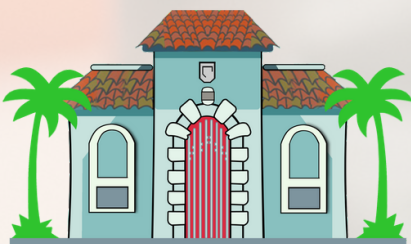


COVID19


ALL FLORIDA HOME TEAM

Guide to Selling Your
Home During
COVID-19



ALL FLORIDA HOME TEAM

YOUR KEY TO EXTRAORDINARY FLORIDA HOMES



We at ALL FLORIDA HOME TEAM felt putting a simple guide together for South Florida Home Owners would be helpful and could answer many of your questions regarding if this is the right time to sell your home. Selling a home can be stressful, but now with the midst of a pandemic and having to adhere to social distancing it may seem even harder, but it doesn't have to be.

WHY WE THINK THIS IS ACTUALLY THE BEST TIME TO SELL YOUR HOME

We have been selling real estate collectively for more than 40 years and we have seen housing market shifts during this time. Many of us can recall the crash in 2008. Several thousands of families are still recovering from this financial disaster. There were several factors that led up to the bubble bursting including home values in 2001-2003 rapidly climbed before the market could adjust, which increased the foreclosure rate in 2006-2007 and the “creative” lending policies and programs that were put into place to jump start the economy.

Not wanting a repeat performance of those days, the Federal Housing Finance Agency (FHFA) implemented steps a few months ago to ensure it doesn't happen again. A moratorium on foreclosures for families that have a mortgage backed by the Federal government (Fannie Mae, Freddie Mac) gives many south Florida homeowners up to a year of forbearance, especially if they are suffering financial hardship. *(We are happy to recommend lenders for you to discuss your mortgage in greater detail.)*

So far this program has been positive. June had the fewest active foreclosures since 2000 and this is major. Our Federal Government is working on new steps to keep the real estate market healthy as the moratorium is scheduled to expired the end of August. They want to prevent a housing crash.



FROM WHAT WE ARE EXPERIENCING IN OUR LOCAL MARKET, HERE ARE THE TOP 5 MISCONCEPTIONS THE GENERAL PUBLIC THINKS REGARDING THE REAL ESTATE MARKET:

1. Horrible time to sell.
2. We won't be able to sell our home because prices keep going down.
3. Buyers are waiting to buy.
4. No one will buy my home because they can't see it in person.
5. People are leaving South Florida for less densely populated area.



OUR REBUTTAL TO THESE REAL ESTATE MYTHS...

1. Ideal Time to Sell. Home buyers are in high demand. We have buyers reaching out to us every day wanting to buy a new home.
2. Many areas in South Florida are seeing an increase in home sales. Data from several economists and associations likewise say just the opposite. The National Association of Realtors (NAR) reports in the first 2020 quarter, the national median price for single family homes grew 7.7%. We are on track to keep the pace of home price growth the same as we saw this time in 2019. What is helping this is the low mortgage interest rates being offered.
3. Buyers are wanting to buy NOW. According to NAR's Pending Home Sales Index where in May alone, the pending sales jumped to 44.3%. Take a seat...this was the largest month over month increase since the index began in 2001. WOW.
4. Yes we are now in a new era of Virtual home tours, but that doesn't mean buyers can't view your home in person. With the extra care and precautions that everyone needs to follow to protect buyers and sellers health and safety, homes are being viewed in person.
5. People are flocking to South Florida from all over the nation. Daily we receive out of state phone calls inquiring on one of our many listings. New York and New Jersey seem to be the two states where we receive the most calls from. (Might be a good idea to market to these markets).

YOU HAVE MADE THE DECISION YOU
ARE READY TO SELL... WHAT NOW?



Safety

Safety

Safety

Safety

Safety

Safety Safety Safety...this is our #1 priority. Just as NAR urges its Realtor members to adhere to our state and local executive orders, home owners should follow the same advice. As Realtors we have the responsibility to take all necessary precautions to keep our general public safe when selling a home. The easiest way to avoid in person contact is to leverage technology that we all have available to us and go Virtual.



