

# SOLD

## Guide for Sellers



THE  
**CRAWFORD**  
TEAM

**KW ST PETE**  
KELLERWILLIAMS®

# WORK WITH THE BEST

The Crawford Team is a top-producing real estate team in Tampa Bay. Comprised of fierce females with a shared commitment of educating and empowering our clients, The Crawford Team is part of Keller Williams St Pete Realty, the top producing real estate brokerage in Pinellas County. Our team consistently performs in the Top 5% and has helped more than 400 families achieve their real estate goals with closed volume of more than \$126 million...and counting!

Creating A Referable Experience (C.A.R.E.) is our commitment to every client, and it's achieved with the unique systems and processes designed to guide clients through their real estate journey. As a result, we are proud and humbled that nearly 90% of our business comes from referrals and repeat clients.

Each member of The Crawford Team provides their own area of expertise to our clients, whether you are an investor building your portfolio, shopping for your first home, or finally getting that waterfront luxury home of your dreams. We are here to learn more about you and your goals and dreams and to utilize our experience and expertise to develop a strategy, just for you!



# The Ladies of THE CRAWFORD TEAM



*Monica Crawford*

REALTOR®

Monica@yourcrawfordteam.com  
797-599-1944

Monica has been selling real estate in Tampa Bay since 2014 and launched The Crawford Team in 2019 to serve more clients and mentor other female agents in our industry. She serves on the Agent Leadership Council and as Co-Chair of the Luxury Division at Keller Williams St Pete Realty. As a Certified Keller Williams Instructor and a thought-leader in the industry, Monica is routinely teaching classes to other realtors throughout Tampa Bay. With a focus on emotional intelligence and human development, Monica is adept at guiding clients through the stresses of buying or selling a home with grace and empathy. Her ability to provide comfort and understanding while also serving as a strategic advisor and executing negotiations and contract management have allowed her to build a reputation among consumers as a trusted and respected agent and among her peers as a collaborative colleague with high integrity.



*Sabra Charpentier*

REALTOR®

Sabra@yourcrawfordteam.com  
970-631-6973

Sabra Charpentier is a licensed Realtor serving and specializing in St Petersburg, Florida, and has been a licensed Realtor with Keller Williams for a total of 9 years. Throughout those nine years, Sabra has found her niche with first time home buyers and investors. She currently owns multiple properties that were acquired at a young age, and uses the knowledge from those experiences to help investors navigate the market. Sabra is passionate about bringing knowledge and financial literacy into the experience, while connecting them to their dream homes. She brings a unique blend of energy, emotional intelligence, and competitive spirit to the real estate market. As a former athlete, Sabra understands the importance of determination, discipline and teamwork- qualities that apply to every client interaction. Beyond my professional expertise, I am deeply committed to my community. Whether it's through local Chamber of Commerce events or team activities, I believe in building strong relationships that go beyond transactions.



*Aline Sarria*

REALTOR®

Aline@yourcrawfordteam.com  
786-266-1694

I am your dedicated luxury property matchmaker. I believe every property holds incredible potential, whether it's a charming fixer-upper or a grand estate. With the right vision and effort, any property can become a dream home or a lucrative investment. Uncovering this potential is my passion. I delight in seeing beyond the obvious and crafting personalized retreats that bring immense satisfaction to my clients.

In my previous career as a teacher and principal, I thrived on discovering and nurturing the potential in my students and staff. This skill seamlessly translated into my real estate career, where I have spent years transforming personal and investment properties. Now, I call St. Petersburg my home, a vibrant city brimming with opportunities for extraordinary properties. As a luxury property matchmaker, I specialize in waterfront condos and properties in downtown St. Petersburg (DTSP). Let me help you find that hidden gem and reveal its true potential. Together, we can turn your real estate dreams into reality.

# The Ladies of THE CRAWFORD TEAM



Ashley Eidam

Team Coordinator, REALTOR®  
[Hello@yourcrawfordteam.com](mailto>Hello@yourcrawfordteam.com)  
352-615-6562

Ashley Eidam is a Brazilian-American, born and raised in Miami, who brings a dynamic and multicultural perspective to real estate. After moving to Texas in 2016, she returned to Florida in 2023 to be closer to family and reconnect with the coastal lifestyle she loves. As the Team Coordinator at The Crawford Team, Ashley blends her background in real estate and property management with her passion for organization and client success. She is trilingual and tech-savvy, streamlining operations and enhancing the client experience with innovative solutions to provide a white-glove level of service.

Outside of real estate, Ashley is a music lover and adventure seeker—whether she's paddleboarding at sunrise or immersing herself in music festivals. She thrives on building connections, embracing new opportunities, and making every experience seamless and enjoyable for those she works with.



