance of discovering and demonstrating the benefits your home offers that will set it apart from the competition, and will create value in the eyes of those truly qualified to purchase.

Every neighborhood is different and boasts "reasons to live there". In addition, every property is unique. The challenges of today's selling climate require creativity, cutting edge technology, talent, and dedicated hard work...every day. This is a time for forward thinking – the kind that puts your property ahead of others and your goals at the forefront of our partnership.

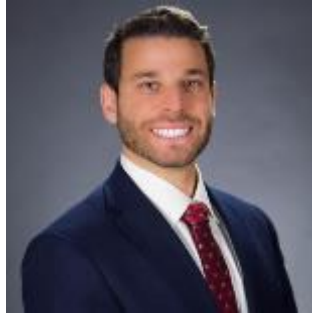
Just in the last few years, times have changed. Information technology rules the real estate business. It is more demanding and fast paced than ever before. Understanding, tracking, and responding to technology is a must, and creating urgency and emotion in the buyer is key. This is not a time for part time agents. This is a day for the full time, professional, and coached sales person who is passionate about committing the resources to get your property sold.

It is understood that you may be interviewing additional candidates for this important job. Solid integrity, clear communication, and absolute truth drive my work ethic. I'm eager to successfully partner with you and assist in your moving to the next phase of your home's life.

Sincerely,

Joshua Rosenberg : REALTOR

Watson Realty Corp



Designations: REALTOR®, LeadingRE Specialist, EBusiness Team Member, NEFAR Member, 2017 Global Business Council Chair, JAXChamber Member, ImpactJAX Member, 2017 Leadership Academy Student

As a University of North Florida alumna, I concentrated heavily in International Business which helped me gain vast knowledge of International and Northeast Florida economics. Being a rare true Jacksonville native of Jacksonville I am able to understand the direction Jacksonville is headed in and I am prepared to offer the most up to date information in regards to the Jacksonville Florida real estate market as well as international markets.

Specializing in preparing customers for the home selling process, I understand that it takes great communication skills to complete a transaction efficiently and effectively. With a concentration in the San Marco, Downtown, Historic Springfield, Riverside, and Avondale markets, I prove to my clients that I do not just put a sign in the yard and wait. I am proactive in my approach and take pride in being transparent throughout the process to keep all parties on the same page.

My passion for water stems from my childhood growing up in Jacksonville. With three major bodies of water, Jacksonville offers amazing opportunities for surfing, wake-boarding, fishing, or simply a relaxing sunset boat cruise. With endless possibilities for a great time, Jacksonville is a true diamond in the rough. Be sure to reach out to me for any questions that you may have about Jacksonville or the real estate market. I look forward in hearing from you soon!

WHAT YOU WILL FIND IN THIS PRE-LISTING PACKAGE

- ✚ My Objectives & The Ultimate 15 Point Marketing Plan
- ✚ Advantages of Working With Me
- ✚ Listing Guideline
- ✚ How to Prepare your Home for Sale
- ✚ Online Reviews from Past Customers
- ✚ Watson Realty Company Facts
- ✚ We are Outpacing the Competition for our Clients
- ✚ Our Powerful Online Presence
- ✚ Internet Marketing Network
- ✚ Selling your Home is Our Top Priority

MY OBJECTIVES

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate to you regularly the results of our activities.
3. To assist you in negotiating the best deal...between you and the buyer.

ULTIMATE 15 POINT MARKETING PLAN

1. Strategically Price Your Home
2. Take professional photos and create a virtual tour of your home and syndicate it to thousands of websites.
3. Submit your home to our local Multiple Listing Service and syndicate the information to thousands of websites.
4. Develop a list of features of your home for the Brokers to use with their potential buyers.
5. Host a Broker's open house to expose your property to the Top Agents throughout Jacksonville.
6. Suggest and advise as to any changes you may want to make so that your property will attract buyers.
7. Submit your property information for print media regularly utilized by Watson including local periodicals.
8. Exposure via the Watson App on your iPhone or Android.
9. Create a tailored email campaign to be sent to our full sphere of influence.
10. Create an interactive email and distribute to our Watson database
11. Prospect heavily for buyers to view your home.
12. Contact my buyers, sphere of influence, and past clients for their referrals and prospective buyers.
13. Follow-up on the agents who have shown your home...for their feedback and response.
14. Represent you on all offer presentations...to assist you in negotiating the best possible price and terms.
15. Handle all the follow-up upon a contract being accepted... all mortgage, title, and other closing procedures



ADVANTAGES IN WORKING WITH ME

I Work in One of Watson's Top Producing Offices

Strong Zillow/Realtor.com Presence

Facebook Paid Advertising

Professional Photos and Virtual Tour of Your Home

A Dedicated Team of Hard Working People Who Will
Facilitate in the Sale of Your Home

