



LIFE IS BETTER AT THE BEACH!

Hello my name is M. Scott Roberts and I am a REALTOR® with West Bay Property in beautiful Panama City Beach, Florida. We are a boutique office giving you the personalized service you deserve. We offer full service real estate solutions for all of your residential, 2nd home, investment, vacant land, commercial and development property needs across the 30-A corridor, Panama City Beach, Panama City, Lynn Haven, Callaway, Mexico Beach, Gulf and Washington counties. We are conveniently located a block north of Highway 79 and Panama City Beach Parkway.

Thank you for taking a moment to learn more about what the journey ahead will look like when we work together to meet your goals. My focused priorities will be getting to know you, your needs and to help you have a great experience buying, selling and investing in real estate while maximizing your financial potential. I have over 25 years of customer service and management experience specializing in problem resolution and customer complete satisfaction to put to work for you every step of the way.

If at any time you have any questions, please do not hesitate to contact me directly at 859-640-4947. You can also find more information on my website, www.BikerScott.com, or you can follow me on Facebook at M. Scott Roberts, Realtor.

I look forward to the opportunity of working with you today and for many years to come!



Best Regards,
M. Scott Roberts, REALTOR® | Biker Scott

"The Realtor that Rides"
West Bay Property
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MY MARKETING PLAN



TARGETED MARKETING

- Price your property competitively, while getting the highest and best price for you.
- Take professional photos of your property.
- Enter your property in the Multiple Listing Service (MLS) and provide a copy for your approval.
- Make a video of your property for upload on all of my social and online outlets.
- Suggest changes that will enhance the salability of your property.
- Advertise your property Realtor.com, Trulia, Zillow, Twitter, Facebook, and YouTube.
- List your property on ListHub, where your home will be advertised on over 70 additional websites, then the information is then broadcast to over 900 additional websites.
- List your property within Homes & Land of Panama City and Beaches Magazine, available from Inlet Beach to Port St. Joe in hundreds of key locations including the airport and Pier Park.
- List property on HomesAndLand.com as well as over 20 other syndication partners generating over 200 million plus unique visitors every month.
- Broadcasting your property to a database of over 5,000 contacts.
- Monitor listings and sales in your neighborhood to keep you apprised of what is going on around you.
- Feature your home on multiple websites, including my website www.BikerScott.com as well as www.WestBayProperty.com.
- Contact a minimum of 25 people per day about purchasing property.
- Keep you updated regularly on the activity of your home all the way to closing.

A great marketing plan must include targeted contact with potential homebuyers, as well as showcasing to other real estate agents who can also bring buyers.

The marketing plan for your property will be custom designed to best suits your needs. This gives you a glimpse at the services I offer while your property is listed as well as on and offline marketing that will get your home SOLD fast!

Is it time to **sell**? Let's chat!

PRICING

THE IMPORTANCE OF PRICING CORRECTLY

The first 30 days your home is on the market are crucial. It is your "window of opportunity." There are buyers waiting for a property like yours. If it is overpriced they, as well as realtors, will move on to something else. On the other hand, priced right then the property will sell.

Many sellers like to "test the market" hoping someone will pay more than the market value. Priced too high means the seller will eventually have to reduce the price to generate interest. This process can stigmatize your home and keep buyers and realtors away. Think carefully before making such a decision.



SELLER NET SHEET

TYPICAL SELLER COSTS

COMMISSION (6%): Commissions are split 3% to West Bay Property and 3% to the Broker who brings the buyer.

OWNERS TITLE POLICY: The cost for Owner's Title Insurance is \$575 for the first \$100,000 and \$500 for each additional \$100,000. This insures the buyer that they have clean title to the property and that there are no outstanding liens, etc.

DOC STAMPS ON DEED: This is the State of Florida transfer fee. It is .007 times the purchase price.

CLOSING FEE: This is the cost that the title company charges to hold the escrow money, prepare the closing documents, close the file and disburse the funds.

SEARCH FEES: This is a title company fee that is charged for searching the history of the property to verify clear title.

PROPERTY TAX PRORATION: Taxes are paid in arrears. That means you are responsible for the property taxes from January 1st until the day of closing.