

MEET PEPINE REALTY



BETSY PEPINE

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FACEBOOK.COM/PEPINEREALTY



@PEPINEREALTY



PEPINE REALTY

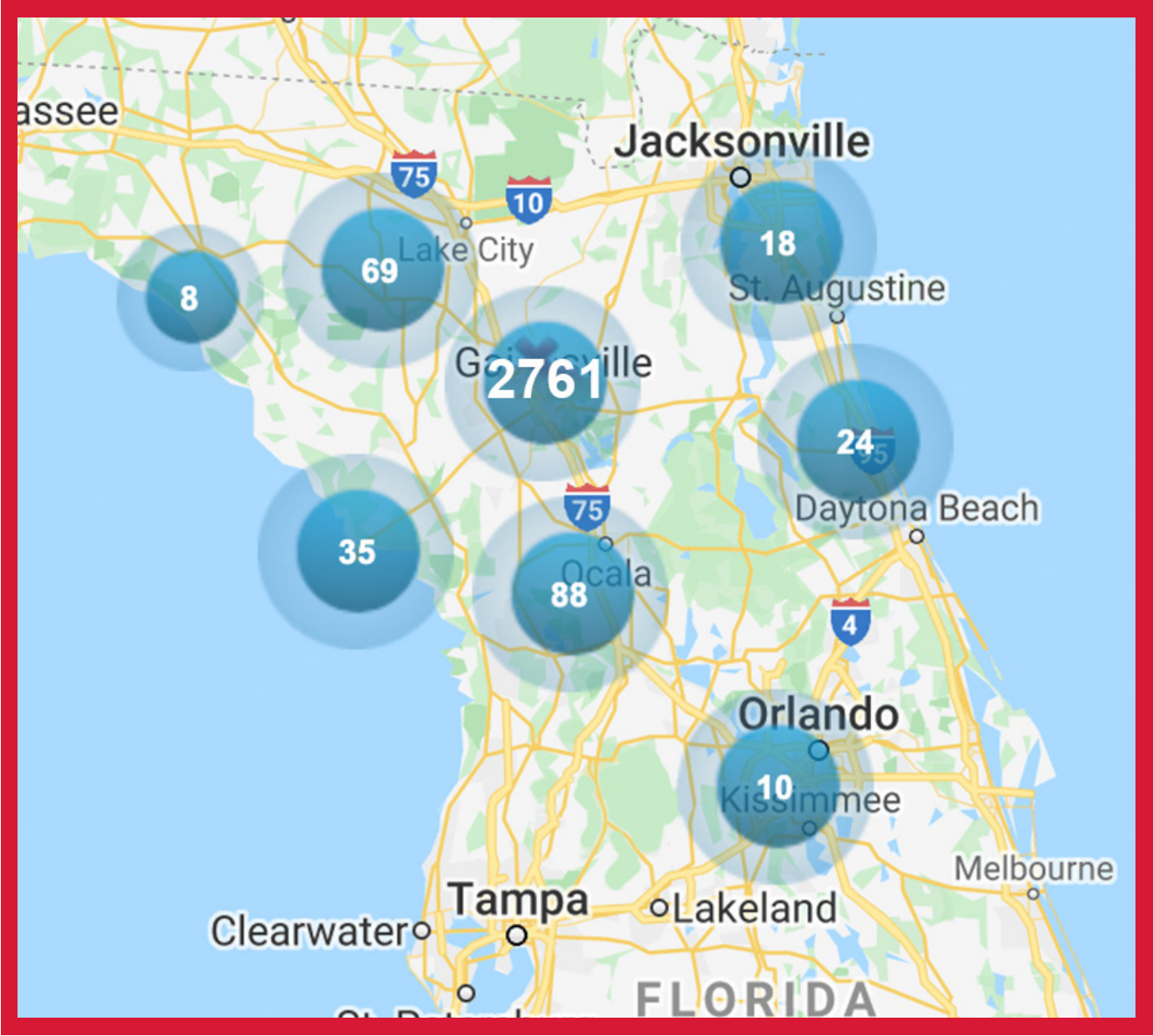


CORE VALUES: Integrity, Accountability, Growth, Family, Balance, Excellence, Impact & Fun

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



PEPINE REALTY SELLS GAINESVILLE



NORTH FLORIDA SALES
2009-2020

9 REASONS WHY SOME HOMES SELL FASTER

1. Curb Appeal

Realtors® named curb appeal the #1 factor affecting the amount of time a home is on the market.

