

Robert Ash
Realtor, GRI
(Graduate Realtor Institute)

***Prepared For
Mr. & Mrs. Sellers
On Your Side
Working For You***



**American
Suncoast
REALTY**

Robert Ash

Staying ahead of the changing times!!!



Achievements:

- Multi-Million Dollar Producer
- Graduate Realtor Institute (GRI Designation)
- New Agent Trainer
- Army Veteran
- Live Strong Volunteer (Cancer Patient & Survivor Health Program)

Important Factors I Bring To The Table

- Open & Honest Communication and quick response to all inquiries & questions
- Full time Realtor. Detailed oriented, Ethical, Accountable & Integrity are all part of who I am.
- Top Notch Professional Marketing
- Professional Photography
- Use my team at ERA to assist in selling your house
- Strong Negotiating Skills
- Loyal to you as my client
- Extensive Knowledge Of Citrus County, I Grew Up Here.
- I have Been With ERA Since 2005
- I work for you, for free, until we get you sold

Satisfied customers

Chaz Meissner - Pine Ridge, FL

As a first-time home seller, I was entrusted with the sale of my parent's house. Little did I know the corona virus would complicate matters into uncharted territory. Robert stepped into this mess and was able to address my anxieties and doubts with his calm demeanor. His experience was obvious during the complex process of inspections and dealing with buyer's agents. Robert was impeccable with up-to-the-minute communication and my ability to reach him at any time. Foolishly, I thought I could sell the home myself. After this experience...NO WAY! It was Robert who advised and guided us through this very difficult chapter in our lives. Thank you.

Butch & Barbara Campbell - Inverness, FL

Being a retired Army officer, I have bought and sold many homes over the past 50 years. Of all the realtors I have dealt with, I can honestly say that Rob Ash is the best of the best that I have ever worked with. Always professional and ready to help in any way. The house we finally decided to make an offer on was hosting a lot of potential buyers, and within two hours of us seeing the house, Rob had our offer submitted and accepted. We could ask Rob a question via voice or text and have an answer within minutes. His answers proved repeatedly to be accurate and honest. Many times, during closing, Rob had a problem solved or questioned answered for our lender before we even had a chance to respond to the email. His attention to detail, communication skills, and problem-solving abilities are outstanding. His real estate skills, knowledge of the market, dedication to his clients, negotiating skills, integrity, and professionalism are exemplary.

Meet the Team

In your corner



Broker Owner, Mng. Team – CJ Dixon

Management Team – Janine Moore

Management Team - Kelly Tedrick

NRL Mortgage – Scott Shannon



Admin Support – Carley Lane

Admin Support – Lorraine Bond

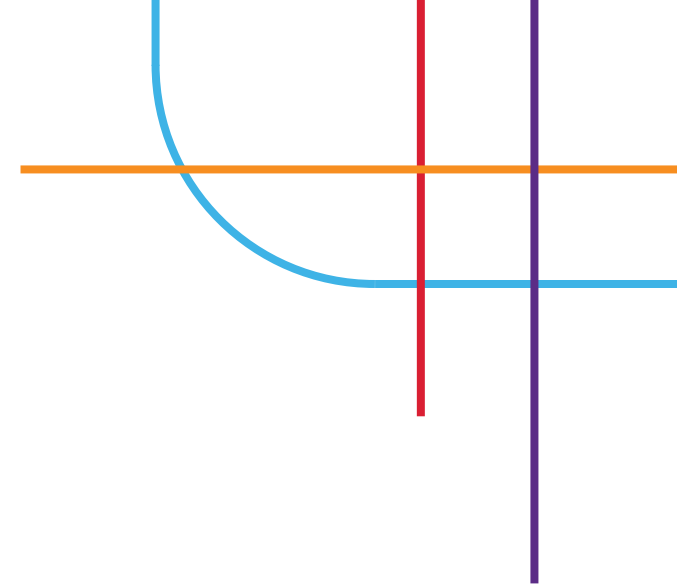
Home Warranty – American Home Shield - Teri Pryor

