

## *Selling a Home*

IN GAINESVILLE, FLORIDA

Congratulations on your decision to move. What an exciting time this can be! Regardless of the reason to move, start preparing now for the sale of your home. Interview agents and hire the Realtor you believe will maximize your net equity.

Looking only at commission rates can mislead you. All agents are not the same! Evaluate their marketing strategies. Ask for references, Google them, make sure you know and trust the person you hire. Understand exactly what you are paying for and make an educated decision. Your home is most likely your most valuable monetary asset. Be confident in the person you entrust to sell it.

Below are a few frequently asked questions that sellers have.

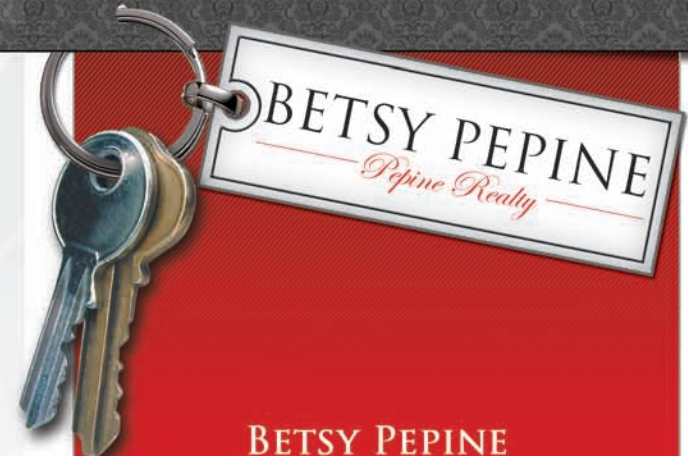
**Q Who pays the commissions?**

**A** Sellers customarily pay real estate commissions for both the buyer and the seller. Typically, the commission is split between the buyer's and seller's broker and is paid at closing. The brokers, after closing, pay their agent a portion of the split commission.

**Q What goes with a home when I sell?**

**A** In general, anything attached or fixed is considered a part of the sale. Light fixtures, window treatments/blinds, shelves, wall speakers, etc. stay with the home unless you specify in the contract that they don't. To be safe, remove anything you don't want to let go of prior to the first showing. Replace light fixtures, take down shelves, etc. when you prep your home for sale.

BETSY PEPINE  
*Pepine Realty*



**BETSY PEPINE**  
Broker-Owner, MBA

*Seller Information*

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# My Marketing

MAKES ME DIFFERENT

I create a customized, aggressive marketing strategy for each of my listings. When developing my customers marketing plan I consider a variety of factors to create a unique marketing approach; items such as individual seller motivations, time on the market, property type, and buyer profile. My approach includes a mix of "push" and "pull" marketing across a variety of mediums. This unique marketing approach maximizes your home's exposure to the population of qualified buyers. Here are just a few of the places where your home will be marketed:



**BETSY PEPINE**  
*Pepine Realty*

# About Me



# Helpful Tips

WHEN SELLING A HOME

- ✓ Turn on all the lights during showings
- ✓ Play easy-listening or light jazz music during showings
- ✓ Consider baking cookies prior to a showing or open house to make your house smell good
- ✓ Remove everything from the floor (except furniture), including trash cans, water jugs, baskets, small scatter rugs, etc.
- ✓ Remove knickknacks, magazines, kitchen appliances on the counter, etc. (a guide is any object smaller than the size of a football is considered clutter)
- ✓ Depersonalize your house; contain all family photos to one space in the house and reduce the number of them
- ✓ Remove all items from the top and front of the refrigerator
- ✓ Remove extra chairs from around the kitchen table and extra leaves from the table itself

- ✓ Set your dining room table with formal dishes, if possible
- ✓ Increase the wattage in all light bulbs, especially hallways
- ✓ Wash and paint dirty walls; consider painting the home's interior to simplify the color palette and make the house cohesive; no one should be startled by any one of the room colors
- ✓ Clean carpets; if carpets are showing wear, consider replacing them with an inexpensive neutral colored carpet
- ✓ Remove all but the necessary pieces of furniture in each room and consider packing up to 1/3 the contents of your home and putting in our storage facility
- ✓ Add plug-in air fresheners to the main living areas
- ✓ Power-wash the exterior and clean your windows



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**TOP PRODUCER**  
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of Realtors in  
Alachua County

I moved to northwest Gainesville in 1974. After graduating from high school, I left Gainesville to pursue a business education at Duke University and a MBA in marketing from The Wharton School of Business. After a ten year career in marketing, I returned to my hometown Gainesville and pursued my interest in real estate. Having been a real estate investor for years, I turned my passion into a career by becoming a full-time Realtor.

With my background and expertise in marketing, I have experienced tremendous success in my new career. In my first year, I sold almost \$5 million in real estate and in the first half of 2007, I surpassed \$6 million in sales. My accolades include a nomination for the Gainesville Sun's Community Service Award, the 2006 Leaders' Circle Award from the Gainesville-Alachua County Association of Realtors (GACAR), membership in the 2006 GACAR Honor Society and a nomination for Realtor of the Month.

In addition to working full time as a Realtor, I am an active volunteer in the community, earning a nomination for the Gainesville Sun's Community Service Award in 2006. I have served on the PTA board at Wiles Elementary for several years, as well as on my neighborhood's HOA board. I am active teaching Gainesville's youth at my church, and assisting with homelessness in our community. Most importantly, I have two daughters with whom I devote significant time.

