



WyseHomeTeam
REALTY

Your Home



Guaranteed.

*Conditions Apply

RonSellsTheBeach.com

SELLER GUIDE

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Listing Specialist

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Thinking about selling?

When your needs change, sometimes the place you call “home” must also change. Maybe you have a new job. Maybe your kids are growing, and you would like to be in a better school district. You could be retiring, seeking a vacation home, or looking for a different quality of life. Perhaps you feel it’s time to upsize or downsize your home as you reach a new stage in life. Whatever your reasons for considering selling your home, we’re here to help you achieve your real estate goals!



- At Wyse Home Team Realty, we are committed to providing guidance and stellar service as you navigate one of life’s biggest decisions and financial transactions. We help make the process smooth, quick and strive to get you the most money possible for your investment.
- In Central Florida, every regional real estate market is unique, affected by the economic climate, employment opportunities, growth rates, and tourism. Wyse Home Team Realty specializes in these areas and studies the ever-changing trends and changes in those markets. With our market and negotiating expertise, we can offer our clients an invaluable edge in these competitive real estate markets.



About us



Ron Wysocarski and Wyse Home Team Realty is comprised of a team of specialists dedicated to putting our extensive experience and local knowledge to work for you. More importantly, we consider our clients part of our family and your real estate goals are our top priority.

Let us show you how we can sell your home for more money in less time while offering a world class experience throughout your real estate transaction. We're here to put your mind at ease so you can focus on the things that matter.

Like making memories with your family and friends. Experiencing the world-famous places and attractions that surround you. Spending time with the sights and sounds of nature, arts and cultural experiences.

Our Team

Wyse Home Team Realty provides specialists for every part of the sales process to ensure our customers receive world class service.



Ron Wysocarski
Broker, CEO

Ron Wysocarski has been in real estate finance and sales for more than a decade and is a recognized industry leader. Ron's primary focus is meeting with our sellers as their listing agent and to ensure our team exceeds expectations. Ron works with our sales staff and other team staff to ensure our customers receive the best care and their listings receive maximum exposure.

Ron is a pricing specialist and further specializes in luxury listings and sales, waterfront properties, expired listings and most "under-water" seller situations including short sales, foreclosures and bank owned real estate.

Sales Specialists

The Wyse Home Team's sales agents work tirelessly to provide world class service to our buyers and sellers. With always a watchful eye on the market conditions, our agents focus provide full-service assistance and information through every step of the home buying and selling process, from your first online home search to closing day. They position your property to sell FAST and for TOP DOLLAR. And they equip you with great tools and assistance to find the perfect home, vacation home or investment.

Account Managers

Wyse Home Team Realty Account Managers spend their time nurturing our new and prospective clients and keeping in touch with our past clients. They work closely with the sales team and monitor inventory of properties listed in the 8 MLS areas we service to ensure our customers never miss out when a home matching their needs hits the market. They assist new clients in navigating the early stages of home search or home sale process. After the sale, they reach out to share information about our customer appreciation events and to offer you fun free gifts like tickets to sporting events, Pumpkin Pies at the holidays, and more!

Admin

Our admin staff members offer expert handling of all your important paperwork, ensuring every "t" is crossed and every "i" is dotted in your real estate deal. They help handle your transaction during the entire process and are there to assist you every step of the way. Whether you are a buyer or seller, their focus is on assuring no detail is left unattended.

Marketing

Our marketing team members ensure the company brand and our sellers' listings are well marketed through a plethora of print, radio, TV, and online marketing campaigns. They also compile and interpret market data, keep our technology systems running smoothly, and serve as news media liaisons.

Our Track Record

In 2021 we...

Sold...

164

Homes &
condos

On average, our team sells more than 100 homes and condos per year!

Over 1,225 homes & condos sold since 2010

Closed....

\$44M

In sales

Our team has closed over \$138 million in sales over the past 5 years.

Over \$234 million in real estate sales transactions closed since 2009

Spent over...

\$521k

On
marketing

We spent more than \$500,000 marketing our sellers' homes in 2021.

The average agent spends less than \$5,000 per year.

2021 MARKETING BUDGET



- Telesales Reps
- Marketing Reps
- Online Ads (Zillow, Google, Realtor.com)
- Movies, TV, & Radio
- Promos, Mailers, & Photography
- MLS Memberships & Marketing

Doing what it takes to Get your home SOLD

Recommended by home buyers and home sellers JUST LIKE YOU!