Professional Photography – Studio 3



Professional Aerial Photography – Studio 3

American Title Services – Lynn Czajkowski



ERA American Suncoast Realty



40+
years
in business



5+
markets
served



100
agents



3
offices



1463
annual closed
units



240,862,237
annual
volume



BEST OF ZILLOW

Zillow Top 4% in USA / 98% ERA Customer Satisfaction



Community involvement

Proud Supporter of Jessie's Place, MDA, Local Schools, Local Sports Teams, Voices for Children, Toys for Tots, Casa, Family Resource Center, and more.



Awards

- ERA Gene Francis Award
- Best of the Best 10+
- Broker of the Year 4 Times
- 2019 Gold Company



**The power
of the brand**



**American
Suncoast
REALTY**

Internationally known



35

Countries Worldwide

44

U.S. States

208

U.S. Companies

2,301

Offices Worldwide

35,438

Sales Associates

13,139

Domestic Agents

22,299

International Agents

Adjacent to 247 Acres Agricultural Land



5.6 Acre Equestrian Property
w/ Direct Access to Pine Ridge Horse Trails



American
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REALTY

Custom Video for
unique Properties

Click on the images
to view the videos

3D Tour on all homes

Click on the image to view



**Is a 3D Tour
important?**

Absolutely 100%

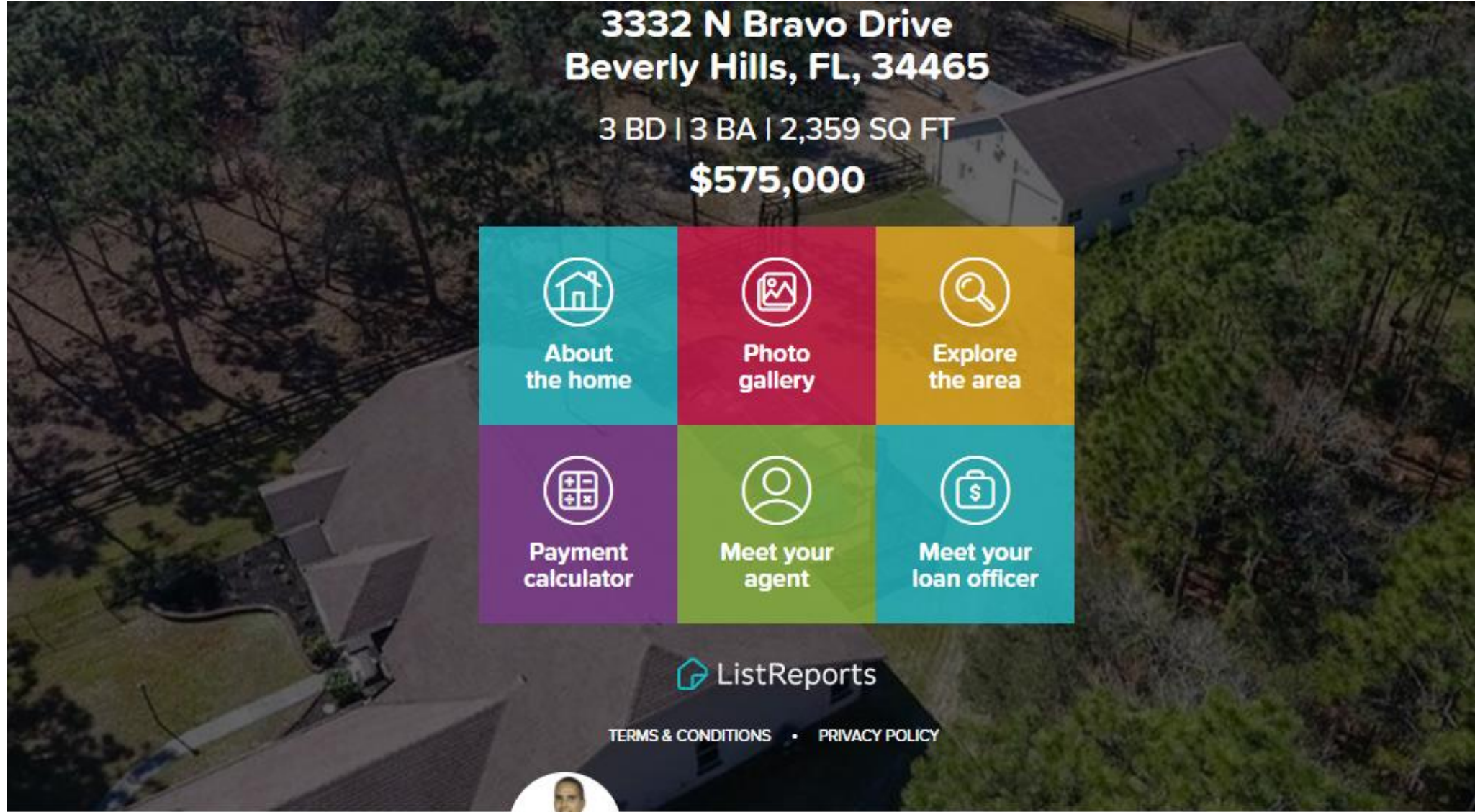
3D Tours give the buyers a way to walk around the house virtually.