- *Zillow study*

2. Local School Ratings

Homes linked to good schools sell faster and at a premium. In one study, one in five buyers said they'd pay 6% to 10% above their budget for the right school.

- *Realtor.com survey*

3. Move-in Condition

Homes that can be marketed as move-in condition sell 12% faster.

- *The Wall Street Journal*

4. Quality Photos

Homes that were marketed with professional photos sold faster in one study, and for \$3,400 to \$11,200 more than homes presented through amateur photos.

- *Redfin Study*

5. Staging

Staged homes spend 73% less time on the market than non-staged homes.

- *The Real Estate Staging Association*

6. Virtual Tours

Adding a virtual tour to marketing decreases sales time by 20% and increases the price by 2%.

- *Study by Paul Carrillo, George Washington University*

7. Design Features

According to one study, homes marketed with the following features sell anywhere from 38 to 63 days faster: farmhouse sink, subway tile, quartz, barn door, shaker cabinets, pendant light, exposed brick, frame-less shower, stainless steel, tank-less water heater.

- *Zillow Digs study*

8. Proper Pricing

Homes priced around or slightly below market value are almost 50% more likely to sell within 60 days than those priced 12% or more above market value.

- *Zillow study*

9. The Right Agent

An experienced agent who knows the market and has a network of potential buyers can help sell a home 32% more quickly than an inexperienced agent.

- *Study by Dr. Bernie D. Walker, Longwood University*

4 Reasons we attract the Most Buyers

1 Recommended by the community leaders and celebrities you **trust**.



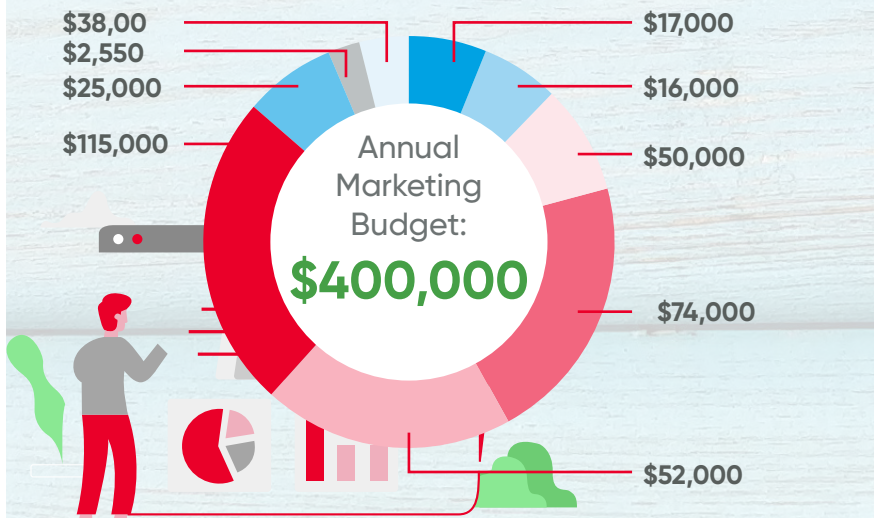
2 We don't wait for **buyers** to come to us, we go to them.



