

Listing Information Package for Home Sellers

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ABOUT THE SILVIA RUCH REAL ESTATE TEAM

Thank you for the opportunity to present our strategic marketing plan designed to help you sell your home for the highest possible price, in the shortest amount of time, and with the least amount of stress.

My commitment is simple: to provide you with a clear plan, strong communication, and a proven strategy that delivers results — not promises.

With years of experience in the South Florida market, I combine local knowledge, strong negotiation skills, and targeted marketing to position your home to stand out and attract serious buyers. You will not be treated like just another listing. You will be guided, supported, and informed every step of the way.



Full-Time Real Estate Professional
Serving Palm Beach & Broward Counties

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WHAT IS **MOST IMPORTANT** TO YOU
IN THE SALE OF YOUR HOME?

YOUR VISION

WHY ARE YOU MOVING?

WHAT IS MOST IMPORTANT TO
YOU
IN GETTING YOUR HOME SOLD?

WHAT DO YOU FEEL LIKE NEEDS
TO HAPPEN
TO GET WHAT IS MOST
IMPORTANT TO YOU?

MISSION

OUR MISSION IS TO HELP YOU SELL YOUR HOME



- ✓ At the Price You Want and Need
- ✓ With the Least Amount of Hassle
- ✓ In Your Time Frame

WITH THE SUPPORT OF

- Our Unique Team System
- Our Innovative and Exclusive Consumer Programs
- Our Leading Edge Technology
- Our Specialized Knowledge

Did you **know**?

72% OF SELLERS

DO NOT GO BACK

TO THE SAME REAL ESTATE AGENT
TO DO ANOTHER TRANSACTION

**Based on National Association of Realtors

WHAT MOST REALTORS DO

Advertise themselves in order to get you to call them

Bang a sign on your lawn

Create an ad for the paper

Upload your listing to MLS

Encourage their office to show it

Figure they might try an open house

Get on their knees and hope it will sell

THE TEAM APPROACH

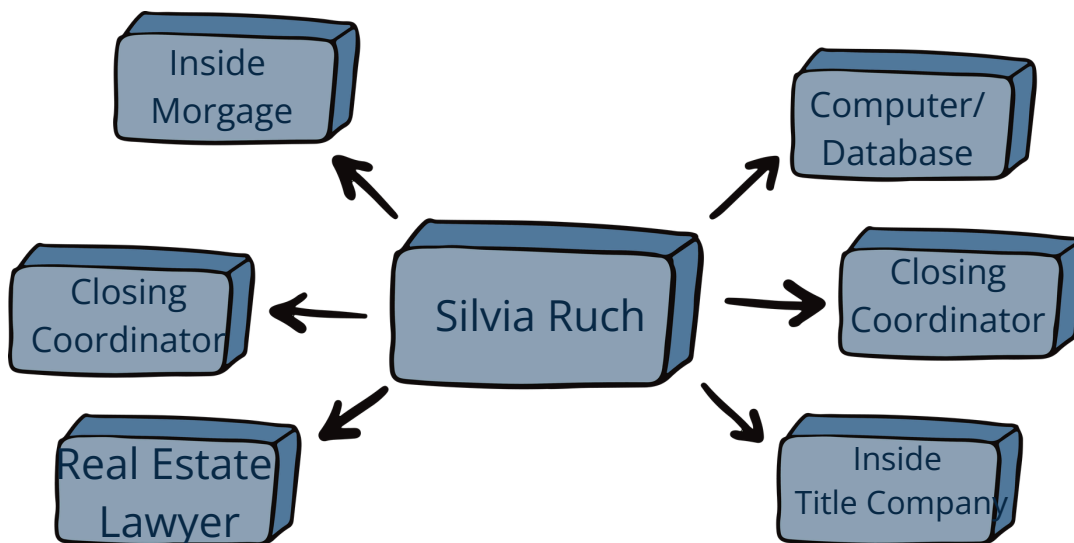
Discover Silvia Ruch's Unique Team Approach, and how it benefits you as a home seller.



WHAT IS THE TEAM APPROACH?

We Never Run Out of Time For You, Because Each of Us is Separately Responsible for a Specific Process in the Selling of Your Home

Rather than having a traditional solo agent working for you, we found that creating a team to serve our clients was the better option. As a Seller's Agent, I have more time to focus on selling your home.



FOR SALE SIGN

- Professional yard sign to attract local buyers
- Clear and visible contact information
- Positioned to generate calls and inquiries

HOME FOR SALE

SILVIA RUCH TEAM
561-794-3376



Call or Text Today

BUY THIS HOME
I'LL BUY YOURS!

Call For Details - Some Restrictions May Apply

WEEKLY HOME SALE STATISTICS

- Receive weekly updates on how your home performed online the week before
- See exactly how many showings you've had
- See how many engagements your home had on social media and our website

HOME FEEDBACK SYSTEM

- I will keep you updated every step of the way
- I will share feedback from showings with you
- I will follow up with agents who visit your home
- I will let you know what buyers are saying
- I will keep you informed about all activity



BUYER PROFILE SYSTEM

WE DON'T WAIT
FOR BUYERS...

WE FIND THEM



- We identify the most likely buyer for your home
- We target buyers already looking for a home like yours
- We match your home to buyers in our database
- We actively search for buyers, not just wait

WHY THIS MATTERS

- More exposure to the right buyers
- Faster sale
- Stronger offers
- Better results for you

PRICING STRATEGY

THE RIGHT PRICE MAKES ALL THE DIFFERENCE

- Pricing your home correctly from the start is critical
- The first few weeks on the market are the most important
- Overpricing can lead to fewer showings and a longer time on market
- The right price attracts more buyers and stronger offers



**Our goal is to position your home to sell quickly
and for the best possible price.**

Your Home Sold
GUARANTEED
*Or I'll Buy It!**

If your home doesn't sell at a price acceptable to you within the agreed time frame, we will buy it ourselves.*

COMMUNICATION GUARANTEED!

You will be kept posted on the progress of the sale of your home with an update every week. Your phone calls will be returned by a qualified team member within 24 hours (one business day)

IF WE FAIL TO UPDATE YOU OR RETURN YOUR CALL WITHIN 24 HOURS, WE WILL GIVE YOU A \$100 CREDIT ON CLOSING*

*Conditions apply. Ask for details.