A Consistent \$20,000+ a Month in Advertising

Professionally Coached by The Tom Ferry Organization

Pro-active and Dedicated in making Sure a Smooth
Transaction Takes Place

100% Availability

Involved in Real Estate and Global Networking

Positive Customer Reviews

Dedicated to Helping You

Persitent

Passionate

Listing Guideline

❖ Prior to Entering Your Property into Our MLS

- Declutter if Necessary
- Manicure Curb Appeal
- Finish any Small Projects
- Professional Photos Taken and Virtual Tour Created
- Extra Key(s) Provided
- Place Lockbox on Home
- Put Sign in Yard

❖ Launch into MLS

- Be Prepared for Showings
- Brokers Open... 1st Tuesday after Launch
- Open House... 1st Weekend after Launch and Periodically throughout the home being listed
- Listen to Feedback
- Adjust to Market Trends Accordingly

Preparing Your House For Sale

1. Disassociate Yourself From Your House:

- a. Make the mental decision to “let go” of your emotions and focus on the fact that soon this house will no longer be yours.
- b. Envision yourself handing over your keys to the new owners.
- c. Say goodbye to all the great memories.
- d. Envision yourself living in your new home. ☺

2. De-Personalize:

Pack up all personal photographs and family heirlooms. Buyers can't see past personal artifacts, and you don't want them to be distracted when looking at your home. You want buyers to imagine their own photos on the walls and they can't do that if yours are there! You don't want to make any buyer ask, “I wonder what kind of people live here?” You want buyers to say, “I can see myself living here.”

3. De-Clutter and Put Away All Valuables:

People Collect an amazing quantity of junk. Consider this: if you haven't used it in over a year, you probably don't need it. Put all your valuable items in a storage unit or a safe to protect them from any unfortunate event.

Check box:

- If you don't need it, why not donate it or toss it out?
- Remove all books from bookcases.
- Pack up knickknacks.
- Clean off everything from Kitchen Counters.
- Put essential items used daily in a small box that can be
○ stored in a closet when not in use.
- Think of this process as a head-start on the packing you will
○ eventually need to do any way.

4. Rearrange Bedroom Closets and Kitchen Cabinets:

Buyers love to snoop and will open closets and cabinet doors. Think of the message it sends if items fall out! Now imagine what a buyer believes about you if they see everything organized. It says you probably take good care of the rest of the house as well.

Check box:

- Neatly Stack Dishes
- Turn all Coffee Cup Handles Facing the Same Way
- Organize Shoes and Clothes in your Closet

5. Rent a Storage unit:

Every home shows better with less furniture. Remove pieces of furniture that block or hamper paths and walkways and put them in storage. Since your bookcases are now empty, store them in a safe place. Remove extra leaves from your dining room table to make the room appear larger. Leave just enough furniture in each room to showcase the rooms purpose and plenty of room to move around. You do not want buyers scratching their heads asking, "What is this room used for?"

6. Remove/Replace Favorite Items:

If you want to take window coverings, built in appliances, or fixtures, remove them now! For example if the chandelier in the dining room once belonged to your great grandmother, take it down before buyers see it. Once you tell a buyer they cant have an item, they want it, and it could ruin the deal. Pack those special items up and store them away in a safe palce along with all your other valuables.

7. Make Minor Repairs:

Check box:

- Replace cracked flooring or counter tiles
- Patch holes in walls
- Fix leaking faucets
- Fix doors that do not close properly and kitchen drawers that jam
- Consider painting your walls neutral colors, especially if they are too strong.
- Replace burned-out light bulbs
- If you've considered replacing a worn bedspread...do it now

8. Make the House Sparkle:

Check box:

- Wash windows inside and out
- Rent a pressure washer and spray down sidewalks and exterior
- Clean out cobwebs
- Re-caulk tubs, showers, and sinks
- Polish chrome faucets and mirrors
- Clean out the refrigerator
- Vacuum daily
- Wax floors
- Dust furniture, ceiling fan blades and light fixtures
- Bleach dingy grout
- Replace worn rugs
- Hang up fresh towels
- Clean and air out any musty smelling areas. Bad odors will make buyers run!

9. Scrutinize:

Go outside and open your front door. Stand there. Do you want to go inside?

Does the house welcome you?

- Linger in the doorway of every room and imagine how your house will look to a buyer
- Examine carefully how furniture is arranged and move pieces around until it is in feng shui
- Make sure window coverings hang level
- Tune into the room's statement and its emotional pull. Does it have impact and pizzazz?
- Does it look like nobody lives in the house?

