

# Seller's Program

Strategy Matters



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# Meet Betsy

Broker/Owner, MBA

Real estate is my passion and as Broker-Owner of Pepine Realty, I am able to pursue my passion daily in a town that I adore. I moved to Gainesville in 1974 and raised my two children in this wonderful community. My passion for real estate began when I became a real estate investor in my 20's and 14 years ago, I decided to pursue real estate as a career.

With my background and expertise in business (Duke '90) and marketing (Wharton MBA '94), I dove into real estate and quickly became a top producing agent. Two years later, I got my broker's license and opened Pepine Realty in 2010.

**Pepine Realty's mission is to improve and empower the lives of others - one person, one family, one neighborhood at a time.**

We understand the decision to buy or sell a property is a serious one, often caused by significant life changes that induce stress on your lives. We strive to reduce that stress and to be "your rock" during the transition. We value integrity, excellence, service, family, impact, balance, accountability and fun. Our agents are very active in the community; by serving on boards and donating significant time and money to various schools, religious organizations and non-profit organizations in our community. Pepine Realty has experienced tremendous growth in the last five years and has consistently attracted dynamic, motivated and focused agents who are passionate about helping customers achieve their goals.

## Why stay local?

Franchise brokerages have limitations not only on branding and marketing, but also on powerful networking and relationship opportunities within the community. We have more freedom to experiment, local authority and credibility, personal touch, deep knowledge of the area, loyalty, camaraderie and marketing flexibility. Your money stays local and gets reinvested into the Gainesville community.

- 2020 WSJ Ranked 64th Team in the USA
- 2019 America's Top 100 Real Estate Agents®
- 2019 WSJ Ranked 72nd Team in the USA
- 2019 Top 50 Florida Companies to Watch
- 2018 Inc. 5000 Fastest Growing Private Companies in the USA
- 2018 Florida Trend Best Companies to Work For
- 2018 WSJ Ranked 105th Team in the USA
- 2017 WSJ Ranked 248th Team in the USA
- 2017 Large Business of the Year
- 2017 Best of the Best Real Estate Brokerage



A portrait of Betsy Pepine, a woman with dark hair, wearing a red blazer, smiling. The background is a blurred interior of a modern home with white furniture and a fireplace.

## BETSY PEPINE

- *Broker/Owner, MBA, Team Owner/Leader*
- *Pursued a business education at Duke University and received her MBA in marketing from The Wharton School of Business*
- *She and her team are very active in the community and regularly volunteer for the organizations that have supported them*
- *Received the Impact Award in 2016 by Business in the Heart of Gainesville for being an active volunteer in the community*
- *Mother of two daughters and two adorable rescue dogs*
- *Her team is ranked as Best of Zillow in 2020*
- *Ranked as one of Florida's Top 50 Companies to Watch in 2019*
- *Ranked as one of Inc. 5000's Fastest Growing Private Companies in the USA in both 2018 and 2019*
- *Voted as one of the top 3 finalists in Leading Women's Enterprise category in 2015 and 2016 by the Alachua County Chamber of Commerce*
- *Endorsed by "Shark Tanks" Barbara Corcoran*

"My Realtors and I are committed to providing our buyers and sellers with the highest quality of professional real estate services. Our team is like a family that works together to systematize, market, and exceed our clients' expectations while also impacting the local community. At Pepine Realty, we make success happen. We ensure that our clients have the best experience possible by making sure that we are always available for them and can easily schedule an appointment to meet any needs."

- Betsy Pepine



# Meet Team Pepine



## BETSY PEPINE

Broker-Owner, MBA  
 OFFICE: 352-226-8474  
 BETSY@PEPINEREALTY.COM  
 4041 NW 37TH PL, STE. B  
 GAINESVILLE, FL 32606



 [FACEBOOK.COM/PEPINEREALTY](https://www.facebook.com/PEPINEREALTY)

 @PEPINEREALTY

 PEPINE REALTY

## Listing Agents



## Buyer's Agents



## CORE VALUES

- INTEGRITY
- ACCOUNTABILITY
- GROWTH
- FAMILY
- BALANCE
- EXCELLENCE
- IMPACT
- FUN

## OUR MISSION

To improve and empower the lives of others; One person, one family, one business, one community at a time.



# Pepine Realty

Why choose us?



## OUR PEOPLE

We are committed to providing our buyers & sellers with the highest quality of professional real estate services. We provide the highest level of integrity to meet your needs. Allow us to exceed your expectations, whether you are buying or selling a home in Alachua County. Our associates were exclusively selected to provide the highest quality of real estate service to our clients. They have individually earned the finest reputation for integrity and expertise in the area.



## OUR TRACK RECORD

From 2010 to 2020 Pepine Realty has sold over \$679 million and averages 97% of asking price with record performance in every price category. From 2010-2020 our average sales per agent were higher than any other company in the Gainesville area. Gainesville is a vibrant, dynamic market and our agents have intimate local knowledge and experience to provide proper pricing, innovative marketing and correct presentation.



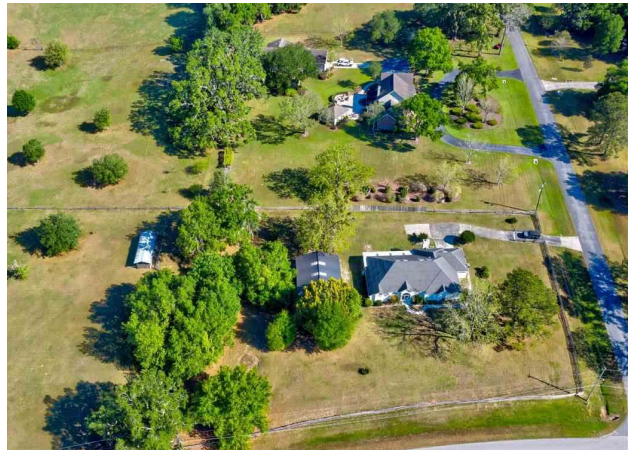
## OUR MARKETING

Our goal is to create the highest level of exposure of your property. We offer consistent, highly effective campaigns, tailored specifically to generate maximum exposure. Our properties are marketed on local, regional, national and global platforms.