This allows for buyers to see the flow of the house, zoom in on cabinets, scroll around to see everything from the baseboards to the ceiling.

I have sold several homes where the buyers were from out of state and bought sight unseen. Their offers were stronger than the buyers here in town.

This is one of those homes sold sight unseen. 3D Tours are a very important tool.

Custom Property Website



Robert Ash
ERA American Suncoast Realty [Contact](#)

Click On The Image To Preview Website

Custom Property Fliers

21661 COZY PLACE, BROOKSVILLE, FL, 34601
4 BD | 3 BA | 3,040 SQ. FT

OFFERED AT
\$899,000



To get listing and finance info about this property, text LIST4374456 to 800.701.6509

ABOUT THIS PROPERTY

27.5 acres (4 parcels) high and dry. Private, secluded and situated to enjoy the rolling hills right out the back door. Property backs up to over 200 acres of Florida A & M agricultural land. Beautiful home with over 3000 sq ft of living. Wide open floor plan with hardwood floors, Granite countertops throughout, 10 ft ceiling, 8ft doors and much more. There is a whole house generator with 500-gallon propane tank to power everything up if needed. 2 wells are located on this property (1 at house and 1 up at the front entrance area. The home sits on 10-acres and there are 3 other parcels (two 5-acre tracts & one 7.5 total.

4
BED



3
BATH



ROBERT ASH
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SCOTT SHANNON
Branch Manager
NMLS# 432412, FL License: MLO.432412
m: (352) 207-5019
e: scott.shannon@nrlmortgage.com

Just Listed!

Sent to all immediate neighbors.



ERA American REALTY
Price, Photos & Videos:
Text 960513 to 35620

JUST LISTED!

3332 N Bravo Drive
Beverly Hills, FL 34465
\$575,000

2359 sqft | 3 | 3

Robert Ash
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Beverly Hills, FL
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ERA American REALTY

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ERA American Suncoast REALTY
Price, Photos & Videos:
Text 775734 to 35620

JUST LISTED!

2157 N Stampede Drive
Beverly Hills, FL 34465
\$619,900

2920 sqft | 4 | 3

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TextERA

Our best lead generator

TextERA allows buyers to view property details and reach me via a text code. Buyers can simply text a keyword or a number provided on your yard sign and they will receive information on your house directly back to their phone.

97%
text messages
open and read

60%
convert to showing



Social Media

Beyond connection

Social Automation

Social Automation automatically creates Just Listed and Open House videos for your property, then uploads it to my brokerage's Facebook® and YouTube® pages.