3 We **outspend** our competition to capture the most leads.

4 We've worked hard to earn the trust of our **community**.

Annual Marketing Budget



Radio & Television \$115,000	Networking \$17,000
Zillow/Realtor \$74,000	Print Advertising \$16,000
Photo/Video \$52,000	Social Media \$13,000
Websites/Email \$50,000	Other \$38,000
Sponsorships \$25,000	Total \$400,000



Best of the Best Real Estate Company 2017



Large Business of the Year 2017



WSJ Ranked Top 64 Team in the USA 2020

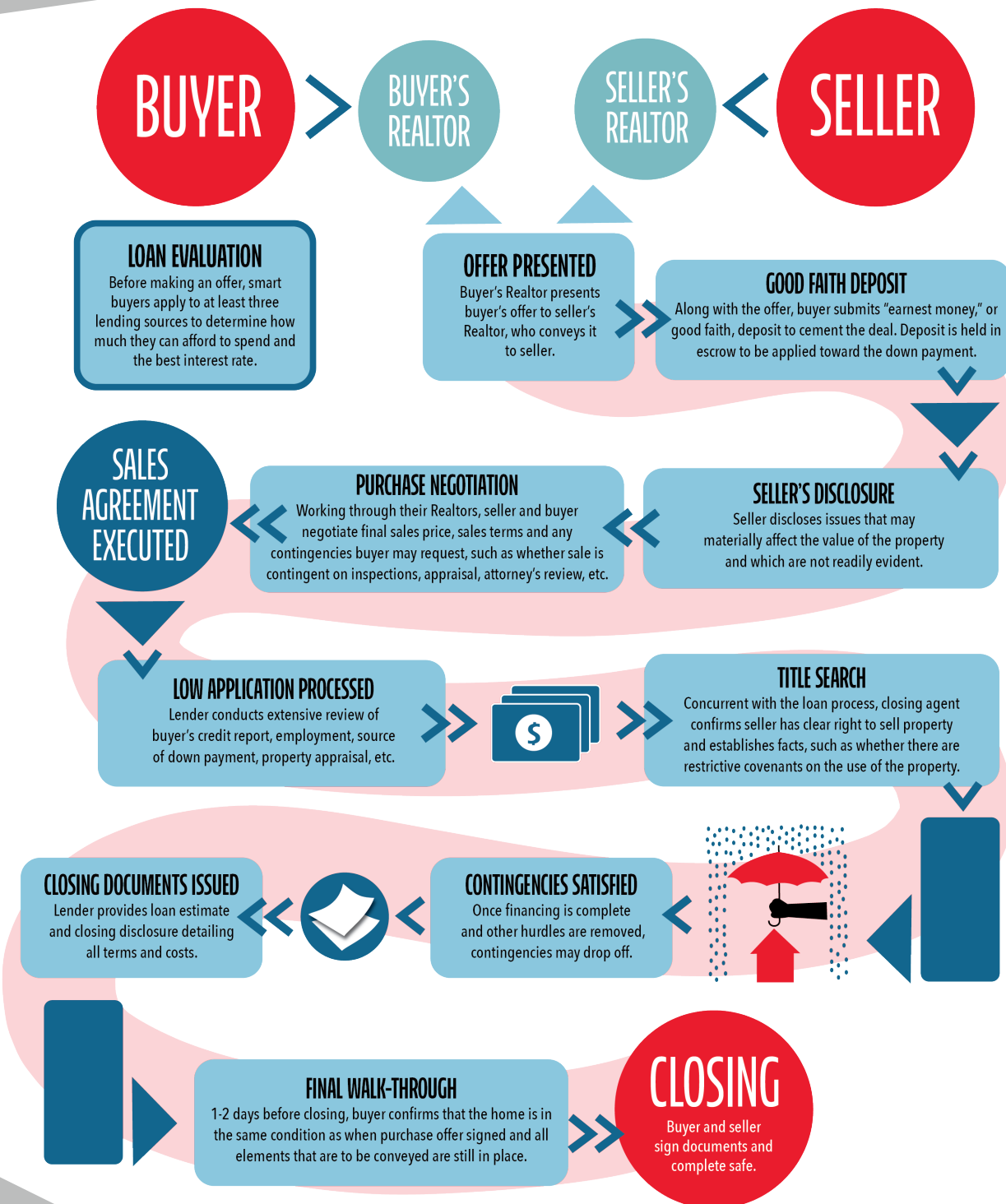


Top 30 Small Companies to Work For 2018



Ranked Top 50 Florida Companies to Watch 2019

HOW A REAL ESTATE TRANSACTION WORKS



SELLERS NET HIGHER PROCEEDS WITH PEPINE (2022)