# It Starts With A Photo...

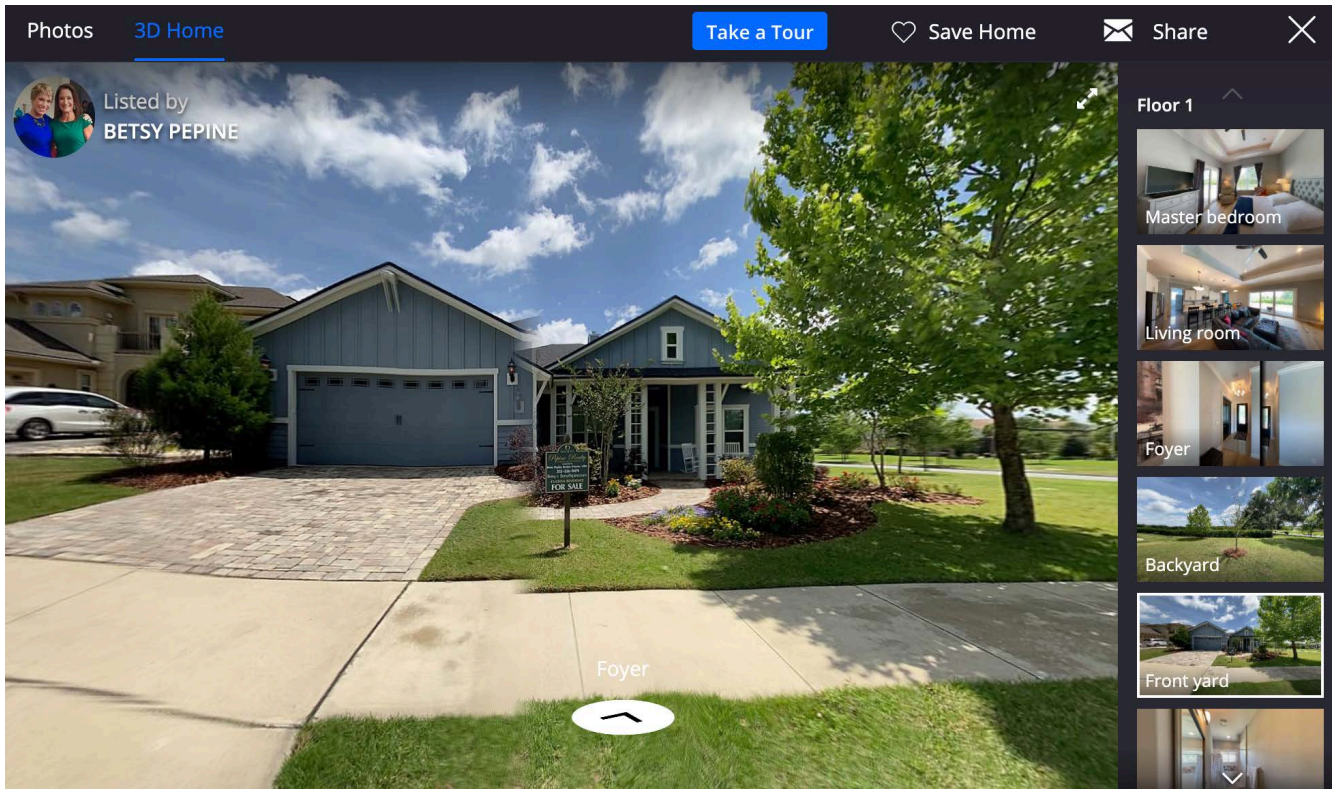
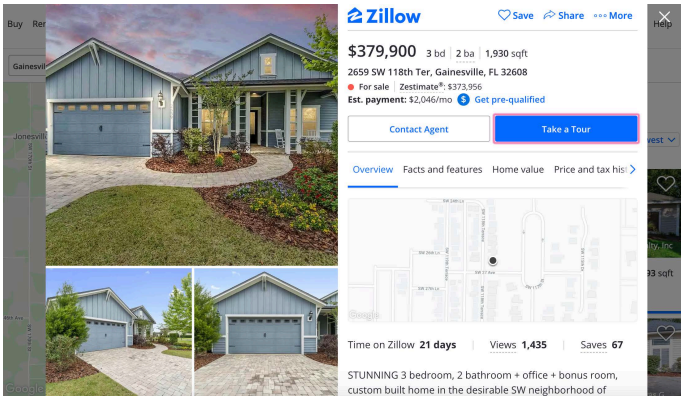
We offer the very best photography in our marketplace. To make our listings stand apart from the rest, professional photography, including drone shots, is a necessity. We understand that first impressions are most important, especially in today's real estate market.





# Virtual Tours

To make things easier for you and your family, we now offer virtual house tours! Through Zillow.com, we have 3D touring options, as well as Zillow video walk-throughs.



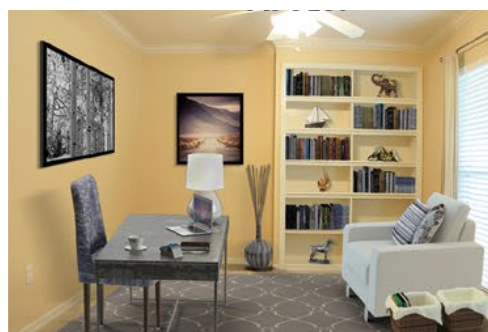
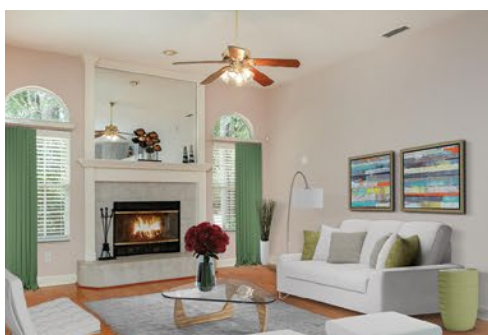
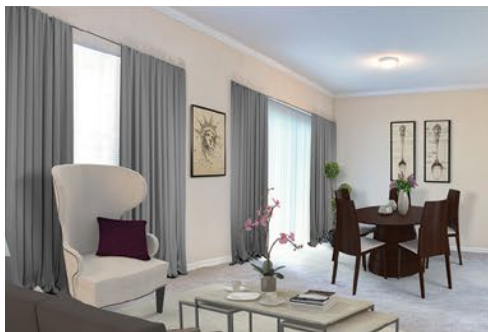
# Design & Conquer

To stand out from the competition, we encourage virtual or professional staging if needed. Once staged, homes spend 73% less time on the market, according to The Real Estate Staging Association. It's important to highlight your home's strengths, downplay its weaknesses and appeal to the greatest possible pool of prospective buyers. If done properly, it could be the difference between your home sitting or selling.