VIRTUAL IS THE NEW WAY OF CONDUCTING BUSINESS

What do you need to do to get the buyers attention? Professional eye catching photos have always been a must and now more than ever are they important. People are at home sitting in front of their computer screens and if you have an amazing home with so so photos it may get passed by for another listing that has vibrant photos that seem to jump off the page.

Now you have to take your listings to the next level and have a virtual tour of your home to give buyers an in-depth view of your home and the floor plan. How great to sit in front of your computer and virtually walk through someone's home from the front door to the back door and every room in between.



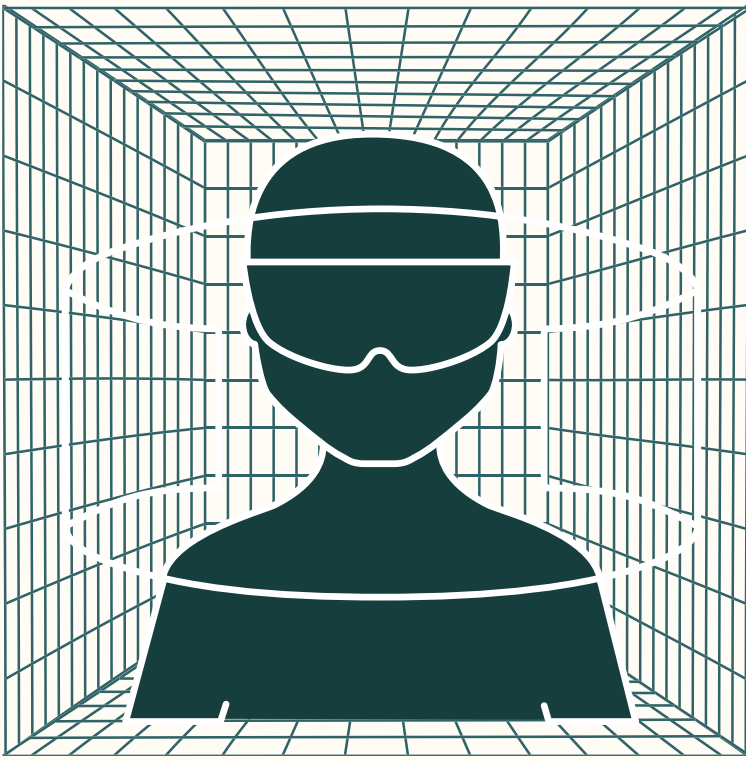
DEPENDING UPON YOUR SCHEDULE AND BUDGET A VIRTUAL TOUR CAN BE CONDUCTED IN SEVERAL WAYS. LET'S START WITH EASIEST AND MOST COST EFFECTIVE WAY.

1. If you have a smartphone with a camera you can walk through the home going room to room focusing on key upgrades or highlights of each room.
2. Do you have a social media page such as Facebook or Instagram? Why not do a live stream tour...you can either promote that you will be having a virtual tour at a certain time and potential buyers can tune in. You can use something like Facetime. You and the buyer can walk through the property together. Buyers can ask questions as you tour the home. Great way to build rapport with the Buyer.
3. Virtual Open Houses are very popular with Realtors and Sellers today. Realtors are creating videos on their smartphones and then posting to their social media sites. Once you have done a video you can post it as many times as you like.



IMPORTANT TO REMEMBER:

Go slow when doing the tour on your phone. The camera doesn't go as fast as we do so you have to remember you are trying to film with the viewer in mind. This is usually one area everyone goes too quickly. Go slow. With practice you will get the hang of it.



3D TOURS

Many Realtors don't use 3D tours because there is more involved. It takes longer, you need a 3D camera to capture the images and it costs more than using your smartphone. This is definitely the way to go when you want to really showcase your home. **All Florida Home Team** adds 3D tours on the majority of all our listings. Our clients loved them. It cuts down time from having so many interested parties that want to see the home in person because they can actually see the home and the floor plan from watching the tour.