SocialBoost

Once the videos are on my brokerage's Facebook page, I can easily target potential area home buyers outside of my sphere of influence using SocialBoost.

In today's market, Buyers demand instant gratification.

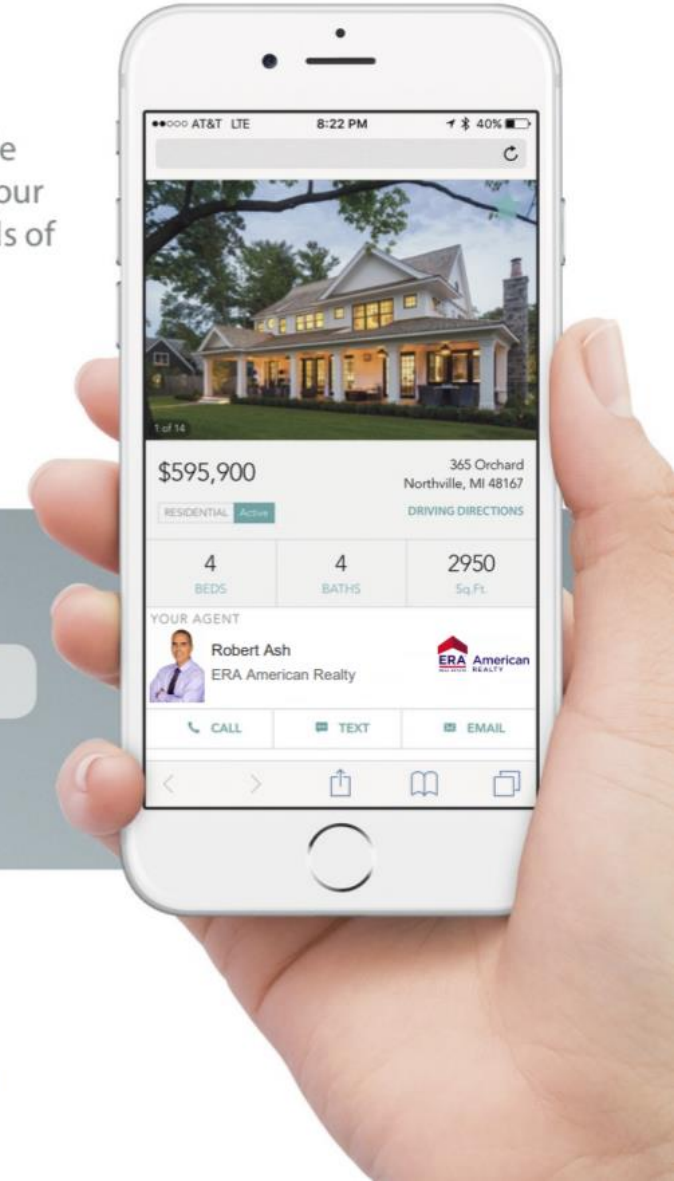


We employ the latest in mobile marketing technology to put our customer's homes in the hands of potential buyers.

Try it for yourself

Text **DEMO131894**

To 35620



Robert Ash
(352) 228-9408
robert.ash@eracitrus.com



Speed to lead

Rapid response to property inquiries

According to the National Association of REALTORS®, 93% of all buyers rely on the Internet as an information source in the home buying and selling process. These consumers expect and deserve a high level of customer service, including a prompt response, and that's what they are going to get.

My goal is 3-5 minutes to respond to leads that come in on your house. It doesn't matter if it is in the form of a text, email or phone call, 3-5 minutes is my goal.