**BEFORE**

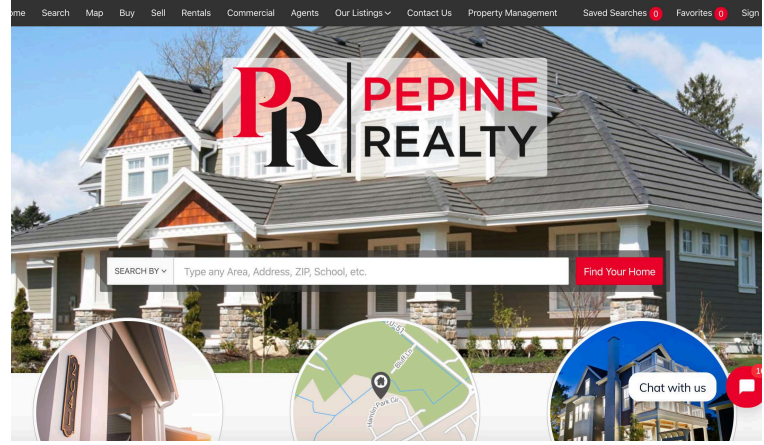


**AFTER**



# Buyer Lead Generation

With our local, national, and international networks and multiple website platforms, we are constantly generating new buyers, so our listings get maximum exposure and sell in the shortest amount of time. Our websites attract thousands of visitors monthly.



## Our Buyer Networks

Our strong networks and affiliates create a strong advantage in a highly competitive market.

A few of our networks include:



Certified Residential Specialist



# We Have Mastered Online Presence

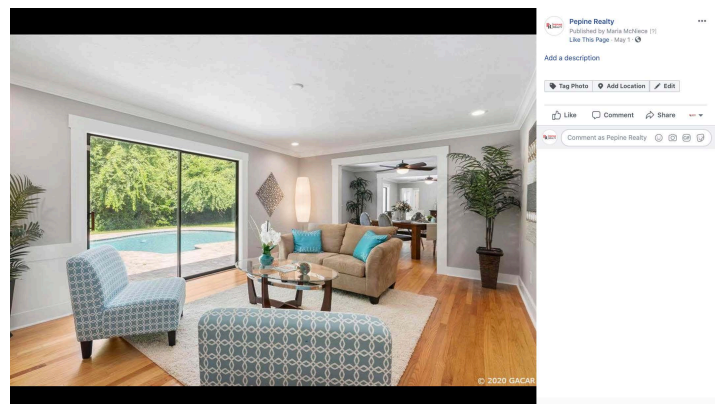
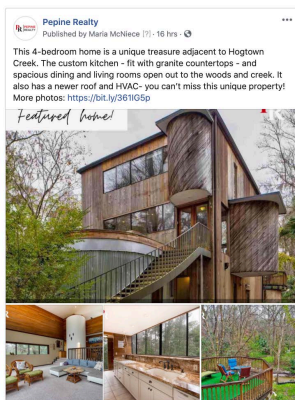
We are partnered with Listhub.com and Zillow.com which feed our listings to over 925 top real estate websites. According to a study by the National Association of Realtors, 90% of home buyers searched online during their home buying process. Real estate related searches on Google have grown 253% over the past 4 years. The internet has revolutionized the way purchasers find real estate. We invest thousands of dollars every month to ensure the strongest presence on the web to continually reach national and international buyers. Exposure is key!



# Social Media

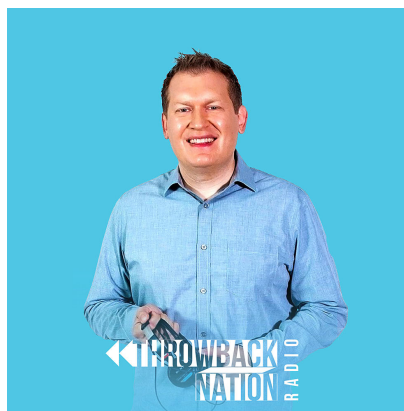
## We have a following!

Real estate is a business that thrives on connections and our social media strategy vastly maximizes the exposure of our properties. With the continuous evolution of social media, we utilize the multiple platforms to your benefit. By paying a premium to boost posts, our listings are exposed to thousands of potential buyers daily.



# Radio & TV

Pepine Realty is proudly endorsed by several radio and TV personalities, including Barbara Corcoran from Shark Tank, Bob Rose of The Bob Rose Show and Tony Lorino on 98.5 KTK. Radio and TV advertising put Pepine Realty a step above in marketing and allows us to reach an even larger audience to attract buyers to your listing.



**Bob Rose**

**Weekdays 6:00am - 10:00am**

Bob Rose is the Czar of Talk Radio in North Central Florida. If it happens here, you'll hear about it on The Bob Rose Show. It's an uncompromising look at local news and world events, with how those events impact Ocala and Gainesville. Bob's show features Greg Cassidy, along with up-to-the-minute traffic and weather, and unique callers on what's happening now. Fun, informative, opinionated, and local, The Bob Rose Show with Greg Cassidy IS the way North Central Florida starts the day.



# Print Advertising Program

We stay ahead of the industry by reaching buyers more quickly and effectively than ever before. We make sure potential buyers see your property when they are looking for a home no matter how or where they look. Our print advertising program delivers additional tiers of marketing exposure to showcase your property to qualified buyers.

**PR PEPINE REALTY**

INC. 5000 FASTEST GROWING PRIVATE COMPANIES 2018 & 2019

**BETSY PEPINE**  
BROKER/OWNER, MBA  
TEAM PEPINE  
352-226-8474  
Betsy@PEPINEREALTY.COM  
WWW.PEPINEREALTY.COM  
ZILLOW.COM/PROFILE/BETSYPEPINE  
#1 RESIDENTIAL TEAM IN ALACHUA COUNTY 2016-2019

4041 NW 37th Place, Ste. B  
Gainesville, FL 32606

PRSRST STD  
U.S. Postage  
**PAID**  
Gainesville, FL  
Permit No. 189

GAINESVILLE  
**LUXURY HOMES**  
NEWSLETTER

**BETSY PEPINE**  
BROKER/OWNER, MBA  
352-226-8474  
Betsy@PEPINEREALTY.COM  
WWW.PEPINEREALTY.COM

#1 Residential Team in Alachua County 2016-2019  
#1 Residential Agent in Alachua County 2011-2016

## WHY CHOOSE PEPINE REALTY?

Many thanks to Betsy and her whole team. We needed help after our last agent with a fancy national firm couldn't sell our previous home after we bought a new one through them. Double mortgage payments were a big burden. Betsy's team listened, put together a plan, and did more in the first week than our previous broker had done in 6 months. They staged our home, kept the same price and got it under contract within \$1,000 of asking in just 10 days. Then they definitely guided us through a couple of challenges and brought us to a successful close. We are telling everyone what a difference they made for our family. - **Buyer in 2019** ★★★★★