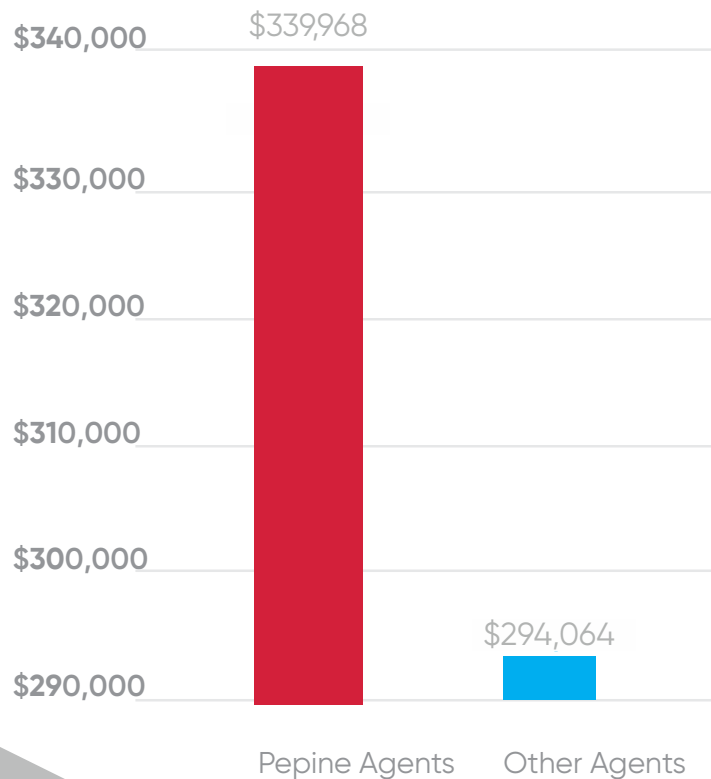
Pepine Agents Average Sales Price:

\$339,968

Other Agents Average Sales Price:

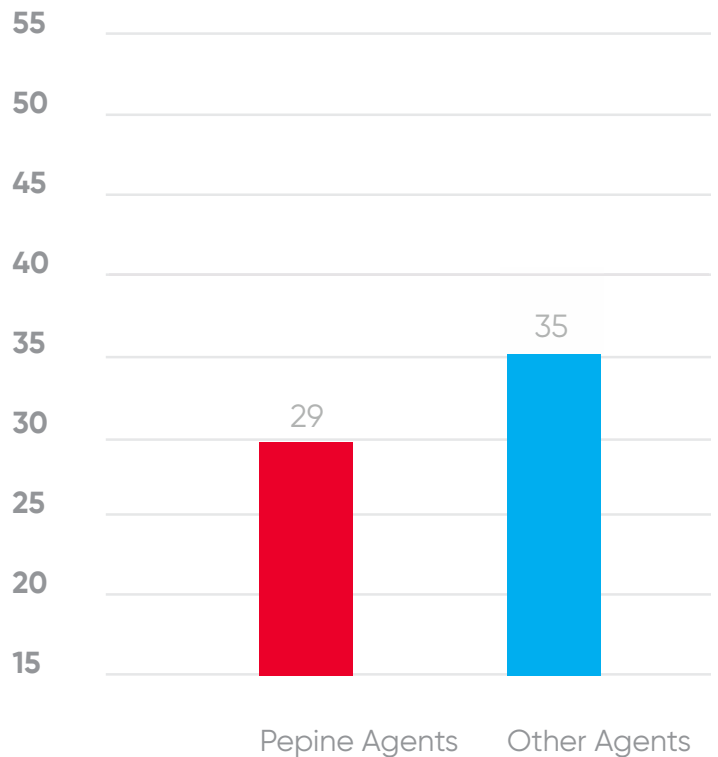
\$294,064

Pepine Realty Agents Get 16% Higher Sales Prices



Pepine Realty Agents Sell Homes 17% Faster

Days On Market



Pepine Agents Average Days on Market:



Other Agents Average Days on Market: 35

5 THINGS TO DO BEFORE PUTTING YOUR HOME ON THE MARKET

1. Have a Pre-Sale Home Inspection

Be proactive by arranging for a pre-sale home inspection. An inspector will be able to give you a good indication of the “problem” areas that will stand out to potential buyers, and you’ll be able to make repairs before open houses begin.

2. Organize and Clean

Pare down clutter and pack up your least-used items, such as large blenders and other kitchen tools, out-of-season clothes, toys and exercise equipment. Store your items off-site or in boxes neatly arranged in the garage or basement. Clean the windows, carpets, walls, lighting fixtures and baseboards to make the house shine.

3. Get Replacement Estimates

Do you have big-ticket items that are worn out or will need to be replaced soon, such as your roof or carpeting? Get estimates on how much it would cost to replace them, even if you don’t plan to do it yourself. The figures will help buyers determine if they can afford the home, and will be handy when negotiations begin.

4. Find Your Warranties

Gather up the warranties, guarantees and user manuals for the furnace, washer and dryer, dishwasher, and any other items that will remain with the house.

5. Spruce up the Curb Appeal

Pretend that you’re a buyer and you’re standing outside of your home. As you approach the front door, what is your impression of the property? Do the lawn and the bushes look neatly manicured? Is the address clearly visible? Are there any pretty flowers or plants framing the entrance? Is the walkway free from cracks and impediments?

PREPARING YOUR HOME FOR A PHOTO SHOOT

Jack Wicks / 352-333-0344 / Email: jack@mojackdesigns.com / website: www.mojackdesigns.com

First Impressions are everything and our goal is to help your property outshine the competition. **The following is a checklist that will assist in achieving that goal.**

We will photograph both the inside and outside of your home, including all of the major rooms. Depending on the size of your home, this can take anywhere from 1 to 2 hours. We normally do not photograph the garage, laundry room or closets, unless they have special features. Since we **cannot assume liability for moving furniture or other household items, the house will be photographed in "as is" condition.** Ask your real estate professional which items, if moved, would improve the photos and subsequent showings. We suggest removing as many personal items as possible; which will allow a potential buyer to visualize their own belongings in the home and will give the home a more spacious feeling.

OUTSIDE

- Remove all vehicles from the driveway and do not park directly in front of the house.
- Remove garbage cans out of sight so they cannot be seen from the street.
- Remove all garden tools including hoses and sprinklers.
- Mow and rake the yard.
- Sweep driveways, sidewalks and patios.
- Replace burnt-out light bulbs.

INSIDE

- Turn all inside lights on.
- Clean all windows to prevent a camera-flash reflection.
- High-back furniture should not be in front of windows if they block the view.
- Turn fans and televisions off.
- Place toilet lids down.
- Make the beds and pick up/put away clothes and toys.
- Tuck trash cans out of view in a closet or cupboard.
- Remove photos, notes, papers and magnets from the refrigerator.
- Remove pet food bowls and toys, and keep pets out of sight.
- Clear off counter tops in kitchen and bathroom areas, i.e. sponges, toothbrushes, razors, scales, etc.
- Clear the sink and shower/bath areas, making sure items are placed under the sink, and wet towels, robes are removed.
- Place valuables out of site. If this is not possible, we can edit-out expensive artwork in the photos. Please let your Realtor know ahead of time.
- Remove piles of newspaper or magazines.
- If floors have features to be highlighted, remove rugs. Let those wood or tile floors shine!
- Replace burnt-out light bulbs.
- Conceal cords. They remind us about how many things we keep plugged in 24/7. This does not mean unplug lights. Lighting is important. If possible simply conceal "spaghettis" of computer/router/power cords, etc.
- De-clutter rooms that may be excessively furnished. They do not photograph well.
- Although collectibles may look wonderful to you (dolls, figurines etc.), they are usually seen as a distraction to a buyer. This may be a good time to pack them up.
- For the homes with swimming pools, remove pool toys in and around the swimming pool.