Alexandra Hiotakis

Transaction Coordinator  
[Alexandra@List2CloseMgt.com](mailto:Alexandra@List2CloseMgt.com)

Alex comes to us from the big apple where she was a performer on NYC stages, films, TV, and commercials. She spent more than 10 years living a nomadic life, traveling the world, and even spent two months on a solo backpacking trip through Europe. With her hippie heart, she is a natural at connecting with people. She is a proud Aunt to her nephew Shep, a cat mom, puzzle master, and artist. As our Transaction Coordinator, she combines her natural talents to help our clients achieve their goals by keeping all the pieces in place to make a beautiful final picture; just like a puzzle!

## WHAT YOU CAN EXPECT FROM US

The Crawford Team was established in 2018 by Monica Crawford as a means to bring exceptional service to as many clients as possible with her **C.A.R.E.** approach; **Creating A Referable Experience**. 90% of our business comes from repeat clients and referrals from our clients, sphere and allied partners. Each team member brings their own expertise and we work collectively to be sure our clients are best served.

# PREP TO SELL

## 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

## 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

## 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

## 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

## 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.





# YOUR ESSENTIAL CHECKLIST FOR A MARKET-READY HOME

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

## THINGS YOU CAN DO AHEAD OF TIME

### INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim & doors.

### OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

### PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

## ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

### KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

### BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

### IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights & turn off ceiling fans, open blinds.

### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

# LISTING & SELLING YOUR HOME

Selling your home can be a stressful process, which is why we strive to make it as seamless and flawless as possible. Our agents provide expertise and excellent service at every step of the home selling process.

## Strategic Pricing Analysis

- Similar homes currently on the market
- Similar homes that have recently sold
- Similar homes that are pending to sell
- Similar homes that failed to sell
- Account for desired close date

## Preparing Your House For The Market

- Walk-through home and prioritize repairs and improvements
- Review common inspection issues
- Staging and cleaning tips
- Recommend vendors to assist with repairs, cleaning and staging

## Paper work

- Sign Listing Agreement
- Input into the MLS
- Complete Seller's Disclosure and Lead Based Paint Disclosure (if applicable)
- Collect Survey, current Insurance info and any helpful info on property

## Successful Marketing

- Professional photography
- Property flyers and Just Listed postcards
- Yard signs
- Open houses
- Social media
- Broker pitch sessions and sales meetings
- Email campaigns to broker community
- 360° Virtual Tours



# LISTING & SELLING YOUR HOME

## How We Manage Your Sale

- Negotiate price and terms
- Execute a strong contract that benefits your needs
- Represent your interests at all times
- Guide you through the contract terms
- Provide a timeline for the contract with regular updates
- Utilize electronic signature programs
- Ensure deadlines are met
- Coordinate inspection and vendors
- Recommend vendors and resources
- Communicate with Buyer's Agent throughout the process
- Open, honest, and timely communication with you

## Prepare For Closing

- Furnish necessary documents to title company
- Facilitate communication between you and title company
- Coordinate closing date, time and location
- Pre-review all paperwork
- Attend closing