Betsy Pepine and her team at Pepine Realty are the best real estate agents locally! They will hustle like no other for you. No matter how big or small the sale is, you will feel like you're their biggest client! The best marketing, highly innovative, master negotiators and communications are on point. Highly recommend to everyone! - **Seller in 2019** ★★★★★

GAINESVILLE  
**LUXURY HOMES**  
NEWSLETTER

Betsy Pepine's DECOR | GARDEN | TRAVEL

# H<sup>b</sup>d

home by design magazine

LIFE BY THE WATER  
a collection of beautiful beach homes

**Pepine Realty**  
352-219-3845  
Betsy@BetsyPepine.com  
www.PepineRealty.com

**Lindsay Woodward**  
Sales Associate  
508.863.1116  
lindsay@pepinerealty.com

4041 NW 37th Place, Ste. B  
Gainesville, FL 32606

**Freddy Pearson**  
Sales Associate  
352.317.6530  
freddypr@gmail.com

TEXT: T203171 TO 81035

HERE IS THE HOME YOU HAVE BEEN LOOKING for with 2 stories 4 bedrooms 2 baths plus an office with over 2500 sq feet that has a large yard and a side entry two car garage. You will enjoy the formal dining room with wood burning fireplace and a massive fourth summer. MSRP \$329,900 Reduced to \$218,900. Call Tina.

TEXT: T203172 TO 81035

HERE IS YOUR INTRODUCTION TO GREAT NEIGHBORS AND LUXURY! This 3 bedrooms 2 1/2 bath plus an office with over 3000sq feet on over 2 acres is move in ready. The upgrades abound in this house, including ceramic tile, hardwood floors throughout, granite counters, and granite in the kitchen and bathroom. It is a must see! MSRP \$529,900 \$274,900. Call Tina.

TEXT: T203444 TO 81035

NEAR UF & PINKS INVESTOR ALERT! 4800 SQ. FT. 1954 sqft. home in great condition. Hardwood flooring. Back yard deck. Short walk from Littlewood Elementary & Woodwood Middle Schools. MSRP \$335,000 \$134,900. Call Freddy.

TEXT: T203446 TO 81035

GREAT IF HOME LOCATED ON HOGSDOWN CREEK 4800 SQ. FT. 2234 sqft home has an updated kitchen & baths. 2 car garage. Great for a family or investor. Minutes to school and Law School! MSRP \$339,900 \$188,500. Call Freddy.

**Pepine Realty . com**



# Brochures & Direct Mail

We employ a wide range of branded pieces designed to be used together to market your home. These include multi-page brochures, oversized direct mail cards, flyers and more. We also use an interactive text system to capture drive by leads and to promote the ability to stay in touch and follow up with potential buyers.



**S**pectacular estate home in the heart of Haile Plantation. Perfect for family and fantastic for entertaining. This home boasts a full summer kitchen, private landscaped backyard, gas fire pit with full landscape lighting. Chef's kitchen with dual dishwashers, double oven, double butler pantries. Upstairs and downstairs laundry, travertine tile, plantation shutters, alarm system (both glass-break and motion), dual safes. Other features: cozy study with fireplace, coffered ceilings in the dining room, extra

storage throughout the home. Owners' suite features luxury bath with granite counter tops. Home has many special features including indoor-outdoor fireplace overlooking salt-water pool, spacious, screened lanai, and a garage so pristine you have to see it!

- 5 Bed
  - 5 Bath
  - Pool
  - 0.66 Acres
  - 4,392 Sq. Ft.
  - \$898,500
- For a virtual tour please visit [www.PepineRealty.com](http://www.PepineRealty.com)*



*From your Monticello / Millpond neighbor and agent*

ARE YOU INTERESTED IN LISTING YOUR HOUSE?  
WOULD YOU LIKE A COMPARATIVE MARKET ANALYSIS ON YOUR HOME?  
CONTACT ME FOR MORE INFORMATION.



**Laura Javidi**  
Realtor®  
MOBILE: 352-339-5134  
EMAIL: [Laura@PepineRealty.com](mailto:Laura@PepineRealty.com)  
WEB: [Laura.PepineRealtyEstate.com](http://Laura.PepineRealtyEstate.com)  
ADDRESS: 4044 NW 37th Pl, Ste. B  
Gainesville, FL 32606

## JUST LISTED!

\$385,000 | 4 Bedroom | 2.5 Bathroom | 2,420 Sq. Ft. | 0.46 Acres

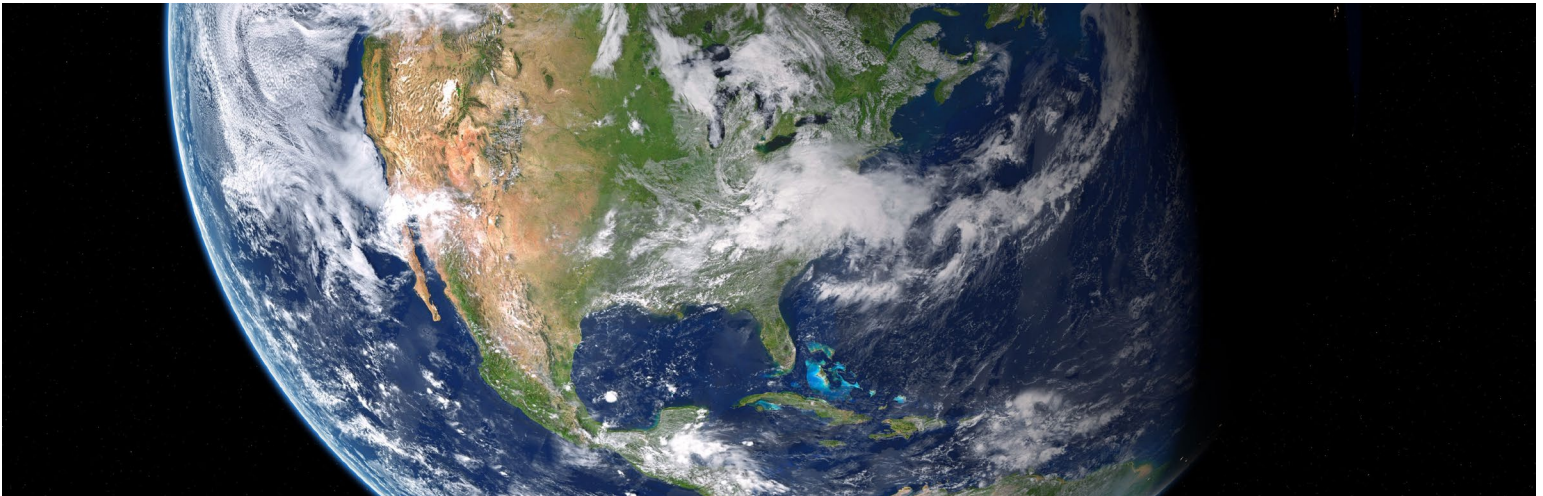


2123 NW 14th Avenue, Gainesville, FL 32605





# The perfect buyer for your home lives somewhere around here



and we know how to reach them!