A popular platform that many Realtors use is Matterport. They have a variety of different packages ranging from \$9.99 to \$309 a month. If you work with a Realtor this is typically an expense they pay for as part of their marketing plan. *(Contact us and we will send you some of our favorite recommended companies to help you with your tour.)*

If you are hiring an agent to help you with the sale of your home make sure you choose wisely. Ask them for a marketing plan on the sale of your home. Do they do virtual tours? Do they add 3D virtual tours? If they are going to show your home in person what steps are they going to take to keep everyone safe?



Staging Your Home VS Virtual Staging

Staging your home has always been important and now due to the age of social distancing and more virtual tours being done it is a must. You want your home to catch the eye of the buyer from when they see the first photo of your home which usually starts outside at the front door. You want to have curb appeal. If the outside looks great it creates interest and excitement for the viewer wanting to see what's inside.

Not everyone has the time, energy or even know how to rearrange furniture and artwork to showcase their home in the best light. There is a solution. Remember when you first bought your home and you had so many wonderful ideas of what you wanted to do to the home once you move in? You couldn't wait to get started. Then life got busy and you never got around to painting the one wall in the dining room red to give it just the right affect. Or your master bedroom. You have been meaning to buy a new bedroom set, but now with COVID you have decided to sit tight.

With virtual staging software (there are many companies that offer this service) you can redecorate your home in the style and colors that are popular today, while enhancing the appearance of the room. You have unlimited options...just need your imagination and a little money to put it altogether.


Try to always aim for a neutral palette with minimal furniture so buyers can envision themselves living in the home.

Tenant Occupied VS Vacant



Vacant properties usually are easier to sell due to the ease of viewing. Many tenants don't want strangers entering the home which is understandable. We must always keep remembering safety comes first when selling a home. Someone's health is our number one concern. If the tenant will allow either the owner of the home, or the home owner's Realtor to do a virtual tour it can still be shared. If you have a tenant occupied property and the tenants are willing to let people in, we advise you put language into the MLS saying offer is subject to interior inspection.

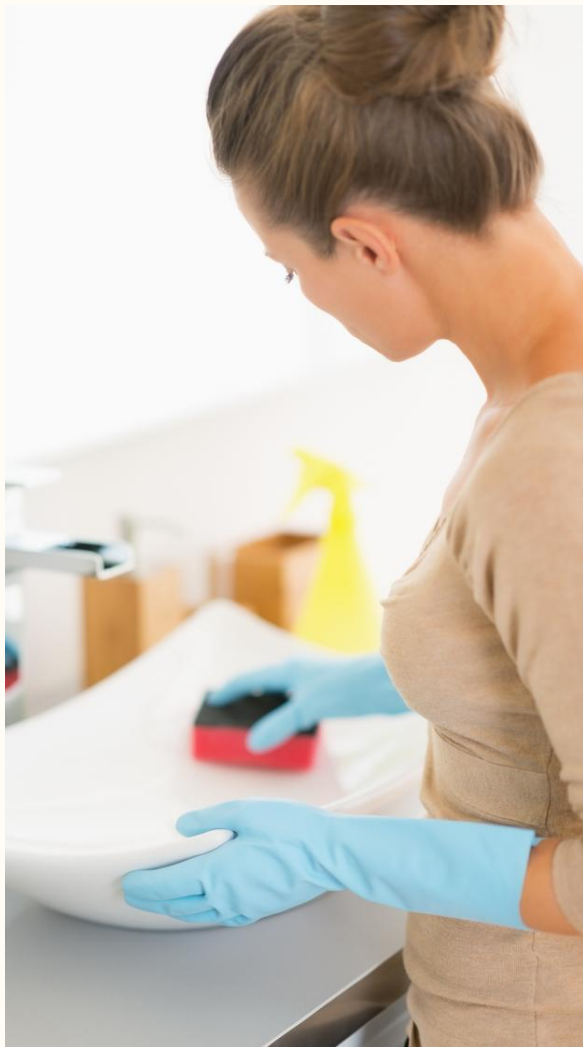
This way only serious buyers who submit a contract along with a preapproval letter and proof of funds showing they can afford the home, will be given access to view it in person. It is wise to add a contingency that allows the buyers to back out of the deal if they don't like what they see upon inspection.