You'll hear them singing our praises on the local RADIO, TV, and in 5-star reviews all over the world wide web!



"Ron and his team made selling my condo easy... even from 200 miles away!"

Powerful Presence

in the places where your buyers are looking.



Attention & Service We don't just put your home "out there." We have teams of telesales and marketing reps who spend all day, every day **SELLING YOUR HOME.**



Testimonials

What our clients say about us



"After 6 months with another agent, we switched to Wyse Home Team Realty and had 2 offers within 2 weeks!" ~Bill W.

1

"WOW! WOW! WOW! Ron Wysocarski sold my home in 2 days!" (Susan H.)

2

"We had an older condo which had been on the market for some time with another realtor. Made the change to Ron and quickly had an offer at FULL ASKING price! Ron REALLY does SELL THE BEACH!!" (Pamela P.)

3

"They sold my home in just a few days with multiple offers, over the asking price. Can't ask for anything more with a realtor!" (Robert P.)

4

"SUPERMAN!! That's what Ron and Wyse Home Team Realty are in the real estate industry!" ~Walter B.

5

"This was the easiest and smoothest experience we've ever had selling a home. Don't waste time and money hiring a different agency. Hire the best!" (Teresa E.)

Service

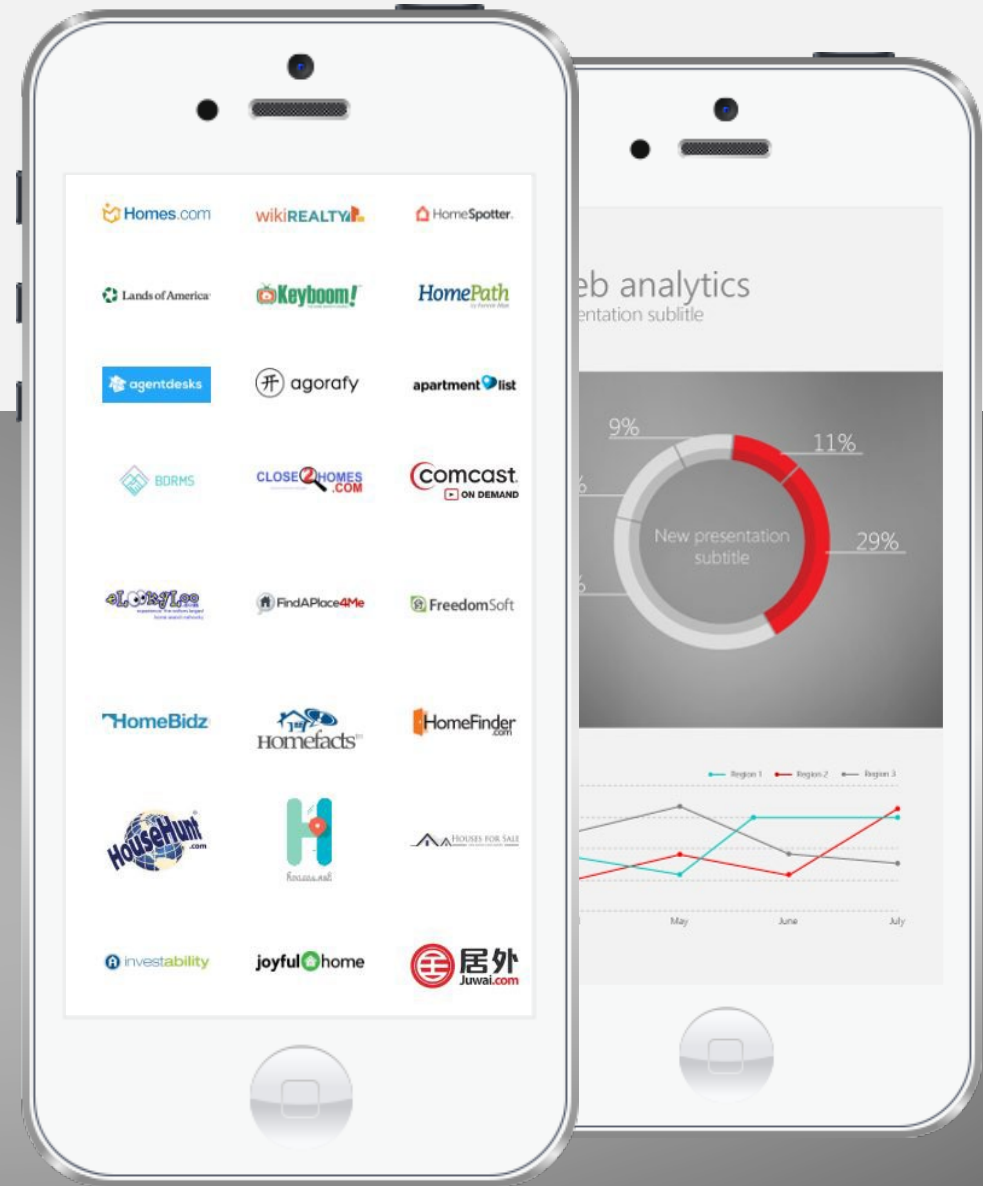
What We Do

Harnessing Technology To Help You Meet Your Goals



We help our sellers *get more money and sell in less time* by using our proven pricing, sales and marketing strategies. Our comprehensive marketing program positions your listing in front of millions of buyers with a goal of creating competition for your property.

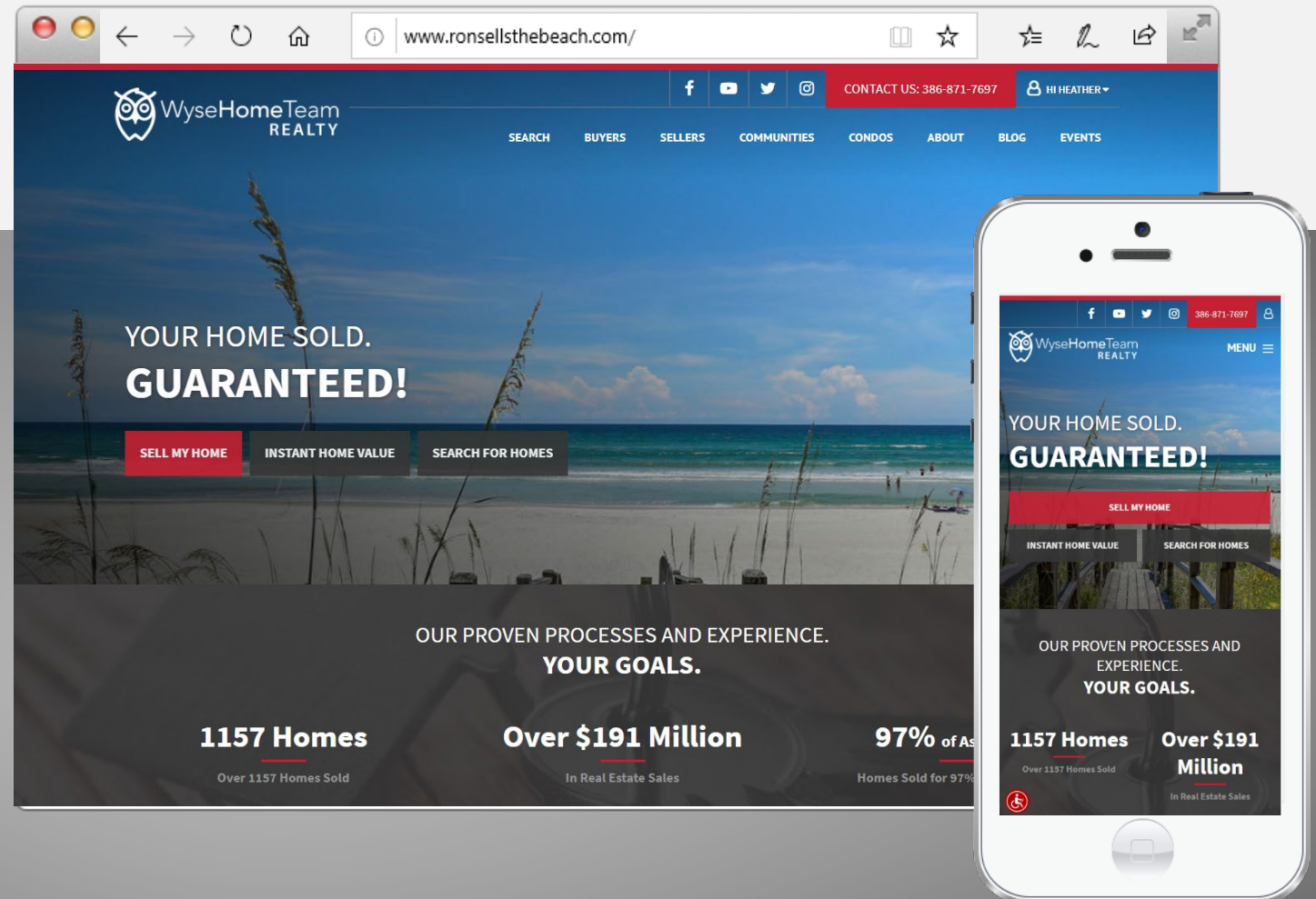
When you list your home or condo with our team, we send your property information to the Multiple Listing Service (MLS). Then we get to work ensuring your listing is featured on hundreds of the most popular home search Websites that reach buyers around the world.