## A WORLD OF OPPORTUNITY

International buyers and investors are seeking to move assets to North Central Florida. According to NAR studies, Florida ranks third behind California and New York in international sales. Competitively priced properties, state-of-the-art teaching facilities, hospitals and an interest in second home destinations make Gainesville an attractive location for foreign buyers and investors. We successfully navigate the growing international market by tracking which countries generate the most popular buyer leads on multiple global referral networks and by having a presence in the international MLS.

Country	Leads	Value	Count
USA	100,000	\$1,000,000	1,000
Canada	50,000	\$500,000	500
UK	20,000	\$2,000,000	200
France	15,000	\$1,500,000	150
Germany	10,000	\$1,000,000	100
Spain	8,000	\$800,000	80
Italy	7,000	\$700,000	70
Japan	6,000	\$600,000	60
China	5,000	\$500,000	50
India	4,000	\$400,000	40
Australia	3,000	\$300,000	30
South Africa	2,000	\$200,000	20
Other	1,000	\$100,000	10

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**Gainesville.com**

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### Pepine Realty targeting foreign buyers with recent hire

By [Michael Stone](#)  
Correspondent  
Published: Monday, October 13, 2014 at 2:44 p.m.

To capitalize on the expansive foreign-buyer portion of the real-estate market, Gainesville-based Pepine Realty hired Saveela Asad in September to spearhead the company's new Global Division.

"There's a lot of diversity in Gainesville, and because of that, a lot of firms are now realizing that it is important to have a global division to cater to those segments," Asad said.

**ProxioPro**  
This is where REAL ESTATE PROFESSIONALS build their Client Network for business.

to see some of the ways ProxioPro helps you

**Act. Communicate. Sell!™**

- Profile & Overview
- Add a Listing
- Build referral network



# Highly Specialized Property?

## No problem

From indoor pool homes, Victorian estates, historic houses, log cabins, airport homes, river properties or hunting retreats we have you covered. This highly specialized category of real estate requires more attention and specialization than traditional residential properties. We have a specific sphere of influence for each category of real estate to optimally market your property.



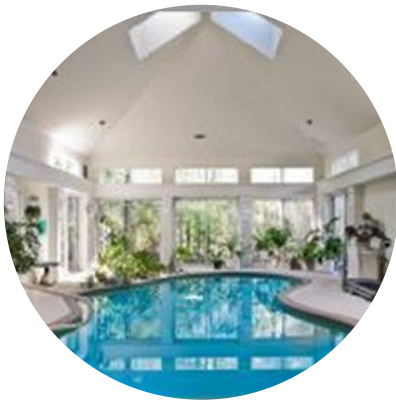
Log Cabin River Home



Airport Home



Cyprus Beauty



Indoor Pool Home



Victorian Doll House



Historic Log Cabin



Historic Home



Hunter's Retreat

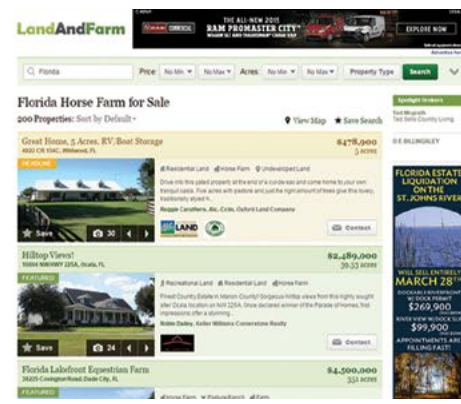
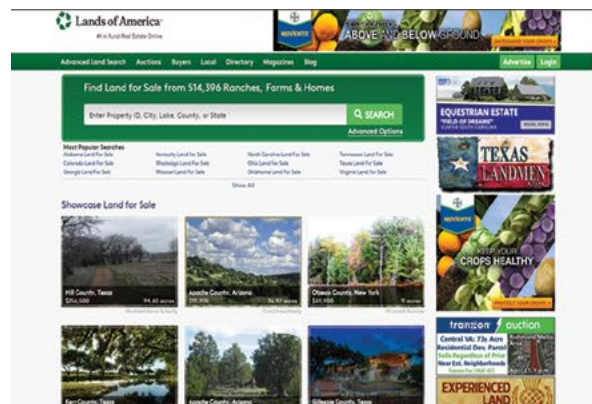
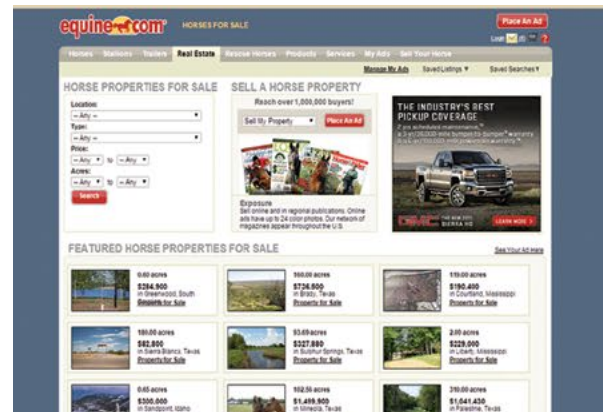