IN THE COMMUNITY

We believe in paying it forward to improve the lives and wellbeing 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 service is one of our core values. We owe our success to the community that supports us.



MARKETING MIX

HOW WE SHOWCASE YOUR HOME



Online

Multiple list service
Realtor.com, Zillow, and Trulia
Facebook, Instagram and Youtube
927 websites including Yahoo, Homefinder, Oodle, RealtyTrac, AOL,
HGTV's Frontdoor, Cyberhomes, Homes.com, and Hot Pads
PepineRealEstate.com
PepineRealty.com
Virtual house tours on Zillow
Single Property Website



Print

Monthly client appreciation mail out
Gainesville luxury home newsletter
Gainesville Sun Sunday Real Estate Column
Cross promotion with local lenders - discounts for buyers
Pool renderings by fun state pools
Landscape renderings by Entropic and Greenworks



Direct Mail

Mass mailing for targeted Gainesville customers in move-up neighborhoods
"Just Listed" postcards and email blasts to top producing Realtors



Photography

Professional pictures & videos taken of property
Drone pictures & videos



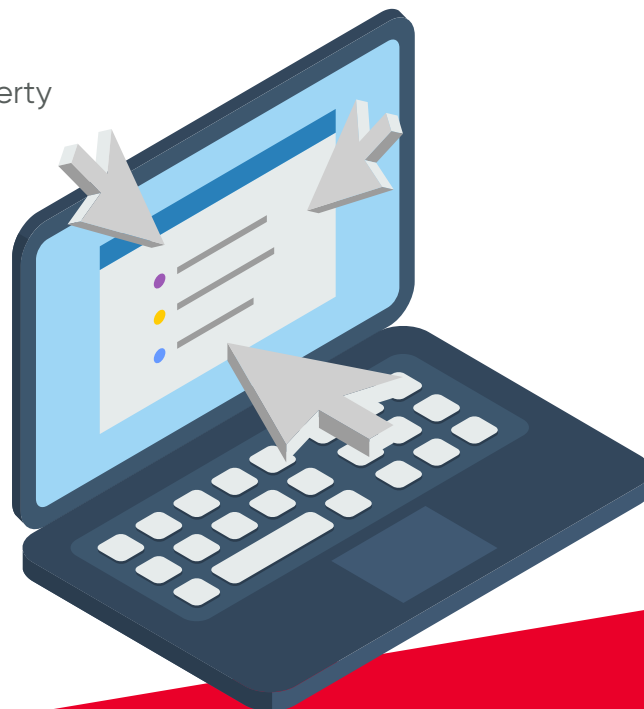
In-Person

Broker luncheons
Public open houses



On Site

Luxury yard sign, sturdy and reflective
Flier box stocked with professional fliers
Text rider on sign



ENDORSEMENTS



Barbara Corcoran

Real estate entrepreneur, businesswoman, investor, speaker, consultant, syndicated columnist, and author

Personality on ABC's Shark Tank

Barbara Corcoran, who has overseen thousands of high-end property transactions, only endorses the best. She believes that Pepine Realty, led by Betsy, is the very best of realty services in Gainesville.



Bob Rose

Local radio personality on WSKY-FM (97.3 FM)

Radio host of The Bob Rose Show

Bob Rose attests that an agent in Gainesville sells an average of six homes per year. By stark contrast, Pepine Realty sells on average 176 homes per year for 13% more profit. **The numbers don't lie!**

Tony Lorino

Local radio personality on 98.5 KTK

Radio host of Throwback Nation Radio

Tony Lorino has been broadcasting for 20 years and has spent time in both the Midwest and the Southeast working as an on-air host and behind the scenes of radio stations.