10. Check Curb Appeal:

If a buyer won't get out of their agent's car because they don't like the exterior of your home, they will never get inside.

Check box:

- Keep the sidewalks cleared
- Mow the lawn often
- Paint faded window trim
- Plant yellow flowers or groups of flowers. Yellow evokes a buying emotion. Marigolds are inexpensive.
- Trim the Hedges
- Make sure visitors can clearly read your house numbers

TESTIMONIALS

"...Joshua has great local knowledge of the area and it was a pleasure working with him. I would recommend Joshua to anyone..."

-Joe A.

"Joshua is a highly professional and dedicated real estate agent"

-Ariel N.

"I had a great experience working with Joshua! He was extremely responsive and helpful in answering any questions I had..."

-Jessica M.

"...Joshua was patient with our ever changing requirements and available when we needed him..."

-Eileen P.



The growth and expansion of Watson Realty Corp. is one of Florida's great success stories. The company was founded in 1965 in Jacksonville, Fla. and has been a trusted name in real estate since its inception. Watson Realty Corp. is a full-service real estate company with more than 1,250 sales associates and over 40 sales offices throughout Northeast and Central Florida, as well as St. Marys, Georgia.

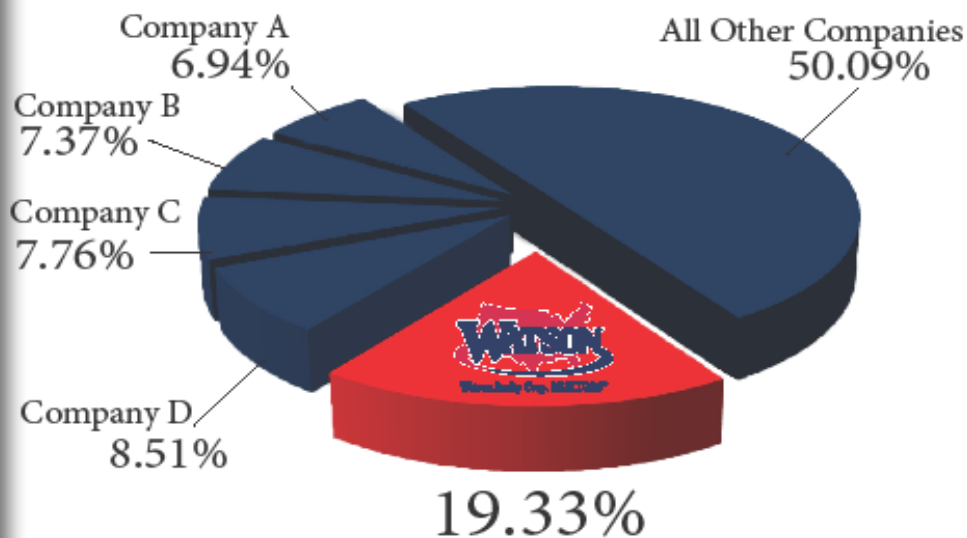
Services include mortgage, title, relocation, referral, electrical, heating and air, plumbing, property management, home improvement, commercial services, and the Watson School of Real Estate.





Proven Results

Watson Realty Corp. is a real estate industry leader with an outstanding reputation, strong brand and dominant market presence. Recognized multiple times as the number one independently-owned real estate firm in Northeast Florida, Watson Realty Corp., is honored to be a four-time recipient of Leading Real Estate Companies of the World's® highest recognition, the Diamond Award.



Information taken from Northeast Florida Multiple Listing Data. Includes NEFAR zones and areas 1 through 34 for 1.1.13 through 12.31.13 on residential properties by volume of transaction sides. Information is considered to be reliable but not guaranteed.







WATSON MOBILE APP

Watson Realty Corp. understands that mobile phones and other electronic devices play a critical part in the home buying process.

- Available on iPhones, Androids and Tablets
- GPS Tracking
- Multiple property tour formats
- Convenient
- Available 24/7
- Easy to use



The **WATSON** Advantage

Legendary Quality Service.

- ◆ It's always going the extra mile to create a great customer experience
- ◆ It's solving issues that come up in a positive manner since real estate transactions involve many parties and processes
- ◆ It's using all of our strength, resources, center of influences, and our leverage to solve issues we don't have control over, but affect the quality the customer deserves
- ◆ It's treating everyone with respect, EVERYONE
- ◆ It's working effectively with the Watson Realty Corp's Family of Services to enhance our Legendary Quality Service
- ◆ It's keeping the focus on helping the buyers and sellers to achieve their dream rather than real estate compensation
- ◆ It's making customer experience a priority with positive interactions
- ◆ It's being committed to doing what's right even if it costs us



Legendary Quality Service Since 1965



NOTES