Historic Lake Home



# Experienced and Knowledgeable in Equestrian Real Estate

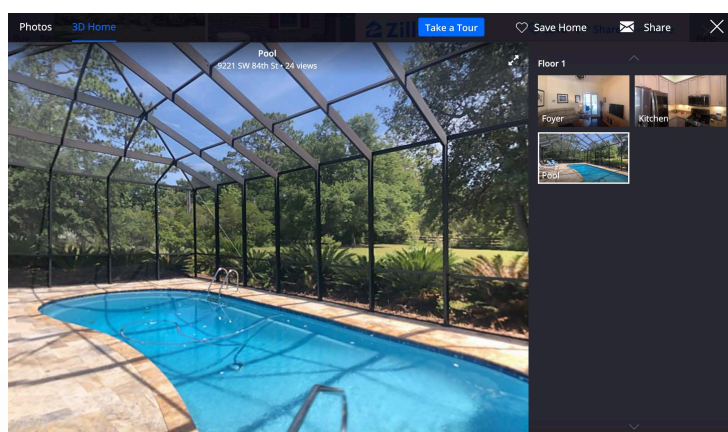
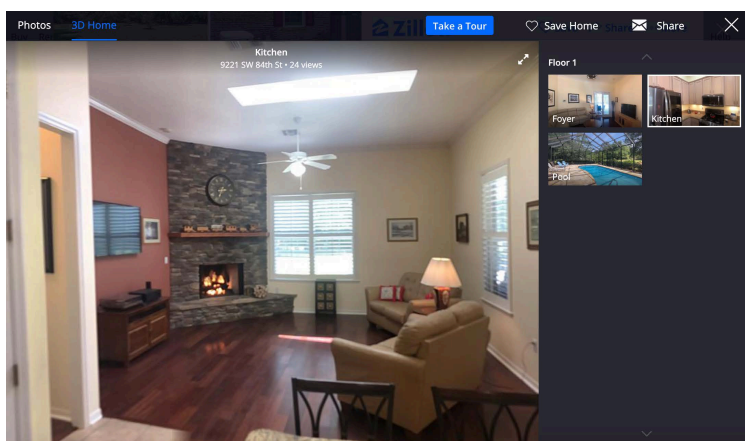
We have listed and sold numerous equestrian properties in Alachua County. In addition, we have access to all of the proper channels that raise awareness to your property, including a large network of equine professionals and brokers, both in and out of state.



# Open Houses - In person & virtual!

We believe in hosting public and broker open houses to maximize showings of your property.

Orchestrating a great event isn't easy. From preparing the event to following up afterwards, every open house requires correct marketing, careful prep work, excellent conversational skills and a positive attitude. We plan our open houses weeks in advance; we harness the power of the Internet by advertising the event across multiple platforms and a mass email announcing the event is sent directly to area Realtors two times during the week of the open house. We encourage neighbors to stop by and bring anyone they know who is looking to move into the area. We place as many signs as possible to make it easy for the general public to follow to each open house and we offer incentives for guests to attend.



## Virtual Open House Tour Millhopper Forest

May 11th at 2pm

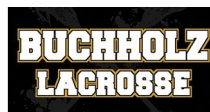


# In the Community



We believe in paying it forward to improve the lives and well being of others. We work hard to be involved in many philanthropic projects, community groups, programs, events and facilities.

Active community involvement is not only part of our vision, it's who we are and impact is one of our core values. We owe our success to the community that supports us.



# Meet Barbara Corcoran



Barbara Corcoran, a national real estate icon, a small business advocate and the author of the best seller "Shark Tales: How I Turned \$1,000 into a Billion Dollar Business!," proudly endorses Betsy Pepine as her Broker of choice in the North Central Florida area.

Barbara is a motivational and inspirational speaker. She is a frequent small business and real estate contributor on every major network. Corcoran has been an investor/ Shark for the past nine seasons on ABC's four-time Emmy award winning show, Shark Tank, investing in over 80 businesses to date.

Follow Barbara on Twitter and Instagram @BarbaraCorcoran



# Gator Title

Gator Title is our in-house closing company that is conveniently located within the Pepine Realty office.

Our closing agents are honest, reliable and hard-working to ensure that the closings are done quickly and accordingly.

Gator Title gives **free PRE Wuds** to help you evaluate your offer and for transaction participants, Gator Title offers a **secured portal FAN Closing Portal** that sends participants updates on completed tasks.



**Britany Rowley**  
Closer

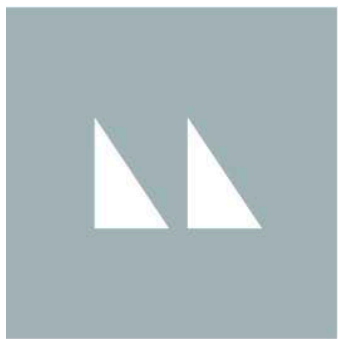


**Kim Farmer**  
Closer



# Motto Mortgage

Motto Mortgage provides homebuyers and refinancers with competitive rates, loan comparisons, ease of application and industry professionals who understand our local market. Personalized attention and advanced networking are important to Sheila Teckenbrock, our Managing Loan Originator, so that you can move through this process comfortably and stress-free. She works hard to ensure all the necessary steps are taken to stay within your budget, find your dream house and purchase your home!



# MOTTO<sup>®</sup>

## MORTGAGE

## Your *Digital* Mortgage Solution

The full-service option for home loans

- Send me an email or give me a call to get started.**  
I'll answer all your questions and guide you through the entire process.
- Apply online through my website.**  
Click on my "apply now" link to start your secure online application.
- I'll be there to provide timely support.**  
I'm available for one-on-one communications and individualized guidance.
- Upload and E-sign documents in the comfort of your own home.**  
Use the Motto Borrower Portal to eSign - as well as upload - loan related and ad hoc documents.
- Receive loan milestone updates.**  
You'll never be left wondering about the status of your loan application with the timely communications I'll send.



Contact Sheila Teckenbrock:

**Sheila Teckenbrock**

**386-590-1856**

[sheila.teckenbrock@mottomortgage.com](mailto:sheila.teckenbrock@mottomortgage.com)





# Awards



## Inc. 5000

America's Fastest Growing Private Companies 2018 & 2019

Best of Zillow 2020

WSJ Ranked Top 64th Team in the USA 2020

WSJ Ranked Top 72nd Team in the USA 2019

Florida Companies to Watch 2019

Inc. 5000 America's Fastest Growing Private Companies 2018 & 2019

WSJ Ranked Top 105th Team in the USA 2018

Florida Trends Top 30 Small Companies to Work For 2018


Best of the Best Real Estate Company 2017

Large Business of the Year 2017



# Feedback

Selling a home in today's market can be stressful and navigating the selling process can be confusing for home owners. We want you to be comfortable and understand every step of the selling of your home. We have a team to guide you through this process. You will receive weekly email reports updating you on your home's online viewing results. In addition, we set up a prospect cart to inform you when other homes in your neighborhood have been listed or sold, so you can compare your home to others on the market. We will provide you showing feedback as soon as possible so we can evaluate the responses and make the necessary changes to enhance your listing. We are always available if you have questions during the listing and contract-to-close process.