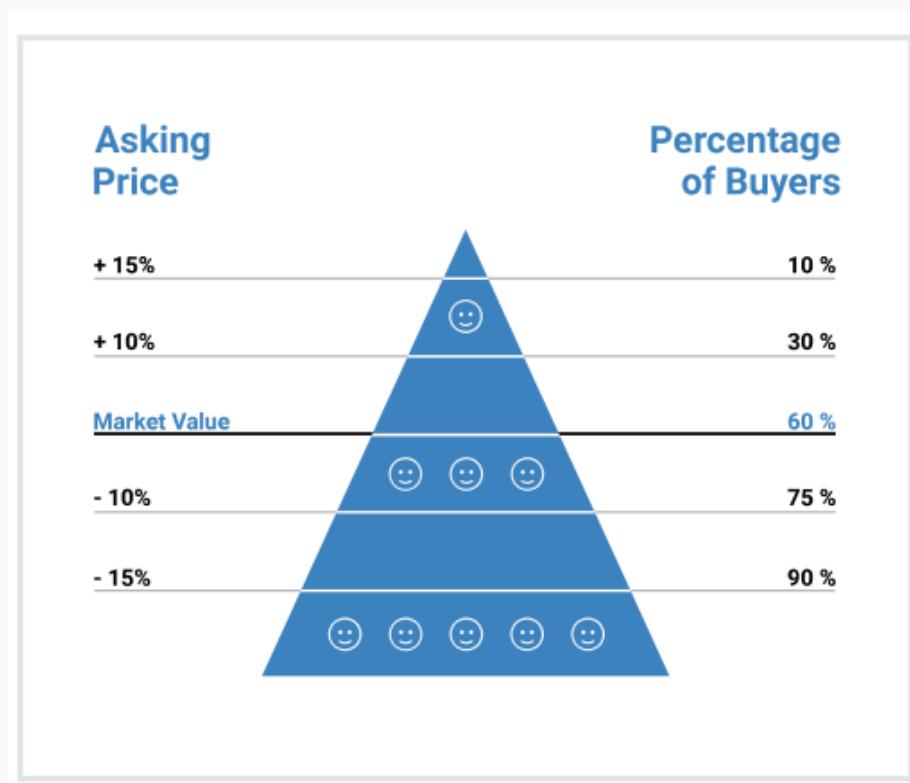
## After Closing

Completing the sale is not the end. We look forward to having you at our client gratitude events and celebrating milestones with you. We love to build relationships with our clients. We strive to provide you with the highest level of service as your "Realtor for Life" and to earn referrals to your family and friends.





# INTELLIGENT PRICING & TIMING



Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair market value attracts buyers, overpricing never does
- The first two weeks of marketing are crucial
- The market never lies, but it can change its mind

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are **location and condition**. Generally, fair market value can be estimated by considering the similar homes that have sold in the area.

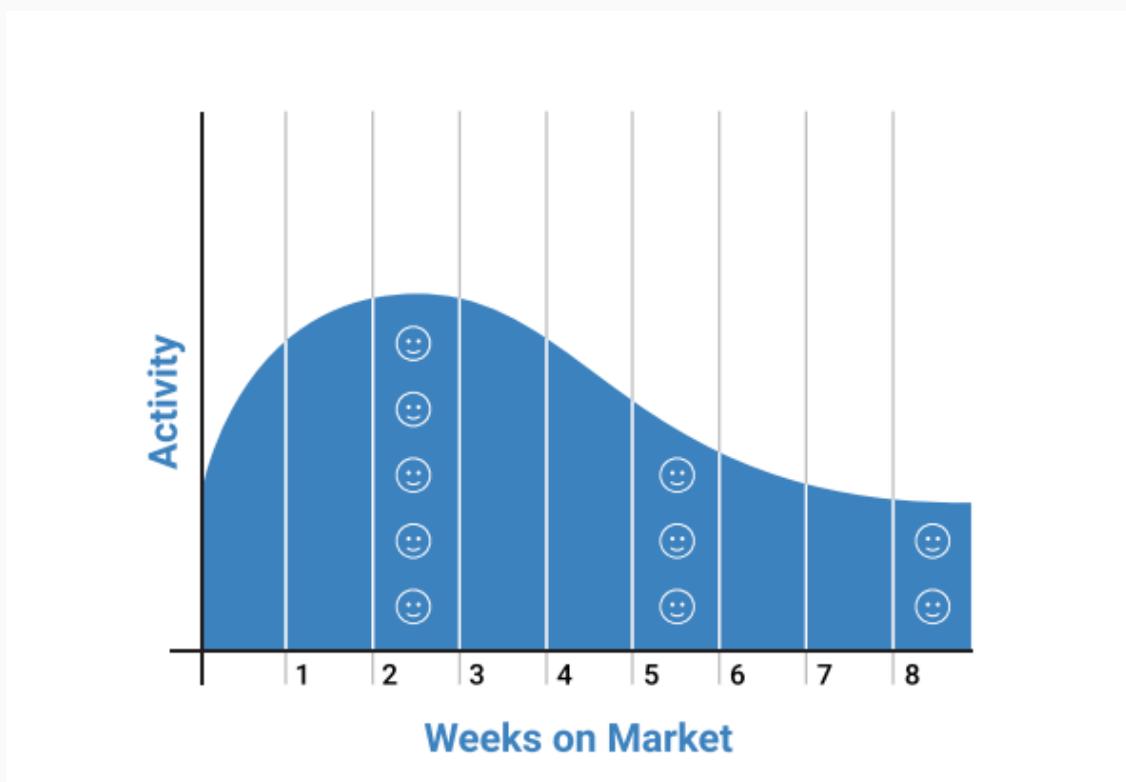
Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake. **Time on market is the enemy of your homes value.**

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.





# INTELLIGENT PRICING & TIMING



The first two weeks of marketing are crucial. Your home is fresh and exciting to buyers and their agents.

**If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition.** Since you can't change the location, you'll have to either improve the home's condition or lower the price.

The market can always change its mind.