Determining your market position



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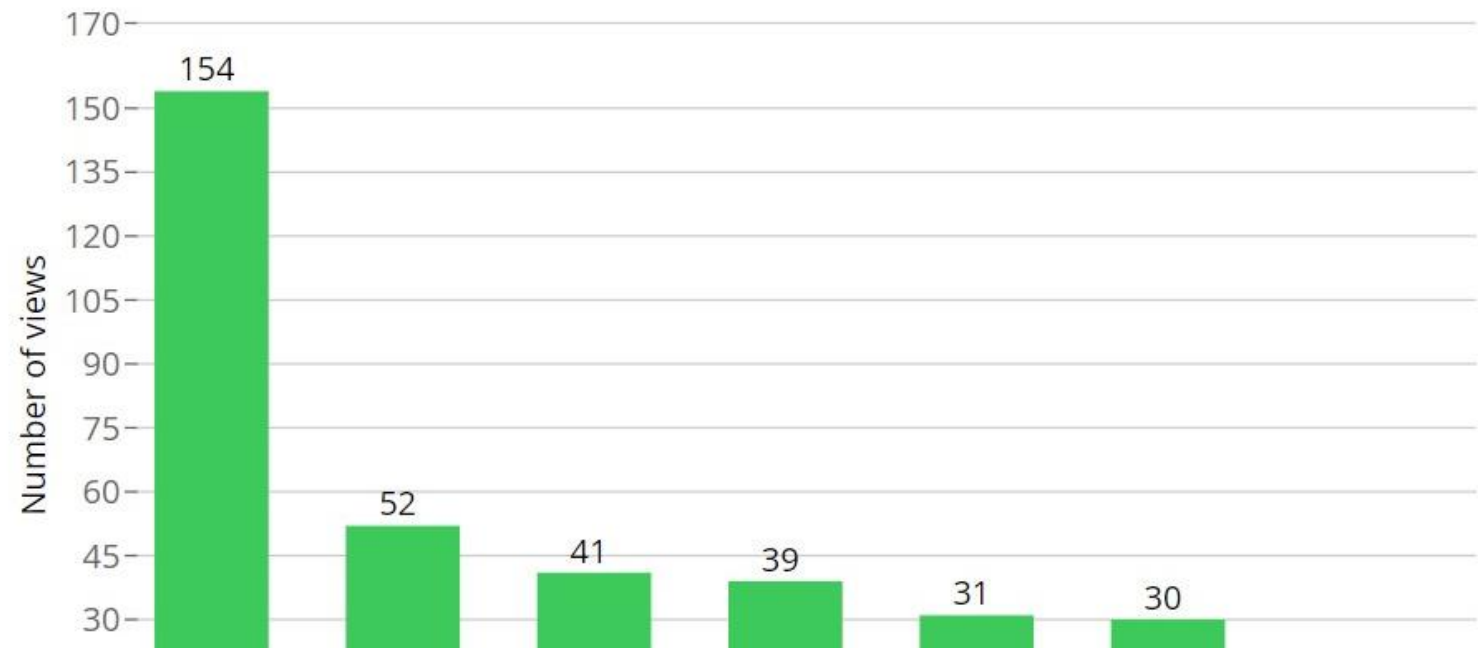
Determining market position and pricing a home properly are both extremely important.

This graph is the 1st week of activity on a new listing. It shows how views drop dramatically after the 1st few days on the market.