**Online Marketing Summary**

1307 NW 7th Road  
Newberry, FL 32909, US  
MLS # 359393

**\$385,000**


Your property has received a total of

**1,510** Detail Views

**1** Lead

### January 21, 2015 - April 01, 2015

**Number of Detail Views - Last 4 Weeks**



**Top Websites**

Publisher	Detail Views
Zillow	1,055
realtor.com	337
Trulia	108
Homes.com	8
Homes&Land	2
AdWorx	0
AllAcres	0
ApartmentList	0
<b>Total</b>	<b>1,519</b>

**Top Cities**

Locale	Detail Views
Gainesville, FL	15
Coral Gables, FL	3
Miami, FL	3

**Your listing was also sent to**


Apartment.com	BuzzBuzzHome	Chase My New Home	Close2Homes	CommercialSearch
CondoCompare.com	DOC Housing Network	eLuckyLo	iproperty	EndPlaceMe by YourTour
FindTheBestHomes	Foreclosure.com	FreedomGot	Outsource Realty	Hatten Homes
Home2.me by TourFactory	HomeBids	Homefinder.com	Homes By Lender	HotOrWink
HouseHappy	HouseList.com	Housely	Hubdn	HUD Seeker
ImagesWork by CirclePix	Investability	Juwal	LearnMoreNow.com	LakeHomesUSA
LandAndFarm	Lands of America	LandWatch	OBee	LikelyListings
LivingOnGO	LoNetwork.com	New Home Source	RealSavvy	ProApprovaletter.com
RedPad	RealEstateCentral	RealQuest Express	RealSavvy	RealtySite
RealtyTrac	Realty.co	RentalPost	RentRange	SearchAllProperties by LZL
Showing Suite	The Real Estate Book	USHUD.com	Yast	XLU Mobile
Zumper	HomeFacts	HomeTourConnect	Post2 Homes	Property Shark
Rentip	Yippo			


**Terms Used**

**Detail Views** - Occurs when a consumer views the property detail page for your listing on a website.

**Top Cities** - The geographic location of the consumers who are visiting your property online.

**Leads** - An event where the consumer starts an interaction with the broker or agent about the property.

 - indicates that the traffic reported by the site includes traffic from mobile applications.

POWERED BY 


### Local Market Insight

**February 2015**  
GAIN - Single Family

Presented by  
**Betsy Pepine**


Pepine Realty  
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Mobile Phone: 352-219-3845  
Web: [www.pepinerealty.com](http://www.pepinerealty.com)

<p><b>New Listings</b> <span style="float: right;"><b>410</b></span></p> <p>↑ 18.5% from Jan 2015: 346</p> <p>↑ 20.6% from Feb 2014: 340</p> <p>YTD 2015: 756   2014: 667   +/- 13.3%</p> <p>5-year Feb average: 346</p>	<p><b>Closed Sales</b> <span style="float: right;"><b>149</b></span></p> <p>↑ 5.7% from Jan 2015: 141</p> <p>↑ 6.4% from Feb 2014: 140</p> <p>YTD 2015: 296   2014: 290   +/- 2.8%</p> <p>5-year Feb average: 142</p>	<p><b>New Pending</b> <span style="float: right;"><b>230</b></span></p> <p>↑ 35.3% from Jan 2015: 170</p> <p>↑ 10.6% from Feb 2014: 208</p> <p>YTD 2015: 407   2014: 400   +/- 1.8%</p> <p>5-year Feb average: 187</p>
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<p><b>Median Sold Price</b> <span style="float: right;"><b>\$163,300</b></span></p> <p>↓ 7.2% from Jan 2015: \$175,900</p> <p>↑ 13.9% from Feb 2014: \$143,412</p> <p>YTD 2015: \$164,500   2014: \$149,950   +/- 9.7%</p> <p>5-year Feb average: \$150,942</p>	<p><b>Closed Sales</b> &amp; <b>Median Sold Price (\$1,000s)</b></p> 
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<p><b>Active Listings</b> <span style="float: right;"><b>1,556</b></span></p> <p>Min: 1,556   Max: 1,989</p> <p>5-year Feb average</p> <p>Jan 2015: 1,443   Feb 2014: 1,580</p>	<p><b>Median Days to Contract</b> <span style="float: right;"><b>97</b></span></p> <p>Min: 82   Max: 114</p> <p>5-year Feb average</p> <p>Jan 2015: 75   Feb 2014: 87   YTD: 89</p>	<p><b>Avg Sold to OLP Ratio</b> <span style="float: right;"><b>90.6%</b></span></p> <p>Min: 85.9%   Max: 90.6%</p> <p>5-year Feb average</p> <p>Jan 2015: 89.8%   Feb 2014: 86.9%   YTD: 90.2%</p>
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Data Source: CoreLogic. Statistics calculated March 07, 2015.



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# What Others Are Saying

"Pepine Realty just helped us find our new home in Gainesville. We are relocating from South Florida and were not that familiar with the area. They were unbelievable! Pepine Realty helped us find exactly the right house, put us in touch with local businesses we needed to do inspections, get estimates on planned additions, appraisals, insurance, etc, i.e., a total package of services. They were available to us 24/7 as they always responded to our phone calls, texts, and emails as quickly as possible."

★★★★★ - Buyer in 2019

"It was an easy choice between Pepine Realty and another candidate. While both were professional, an agent in Pepine Realty displayed genuine interest in my personal situation from the time we first met and quickly recognized the intricacies of my situation. They are clearly aware of how to read the market and impressed me with their professional but personable approach. I have no hesitation in recommending Pepine Realty."

★★★★★ - Buyer in 2020

"Working with Pepine Realty makes the home buying process easy. Their straight-forward attitude and patience helps you find your needs. They have great business connections that make the due diligence prior to closing easy. Throughout our journey, our agent in Pepine Realty was always there for any questions we had and kept us apprised of everything that was going on so we felt comfortable throughout the entire process."

★★★★★ - Buyer in 2020

"I cannot even begin to say enough good things about Pepine Realty. Our agent in Pepine Realty had the house on the market the next day, which was a Sunday, and they were already showing it on Monday. The showing ended with a cash offer. They showed it again on Tuesday and that showing also ended with an offer. Fifteen days after our Realtor put it on the market, we closed and received asking price. This picture-perfect sale was a much needed relief after dealing with another Realtor who had our house on the market for 8 months. This was followed by putting our house on the market "For Sale By Owner." After these experiences, we decided to call Betsy Pepine and it was the best decision we ever made. Pepine Realty immediately took charge of selling our house. It was their "positive and go-get attitude" that sold our home in 15 days. They were extremely attentive, readily available and on top of every step. I always felt confident that she had our best interest at heart. I cannot recommend Pepine Realty enough."