Intelligent pricing isn't about getting the most for your home - it's about getting your home sold at fair market value.



# MARKETING ACTION PLAN

BELOW ARE A FEW OF THE SERVICES WE PROVIDE WHEN MARKETING YOUR HOME. THE FIRST IMPORTANT STEP IS TO SIGN & COMPLETE THE LISTING AGREEMENT.

## Pre-Market

- Install "For Sale" sign
- Install lockbox
- Schedule photoshoot and video of the property
- Prepare listing book with all information on the property

## Week One

- Enter listing into the MLS system
- Create a website for the property
- Local Business Giftcard giveaway on social media platforms (creating buzz for the listing)
- Attend agent pitch sessions

## On going activites

- Invite brokers & agents to tour home
- Agent to agent marketing efforts with direct communication for those who have shown or sent the property to their buyers.
- Host open houses
- Collect feedback/data on the property
- Weekly pitch sessions
- Monitor market conditions
- Send weekly market/listing analysis to you every Wednesday



## Professional Photography & Video

- According to industry research by the National Association of REALTORS, among buyers who used the internet during their home search, 87% of buyers found photos very useful in their home search process. You never get a second chance to make a first impression which is why professional photography is critical in presenting your home. We only hire the best when it comes to photos.



### Time of Day

Based on the position of the property, we choose the best time of day to shoot the exterior of your home to maximize light and minimize shadows



### Wide Angle Shots

We ensure our listing photos incorporate wide angle shots to capture how spaces connect and flow (without misleading the buyer or misrepresenting the home).



### Aerials

For certain listings, aerial photography can be beneficial in showing the layout of land surrounding the property.



## Print Collateral

- Our in house marketing director produces professional collateral including our listing books, floor plans, property flyers, listing websites and more.

THE CRAWFORD TEAM

2709 17th St S  
Saint Petersburg, FL, 33712

Presenting:

1739 1/2 Bayou Grande Blvd NE  
St. Petersburg, FL

4 BDRM 4 BATH 3,211 SQFT  
Listed at \$1,700,000

THE CRAWFORD TEAM | LISTING BOOK

Floor Plan:

- Living Room: 19' x 12'
- Porch: 33' x 12'
- Dining Room: 12' x 10'
- Kitchen: 9' x 12'
- Family Room: 14' x 16'
- Bathroom: 10'11" x 11'9"
- Bedroom 1: 13'2" x 11'4"
- Bedroom 2: 12' x 10'
- Bedroom 3: 12' x 10'
- Bedroom 4: 12' x 10'
- Laundry: 10' x 10'
- Carport: 15'1" x 27'9"
- Total: 33' x 12' x 10'

## Email Campaigns

We send targeted email blasts with live links to the entire KW St. Pete Realty agent community and to Agents outside of our brokerage who represent buyers in order to keep them informed and aware of your property at all times. Additionally, we target specific buyers from our vast client database.

## Social Media

We regularly engage and connect with clients and prospects on Facebook and Instagram. We link every listing back to the property page so users can obtain more information and connect with an agent.

# OFFERS & NEGOTIATIONS

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

## CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up. For example, a loan falling may not be approved. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

## CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

## CLOSING COSTS

Closing costs are typically 7.5% of the sale. 1.5% in title fees and 6% in agent compensation. (Agent compensation is a negotiable term.) Buyers may ask for closing cost assistance from the seller.

## CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

# UNDER CONTRACT

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

## Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

## Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price reduction in order to accommodate for the repairs.

## Appraisal

If the buyer is using financing, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

## Final Walk-through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home. Sellers are contracually required to maintain the condition of the property including the yard, through the day of closing.

# CLEAR TO CLOSE

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

## **CLOSING EXPENSES FOR SELLERS CAN INCLUDE:**

- › Title insurance policy
- › Home warranty
- › Real estate agent compensation
- › Recording Fees
- › Property Taxes (split with the buyer)
- › Remaining balance on mortgage
- › Any unpaid assessments, penalties or claims against your property

## **Items to Bring to Closing:**

- Government Issued Photo ID
- House Keys
- Garage Openers
- Mailbox Keys

# CLIENT TESTIMONIALS

- Monica was incredible. We could not have asked for a better partner in our home buying journey. Without getting into too many details, our sellers were less than compliant when it came to preparing the house for final walkthrough. Monica used her industry connections to set clear expectations with the sellers and ensured that they held up their end of the closing agreement, even though they clearly had not planned to do so on their own. If you are looking for a fun realtor who knows how to handle tough negotiations, look no further. - Faith T
- Aline at the Crawford Team was just wonderful! Everyone made the experience so easy and pleasant. I would highly recommend them!
- Monica and her team are truly one of a kind! Monica was recommended to us when my husband and I decided to move to the area from out of state. Monica was organized, proactive and thorough. She answered every single question, shared her perspectives, and went above and beyond at every turn (even managing the in-laws and memorizing the silly nicknames we had for different properties!). In the end, we found a wonderful home, and Monica made it happen. She is the absolute best! - Megan J



# WE APPRECIATE REFERRALS

We are dedicated to making the home buying process as seamless and enjoyable as possible. Our team is always here to provide expert advice, answer your questions, and support you every step of the way.