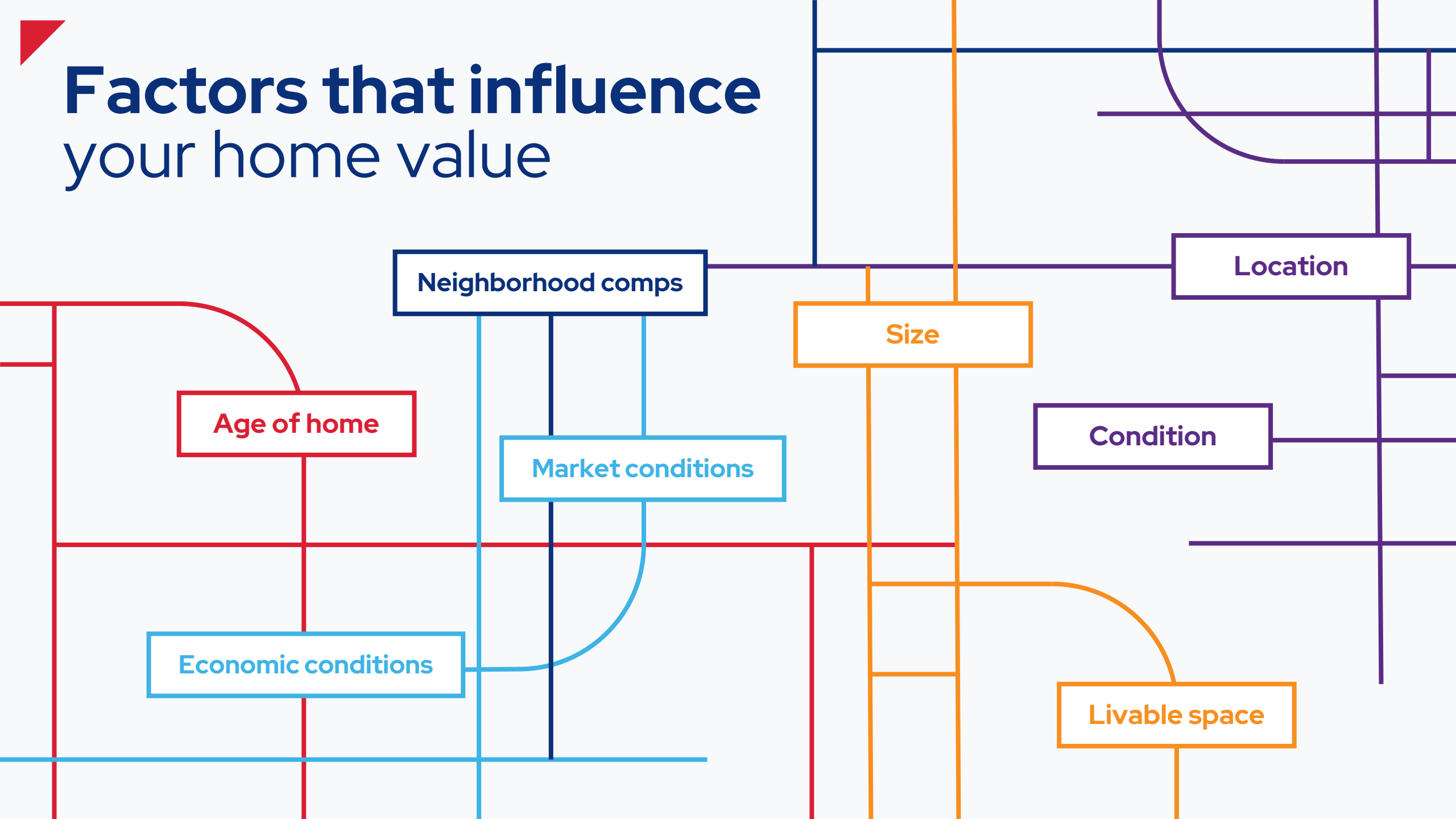
The first couple of days will have the most activity online. Buyers and agents have their computers set to trigger when a home pops up in their desired area.

Most buyers have been looking for months. Limited inventory and homes disappearing quickly have buyers tuned in to watch for the right property at the right price.

20 saves
468 views
Views on your listing
This Week Last 30 Days



Factors that influence your home value



Neighborhood comps

Age of home

Economic conditions

Market conditions

Size

Livable space

Condition

Location

Competitive market analysis

Your house compared to:

- Recently sold houses
- Withdrawn
- For sale houses
- Under contract

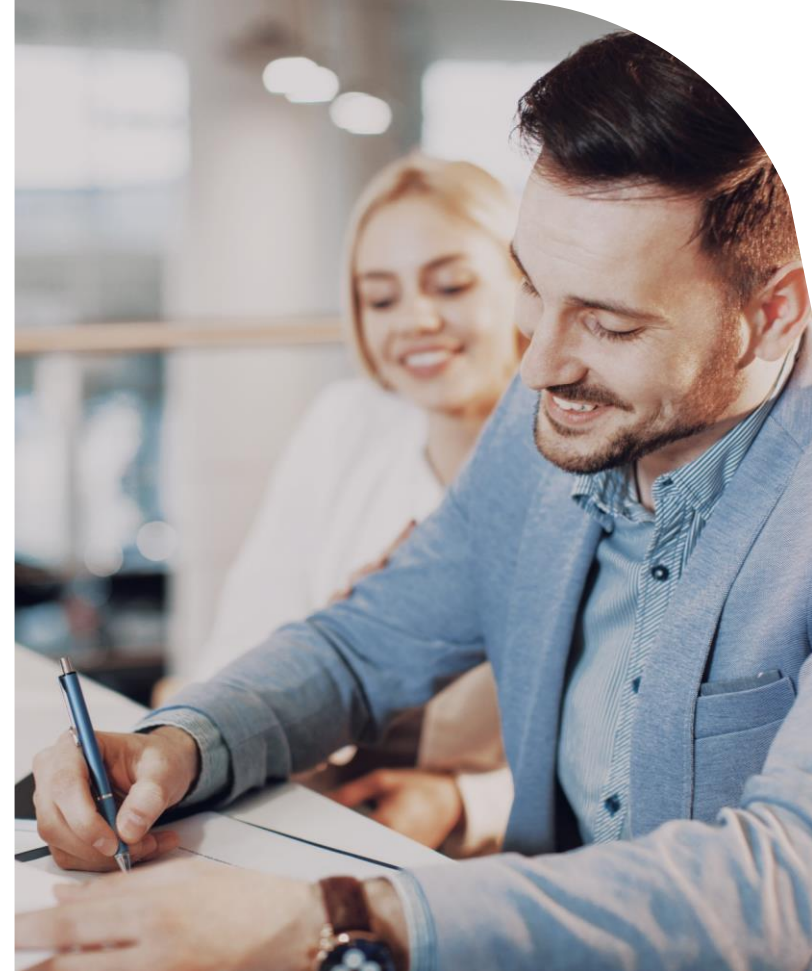
Assists in:

- Understanding the market
- Setting listing price
- Appraisal ready



**In your
corner**

**Commitment
to service**



**American
Suncoast**

REALTY

ERA® Affiliated Broker Commitment to Service***



FOR: _____

ADDRESS: _____

I agree, with the cooperation of _____
(company name)

to perform the following services to market your home:

- 1. Provide a comparative market analysis** of your home based on similar sales and competing properties to establish the initial market value of your property.
- 2. Prepare a good-faith estimate** of anticipated expenses, reflecting the estimated proceeds you could receive based on your asking or agreed upon price.
- 3. Work together to develop** and agree with you on a customized **marketing plan** to help sell your home.
- 4. Provide you with exposure of your property listing** with at least ____ photo(s) through **ERA.com** and other Web sites available to me within ____ business day(s).
- 5. Contact you** ____ times to discuss the selling progress of your home and include feedback from Broker of Record showing the property. I will return any messages within _____ of your initial contact and would be happy to give you progress reports _____.

You may reach me at: _____
(phone) (email)

- 6. Review your competitive marketing strategy** every ____ days based on the ongoing activity within the market.
- 7. Offer a loan pre-approval service** to prospective buyers, and to you when you're ready to buy, thus offering peace of mind regarding the mortgage financing process. *ERA Mortgage*™ is available to provide this service upon request.
- 8. Offer an ERA Home Protection Plan**® to enhance the marketability of your home and can help protect your home from unexpected repair bills during the time your home is marketed.
- 9. Assist with your new home buying needs** or provide you with a qualified Broker of Record through our *ERA* network to help you in finding a home in your next community.