★★★★★ - Seller in 2019



# We've Succeeded... Where Others Have Failed.

## HAILE PLANTATION/STRATFORD RIDGE

8619 SW 40TH AVENUE, GAINESVILLE, FL 32608

NUMBER OF AGENTS HIRED BEFORE  
PEPINE REALTY: 1

LISTED AND SOLD BY  
PEPINE REALTY FOR 90% OF ASKING PRICE



## WACAHOOTA ROAD - 59 ACRES

2020 WACAHOOTA ROAD, MICANOPY, FL 32667

NUMBER OF AGENTS HIRED BEFORE  
PEPINE REALTY: 3

LISTED AND SOLD BY  
PEPINE REALTY FOR 98% OF ASKING PRICE



## HAILE PLANTATION/SABLE POINTE

9618 SW 24TH LANE, GAINESVILLE. FL 32608

NUMBER OF AGENTS HIRED BEFORE  
PEPINE REALTY: 1

LISTED AND SOLD BY  
PEPINE REALTY FOR 96% OF ASKING PRICE



## TOWN OF TIOGA

12815 SW 3RD PLACE, GAINESVILLE, FL 32669

NUMBER OF AGENTS HIRED BEFORE  
PEPINE REALTY: 2

LISTED AND SOLD BY  
PEPINE REALTY FOR 99% OF ASKING PRICE



## KIRKWOOD

1739 SW 8TH DRIVE, GAINESVILLE, FL 32601

NUMBER OF AGENTS HIRED BEFORE  
PEPINE REALTY: 2

LISTED AND SOLD BY  
PEPINE REALTY FOR 95% OF ASKING PRICE



## ARBOR GREENS

13515 NW 5TH LANE, NEWBERRY, FL 32669

NUMBER OF AGENTS HIRED BEFORE  
PEPINE REALTY: 2

LISTED AND SOLD BY  
PEPINE REALTY FOR 98% OF ASKING PRICE



# Systems Create Stress-free Selling



## Preparation

- Paperwork
- Declutter
- Cleaning
- Staging
- Photos
- 360° Tours / Drone



## Marketing

- Broker Opens
- Public & Virtual Open Houses
- Internet/Social Media
- Direct Mail
- Mass Emails
- Radio



## Feedback

- Weekly Reports
- 30/60/90 Day
- Strategy Review



# Which Pricing Strategy Works Best?



## Above

- Room to Negotiate
  - More Days on Market
  - Many Homes Do Not Appraise
  - Minimize Net Proceeds
- 



## At

- Most Competition
  - Average Days on Market
- 



## Below

- Often Multiple Offers
- Less Days on Market
- Home Will Appraise
- Maximize Net Proceeds



# Sellers Net Higher Proceeds with Pepine (2021)

Pepine Agents Average Days to Contract:



**30**

Other Agents Average Days on Market:  
**38**

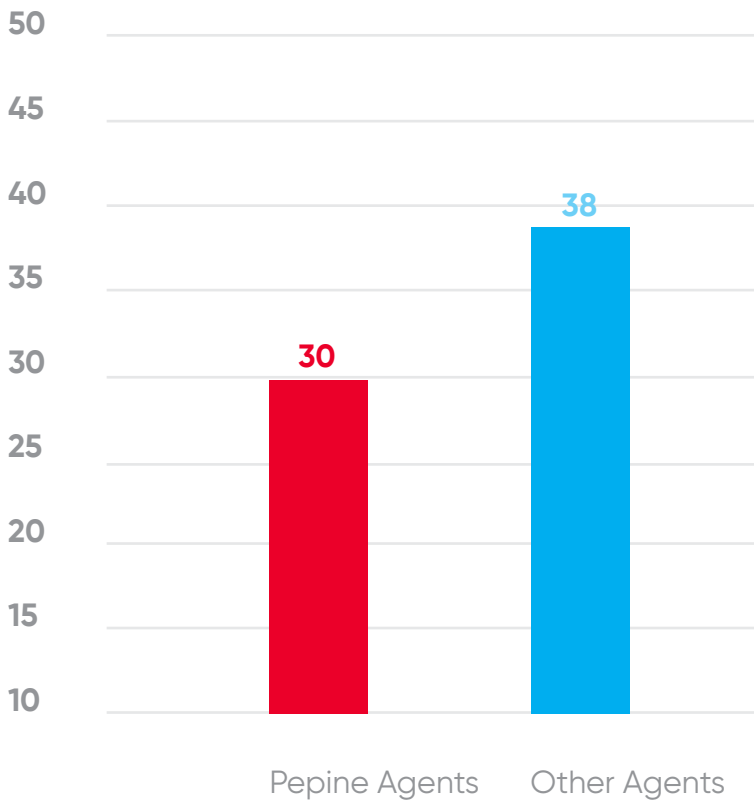
Pepine Agents Average Sales Price:

**\$334,444**

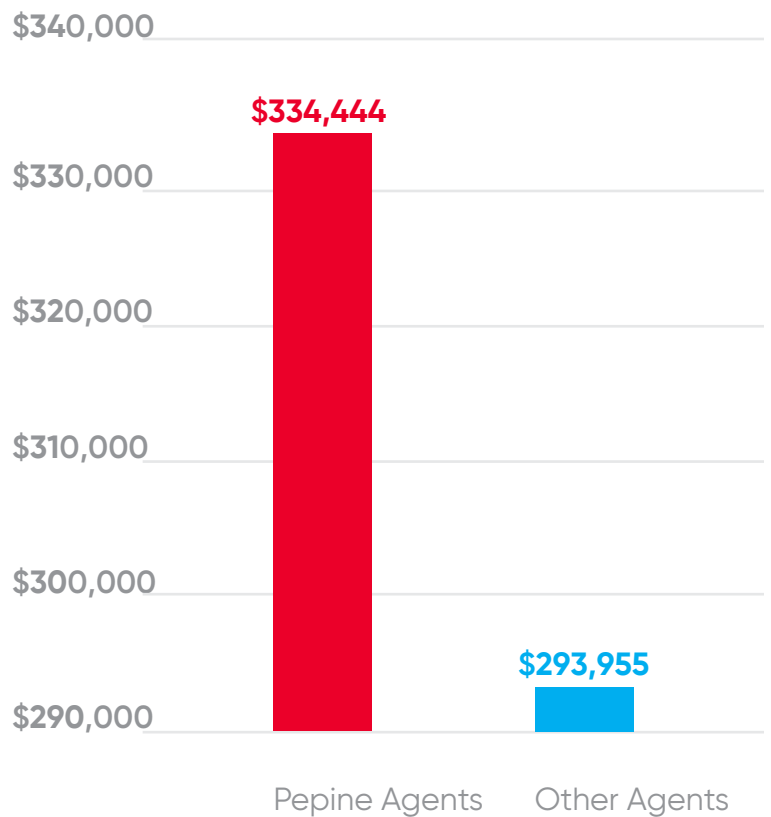
Other Agents Average Sales Price:  
**\$293,955**

Pepine Agents Sell Houses 21% Faster

Days On Market



Pepine Agents Get 14% Higher Sales Prices





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