The background image features a wooden house-shaped box with a red ribbon tied around its top. In the foreground, there is a clear plastic bottle of disinfectant spray with a white nozzle and a white N95 respirator mask with yellow straps. The scene is set against a light-colored brick wall. A large teal circle with a dotted pattern is overlaid on the right side of the image, containing the text.

Your Home Is
Listed and You Are
Allowing In Person
Showings.
What Steps Should
You Take?

All Florida Home Team incorporate the Center for Disease Control (CDC) cleaning guidelines that all homeowners should follow when cleaning their home. We use such products as Lysol Disinfecting Wipes, Clorox Multi Surface Cleaner, Lysol Disinfectant Spray for the air, and hand sanitizers with at least 60% alcohol.

Before anyone enters the home we disinfect the entire home focusing on areas that people tend to touch when they are looking at a home. The most common areas are:



The doorbell

Exterior and interior door handles

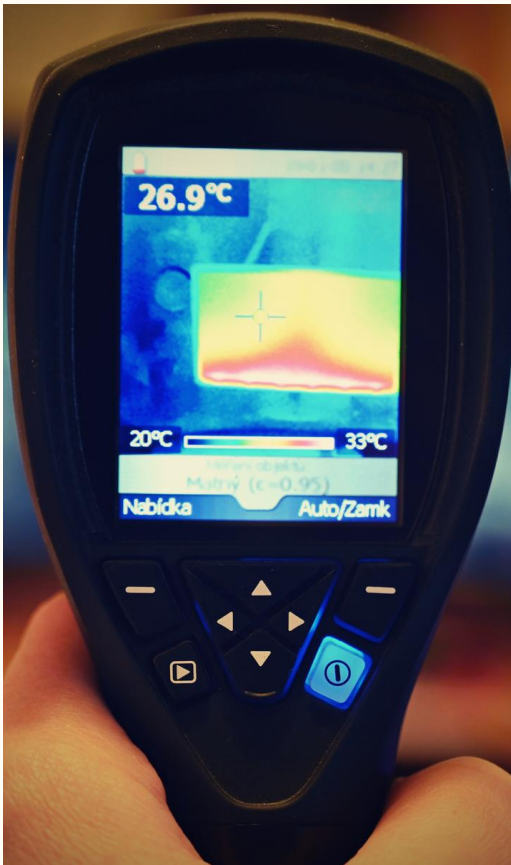
Handles on cabinets and drawers

Toilet seat covers

Remotes and light switches

Sinks and faucet handles

Greeting the guests at the front door we welcome them and ask them a couple of simple questions...



Have you traveled anywhere within the last 2 weeks?

Are you aware of being in the company of anyone who has tested positive for COVID?

May we take your temperature before you enter the home? (We purchased a temperature device to make sure no one enters who has a fever.