Here's how you can help us grow our community and continue providing top-notch service:

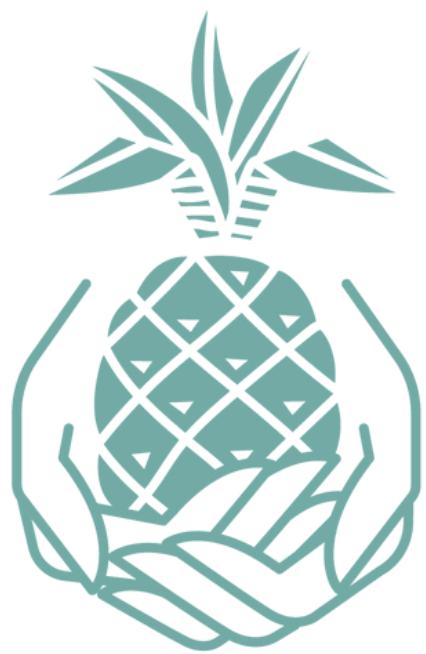
- 1. Text us pictures of FSBO (For Sale By Owner) properties**
  - If you come across any FSBO signs in your neighborhood, snap a photo and send it our way. This can be a great lead for us to help more people find their dream homes.
- 2. Send us a message** - Have a friend or family member looking to buy or sell a home? Shoot us a text or email with their contact information. We'll reach out and ensure they get the best possible service.
- 3. Share our contact information** - Simply giving our phone number or email to someone in need can make a huge difference. Your referral is the highest compliment we can receive, and we promise to take great care of anyone you send our way.

# TRUSTED VENDORS

<b>Category</b>	<b>Vendor Name</b>	<b>Phone Number</b>
Air Quality	Mold Doctor Pro	727-320-6734
Electrician	Frank Reali	727-914-5714
	Sterling Desorcy	239-784-5745
HVAC	Hudson Air	727-776-2916
Home Inspectors	Quigley Home Inspection	727-463-3403
Foundation Work	Heavenly Foundation	727-228-6144
Flooring	Abbott Flooring & Reno	727-612-6699
Handyman	St Pete Property Pros	727-272-8771
General Contractor	Bay Star	813-253-6561
	Revolution Contractors	773-965-2192
	Building Solutions	786-201-9376
House Cleaning	Tammy & Neil Mullen	727-682-3121
	Toscani Ballard	352-424-4092
Landscape & Lawn	Ebenezer Lawn	727-678-4679
Hurricane Shutters	Hurricane Shutter Maintenance	813-633-8888
Movers	Rocks Moving Co.	727-579-0214
Junk Removal	Doctor Junk Removal	727-900-4031

# TRUSTED VENDORS

<b>Category</b>	<b>Vendor Name</b>	<b>Phone Number</b>
Insurance	HH Insurance	727-498-5551
Interior Design	Annabelle's	727-500-2632
Pest Management	Custom Pest Mgmt LLC	727-686-6053
Painter	Francisco De La Cruz	813-426-2521
	Jorge	813-541-6850
Lender	Doug Wagner, Cross Country	727-543-2897
	Nathan Lindley, Guaranteed Rate Affinity	727-452-9868
Roofing	RJ Owens Roofing	727-578-2641
Pool Services	American Pool	813-661-7794
	Chlorine Kings	727-219-0592
Utilities	Utility Helpers	813-291-3600
Windows	Weather Tite	813-908-0131
Power Washing	Pristine Pressure Washer	727-490-9771
Real Estate Attorney	Berlin Patten Ebling	727-822-2505
	Law Office of Michael Heath	727-360-2771
Tree Service	Garrett's	727-323-4303
	Yutzy	727-323-4303
	Arborist - Lee Claxton	727-251-4535
Terrazzo	Finish Line	727-898-4900
Seawall	Reuden/Clarson	727-895-4717
	Dan Sapp & Son	727-498-1421
Plumber	Hafke Plumbing	727-482-6954
	Leland Plumbing	727-381-1111



THE  
**CRAWFORD**  
TEAM