COMMITMENT TO SERVICE. If ERA® Affiliated Broker fails to perform all the services in this COMMITMENT, you may terminate – as the sole remedy for that failure – the Exclusive Listing Agreement covered by this COMMITMENT as long as you give the parties listed below written notice of your intent to terminate, citing the specific breach of the COMMITMENT. *ERA* Broker will have ____ days to cure the breach. If the breach is not cured in ____ days, the Listing Agreement shall terminate, and *ERA* Affiliated Broker will unconditionally release you from the terms of the Listing Agreement. This COMMITMENT applies only in connection with an exclusive listing agreement for at least ____ days to sell your home. If any terms or conditions are prohibited by law, they shall be considered deleted from this COMMITMENT.

THIS COMMITMENT is given by the *ERA* Affiliated Broker and Broker of Record indicated below and is not a commitment from ERA FRANCHISE SYSTEMS LLC. Each *ERA* office is independently owned and operated and may not enter into contracts on behalf of ERA FRANCHISE SYSTEMS LLC.

Owner _____ Date _____

Owner _____ Date _____

Broker of Record _____ Date _____

ERA® Affiliated Broker _____ Date _____

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** PHH Mortgage Corporation D/B/A ERA Mortgage, 1 Mortgage Way, Mt. Laurel, NJ 08054. NMLS ID #2726 (www.nmlsconsumeraccess.org). Alaska Licensed Mortgage Lender #AK2726-5, 800-446-0964; Arizona Residential Mortgage Licensee #BK 0903622; Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act; Regulated by the Colorado Division of Real Estate; Licensed by the Delaware State Bank Commissioner #2784; Georgia Residential Mortgage Licensee #6266; Illinois Residential Mortgage Licensee #MS.0005941, 100 W. Randolph, 9th floor, Chicago, IL 60601.800-532-8785; Kansas Licensed Mortgage Company #SL0000792; Massachusetts Licensed Lender #ML2726; Minnesota – This is not an offer to enter an interest rate lock-in agreement; Licensed by the Mississippi Department of Banking and Consumer Finance; Montana Licensed Mortgage Lender #2726; Licensed by the New Hampshire Banking Department; Licensed by the New Jersey Department of Banking and Insurance; Licensed Mortgage Banker - NYS Banking Department; Ohio Certificate of Registration MB.804016; Oregon Mortgage Lender #ML-355; Rhode Island Licensed Lender. ERA® and the ERA Logo are registered trademarks licensed to ERA Franchise Systems LLC and used with permission. Equal Housing Lender.

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Marketing plan

Rob Ash
Realtor, GRI



Customized Marketing Strategy

- Install ERA yard sign
- Promote & Strategically place your home on the Internet and MLS
- Custom Property Flier
- Custom Property Website
- Syndicate your home's listing to over 200 websites
- Internationally placed in 35 countries
- Respond to all buyer inquiries with a 3-5 minute response time.
- Buyer traffic
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates
- Over 110 Local Team ERA Agents To Serve You
- IDX (Internet Data Exchange) Getting your property known to every Realtor, no matter what company they work for.

I'm in your corner

Preparing

- Recommend how to get your home market ready
- Listing Checklist
- Complete listing documents and disclosures

Pricing

- Thorough analysis of market
- Set pricing strategy to achieve goals

Customized Marketing Strategy

- Install ERA yard sign
- Promote & Strategically place your home on the Internet and MLS
- Syndicate your home's listing to up to 200 websites
- Respond to all buyer inquiries
- Buyer traffic
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates
- Internationally placed in 37 countries

Negotiation and Closing

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale

Let's do this

Why?

- Why are you selling?
- Where are you moving?
- How soon do you need to be out?

Equity

- Do you have equity in your home?
- Do you have a price in mind?

What's Important

- Price
- Timing
- Easy Transaction

Let's get it sold

Challenges

Are there any potential challenges you see with the home?

Recommend

Any insights to use certain spaces?



Selling Points

What do you consider the home's best selling points?

Favorite Features

What are your favorite features?

Upgrades

Are there any upgrades to the home?