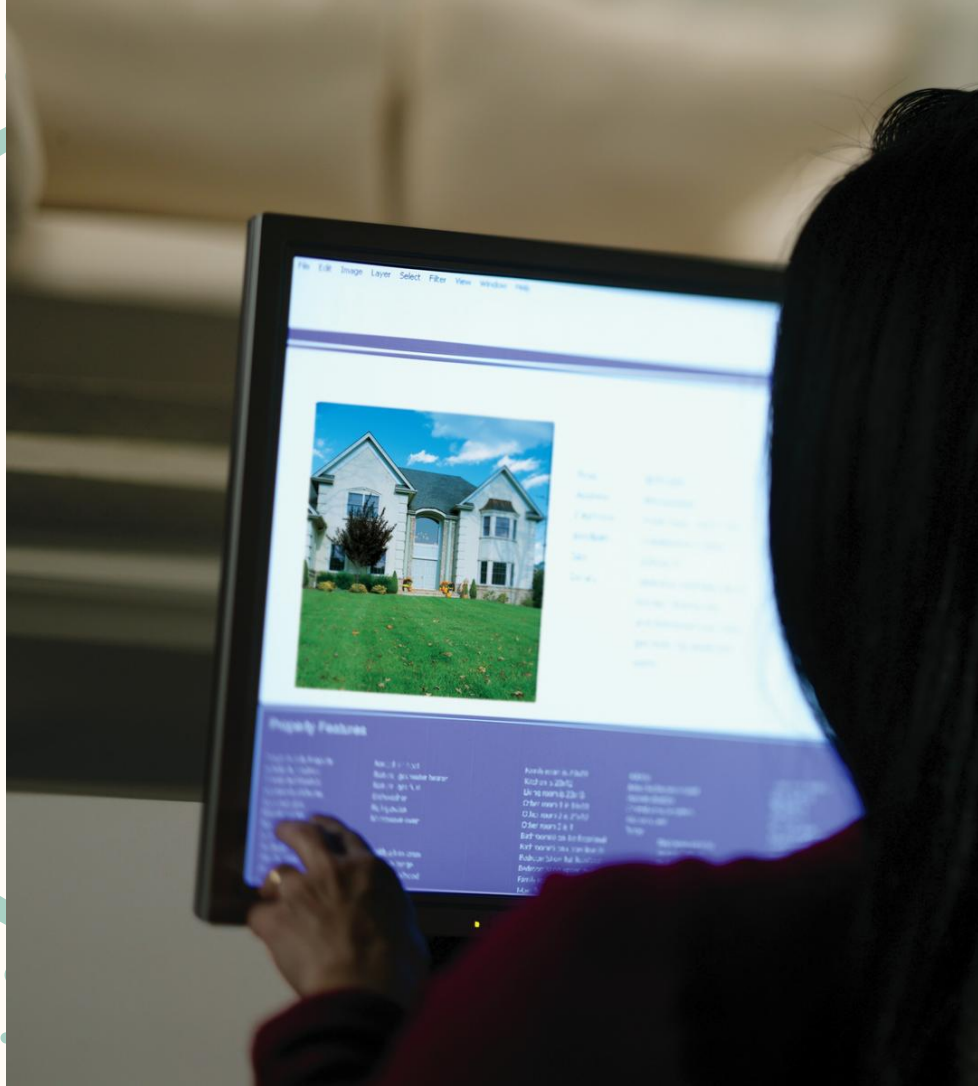
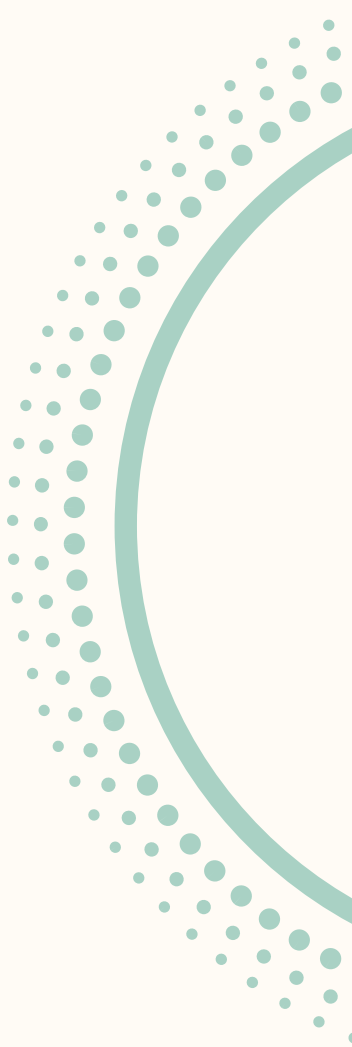
No one is allowed in without a mask.



We limit the showing to only 4 people. Two adults and two children. If there are more in the family we ask them to wait in their car.

We provide gloves, shoe coverings (booties) and hand sanitizer at the front door.

We are also aware of social distancing while people are going through the home.



Inspection & Appraisal

Once you are under contract the buyer will hire a company to complete a home inspection on the property. More and more companies are requesting no one is in the property when the inspection is being done. Or they ask sellers and their agents to stay in a separate room of the home away from the inspector. Again everyone is making safety of all parties their number one priority.

Drive by appraisals are also starting to take place. Under normal conditions the lender would send an appraiser to the sellers home to inspect both the interior and exterior of the home.

Some lenders are accepting drive by appraisals just by reviewing the neighborhood and the photos of the home so the inspector doesn't have to enter the property. You will start to see more appraisals being done this way. Which leads us into this conversation.