OUR RECOMMENDED SERVICE PROVIDERS



Plumbing

Quality Plumbing
352-377-1009



Roofing

Custom Roofing
352-817-1660



HVAC

Bertie Heating & Air
352-331-2005



Electrical

Archer Electric
352-377-2580



Chimney

Tidy Sweep
352-372-8973



Well and Septic

Myers Septic & Well
352-378-2375



Structural Engineer

GSE Engineering
352-377-3233



Home Inspector

Gator Home Inspections
352-318-8333



Land Surveying

Exacta
216-751-9000



Landscaping

Immaculate Landscaping
352-870-9624



Painting

D&N Services
352-275-8910



Cleaning

A Personal Elf
352-271-1111



Mold Remediation

The Best Restoration
352-505-3321



Handy Man

Dave Nelson
352-215-6559



Radon Remediation

Land Environmental Group
352-219-7984



Carpet Cleaning

The Best Restoration
352-505-3321



Flooring

The Floor Source
352-472-1331



Insurance

McGriff-Williams
352-371-7977



Moving

UF Mover Guys
352-870-4938



Pest Control

Brooker Pest
352-378-2433



Pools

Dino's Pools
352-221-9008

MOTTO MORTGAGE

Personalized attention and advanced networking are important to **Sheila Teckenbrock**, our Loan Originator of Motto Mortgage, so that you can move through this process comfortably and stress-free.

They work hard to ensure all the necessary steps are taken to stay within your budget, find your dream house and purchase your home!



Contact Sheila Teckenbrock:

Sheila Teckenbrock
386-590-1856
sheila.teckenbrock@mottomortgage.com

mottomortgage.com/offices/integrity-gainesville/



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.



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 Rowely

Closer



Kim Farmer

Closer

SYSTEMS CREATE STRESS-FREE SELLING



PREPARATION

- Paperwork
- De-clutter
- Clean
- Staging
- Photos



MARKETING

- Broker Opens
- Public Opens
- Internet / Social Media
- Direct Mail
- Mass Emails



FEEDBACK

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

10 REASONS TO LIST WITH A REALTOR



PRICE

Homeowners who sell their homes on their own typically generate \$46,000 less than homeowners who work with a Realtor®.



ACCESS TO BUYERS

Through the Multiple Listing Service, professional contacts and their own database of prospects, Realtors can help you reach the widest range of customers.



MARKETING EXPERTISE

Realtors know the best ways to advertise to attract buyers, plus they can use the marketing muscle of their brokerage to promote your home.



TIME

Realtors have the time and expertise to handle open houses, showings, inspections and the dozens of other tasks that would normally take you away from your work and regular routine.



EXPERIENCE HANDLING PAPERWORK

Buying or selling a home involves reams of paperwork that can be hard to understand. Realtors thrive in this world.



KNOWLEDGE OF NEIGHBORHOODS

Realtors know local communities and can help you find a replacement home in the nicest neighborhood and with the best schools.



SALES SKILLS

Realtors can evaluate your home and suggest improvements to get you maximum value, and they're skilled at handling showings to generate a positive response.



NEGOTIATION SKILLS

With years of bargaining experience and expert understanding of the market, Realtors can help you close the deal at the price and terms that you prefer.



KNOWLEDGE OF SERVICE PROVIDERS

Realtors can refer you to their network of top-quality lenders, lawyers, inspectors and repair people to make sure you get the best result in every stage of your deal.



ADVICE AFTER CLOSING

An experienced Realtor will continue to support you as questions pop up after the deal is done.

AWARDS



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

Best of Zillow 2020

Wall Street Journal Ranked Top 64th Team in the USA 2020

Wall Street Journal Ranked Top 72nd Team in the USA 2019

Florida Companies to Watch 2019

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

Wall Street Journal 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