PRICE YOUR HOME CORRECTLY THE FIRST TIME

Majority of Sellers for the most part always think their home is worth more than what the current market value is. Even though the inventory in South Florida for single family homes is lower than normal in many areas, buyers, even with low interest rates available are being cautious with their offers. Sellers think they can ask more and buyers will pay. With our economy being so unstable this is not the wisest way to go. With the advice and guidance of a Realtor who knows your neighborhood, together you should be able to price your home correctly. A home priced correctly should be under contract within 30 to 60 days.

When our clients receive an offer on their home we look at the initial deposit, how much is the buyer financing, who is their lender, how many days do they need to close. We want to know what they do for work and is there any possibility they may lose their job any time soon. With the unemployment rate exploding to the highest level since 1940 you want to review all the financials of the buyer as thoroughly as possible. The more information you know about your buyers the easier it will be for you to make a decision. Due to COVID lenders are raising the criteria for mortgage approval, requiring higher credit scores and loan to value ratios for buyers.



CLOSING REMOTELY

Keeping in line with doing most of your home selling on line virtually, you now also have the option to close on line. The State of Florida beginning January 1 of this year allows a notary and a witness to accept the electronic signature of both the buyers and the sellers on real estate closing documents.

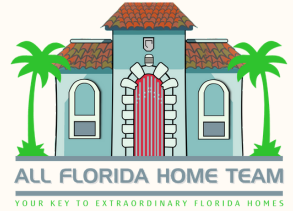
The real estate world as we once knew it is adapting to this new way of working virtually. Are you ready for it?

If we at the AllFloridaHomeTeam can answer any questions for you or you are looking for more information please contact us info@allfloridahometeam.com or call this number _ _ _ _ _ and we will return your call within 24 hours.

ABOUT US



Denise Madan, PA
Joel Freis, PA
Broker Associates
All Florida Home Team



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786-344-8004
www.AllFloridaHomeTeam.com

All Florida Home Team consists of passionate professionals and real estate specialists with years of experience. What makes this team stand out as a forerunner is its strong foundation of core values. Everyone on the team has adopted and are committed to the “Client First” philosophy. Because of this they have established strong and long-lasting relationships with their clients. Each member embodies extraordinary passion for helping the client each step of the way, from the first phone call to the day of closing. That is just the beginning. The reason the team is so successful is their ongoing relationship and communication with their clients. The goal is to make every client a friend for life and become a “Raving Fan” of All Florida Home Team.

The multi-generational members on the team are both dynamic and diverse, just like the communities of South Florida. Everyone brings something special and unique to the team which makes for a strong committed team working to achieve the same common goal, delivering outstanding level of customer service. Team member stated, “When we put the needs of clients ahead of our own, the client always wins”.

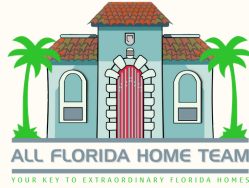
Selling a house takes so much more than just banging a sign on the front lawn. Team leaders of AFHT, Denise and Joel, each bring two decades of career experience. They know their clients will never find satisfaction with mediocre real estate service. They are dedicated to uplift the standards of real estate by providing a reality-based and communication-focused experience to her clients.

As a Broker Associate at Keller Williams, Denise works in a variety of markets, both on the selling side and buying side. With buyers she is as comfortable working with first time home buyers to A-list personalities. In 2010, she listed & sold basketball star Dwayne Wade’s luxury Pinecrest home, which was previously listed with two other real estate companies. Listing properties has become a strong suit for Denise and the team. On average they sell 100 plus homes a year.

A strong believer in living her life by giving back to her community she has several charities she donates to including Diabetes Research Institute, a non-profit organization that helps to find a cure for diabetes. This charity is near to her heart and she gives in memory of her beloved stepdaughter Rebecca Madan Kollaras. An avid animal lover her entire life she also gives generously to Paws4You and 100+Abandoned Dogs of the Everglades.

Specialties: Luxury Market, both residential sales and leasing, REO, Short Sales, Relocation, First-Time Home Buyers, Vacation Rentals, Property Management, International Buyers and Sellers

ABOUT US



Denise Madan, PA

Broker Associate
All Florida Home Team

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WORK EXPERIENCE

- Associate Broker
2018-Present, KW Realty Partners SW
Core investor new market center Miami Lakes
- Associate Broker
July 2017-May 2018, eXp Realty
- Realtor
2005-2016, RE/MAX Advance Realty
- Realtor
2004-2005, Prudential
- Realtor
March 1999-2005, Esslinger Wooten Maxwell

SPECIALITIES

- Extensive experience and credibility on Broker's Price Opinion (BPO)
- Servicing Miami Dade, Broward and Palm Beach Counties through communication-focused and reality-based real estate programs

EXPERTISE AND CORE STRENGTHS

- 24 hour turnaround valuation policy
- Prioritizes Communication to clients
- Market Research and Negotiation
- Strong Leadership
- Working with Investors
- Strategic Planning
- Solid Marketing Skills (20+ years of experience)
- Contracts & Leases
- Time Management
- Deadline-oriented, Dependable, Critical Thinking, Coaching, Analytical, Solution Oriented, High Achiever, Results Driven,
- Worked on 7 HUD NSP point pools
- Rent to own program
- Extensive experience in HHF (Hardest Hit Funds) program
- Experience with RES.net, Equator
- Negotiated CFK, Deed in Lieu, Short Sales
- Cover Miami Dade, Broward and Palm Beach Counties

CREDENTIALS

- Certified Residential Specialist (CRS)
- Certified International Property Specialist Designation (CIPS)
- Graduate, REALTOR® Institute (GRI)
- e-PRO® Certification
- Certified Distressed Property Expert® (CDPE)
- TransNational Referral Certification (TRC)
- Certified Luxury Home Marketing Specialist™ (CLHMS)
- Certified Craig Proctor Coach
- Pyramid Platform

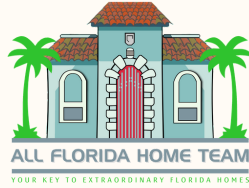
MEMBERSHIPS

- National Association of Realtors
- Florida Board of Realtors
- Premier Agent with Zillow, Keller Williams Luxury

Voluntary Work Experience

- Blood Drive Volunteer, Coral Gables
- Parent Volunteer, Pincrest Elementary
- Miracle Agent for Children's Miracle Network
- Ongoing Contributor, Diabetes Research Institute

ABOUT US



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All Florida Home Team

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WORK EXPERIENCE

- Licensed in 1998
- 1998 - 2017: Real Estate Sale Agent Broker Associate
- 2007- Present: Director of REO, Team Leader

SPECIALITIES

- Extensive experience and credibility on Broker's Price Opinion (BPO)
- Servicing Miami Dade, Broward and Palm Beach Counties through communication-focused and reality-based real estate programs

EXPERTISE AND CORE STRENGTHS:

- Extensive experience and credibility on Broker's Price Opinion (BPO)
- Has built a referral base of loyal customers
- Specialty on Real Estate Owned (REO) Properties
- First-hand experiences on REO-related tasks from drive-by, door knocks, Cash for Keys (CFK), evictions, obtaining permits, trash removal, access to database of contractors, obtaining quotations to overseeing rehabilitation
- Hands-on with activities such as Property Inspection and Reservation, providing immediate Occupancy Checks
- Manages and trains staff and Buyers Agents

CERTIFICATION AND TECHNICAL TRAINING

- Certified Residential Specialist
- REO Best Practices-Valuations
- Citi Group Best Practices
- A-REO
- RESNET Certified

AWARDS AND MEMBERSHIPS

- Top Producer of the Month for Multiple Times
- 2011 - 2015 Platinum Member
- 2016 Club Chairman
- Master Broker Forum (Top 1% Agents in Dade County)
- US REO Partners
- Miami-Dade Board of Realtors

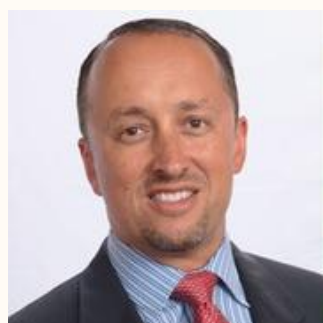
OUR PREFERRED PARTNERS



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