Our Websites and Networks

We know today's buyers are tech savvy.

So we give you the tools you need to harness today's technology and find exactly what you want and need in a property. We're here to walk you through all the great features for finding listings, getting updates about new listings, saving your favorites and sharing them with friends on our always-accurate, updated hourly website. We'll also help you narrow your options from the thousands available to only the best properties even alert you to great new listings via email and on our many social media channels!



City	Active Listings	Avg. Listing Price	Last Month's Sales	Median Sales Price
Daytona Beach	655	\$294,889	89	\$119,000
Ormond Beach	701	\$367,445	118	\$202,500
Port Orange	434	\$372,187	105	\$199,700
Palm Coast	265	\$205,880	145	\$177,510
New Smyrna Beach	403	\$337,307	48	\$270,500

Your Listing Led By Experts

Wyse Home Team Realty is frequently featured and interviewed by area print, radio and television news outlets as a comprehensive source for information on the area's changing real estate market.

We have websites are loaded with information about market data, real estate trends, community information, advice for buyers and sellers, and much more! Our finance and home pricing specialists can provide you with expert advice on how to sell your home quickly and get the best possible price. And our comprehensive marketing strategy for disseminating local real estate market and community information brings more buyers to your listing, helping you to sell faster and get more money for your home.

Bringing You Qualified Buyers

Thousands of potential home buyers in Florida and around the nation visit our websites and social network pages every day to browse available properties. Millions more visit and search for homes on the hundreds of sites we market your property with. Florida is a desirable place to live and vacation!

But you can rest easy knowing we're here to help weed through the casual onlookers and bargain hunters to find the RIGHT buyer for your home. We want you to sell your home for the MOST money, in the SHORTEST amount of time, with the LEAST possible inconvenience.



TRUSTED

Skip The Stress And Hire One Of The
Daytona Beach Area's Most Trusted Real
Estate Teams.

Selling Speed

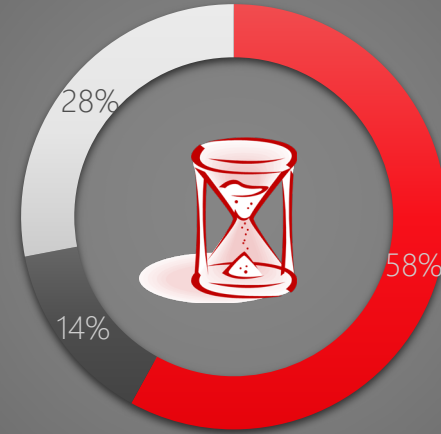
Every seller has a unique set of needs and circumstances. There's always a need for speed when it comes to selling a home...

THE RIGHT SPEED.

With Wyse Home Team Realty,
YOU'RE in the driver's seat!



Seller's Timeline



■ Want to sell quickly ■ Need to sell NOW ■ No real rush

Tell us what your needs and circumstances are. We'll help you determine the best time to sell and will perfectly time your listing to meet your real estate and financial goals!

It's important to time your listing properly and price it correctly from the start. Resist the urge to list your home at a high price to "test the water" because you are competing with others who are ready to sell now and ready to strike a deal.

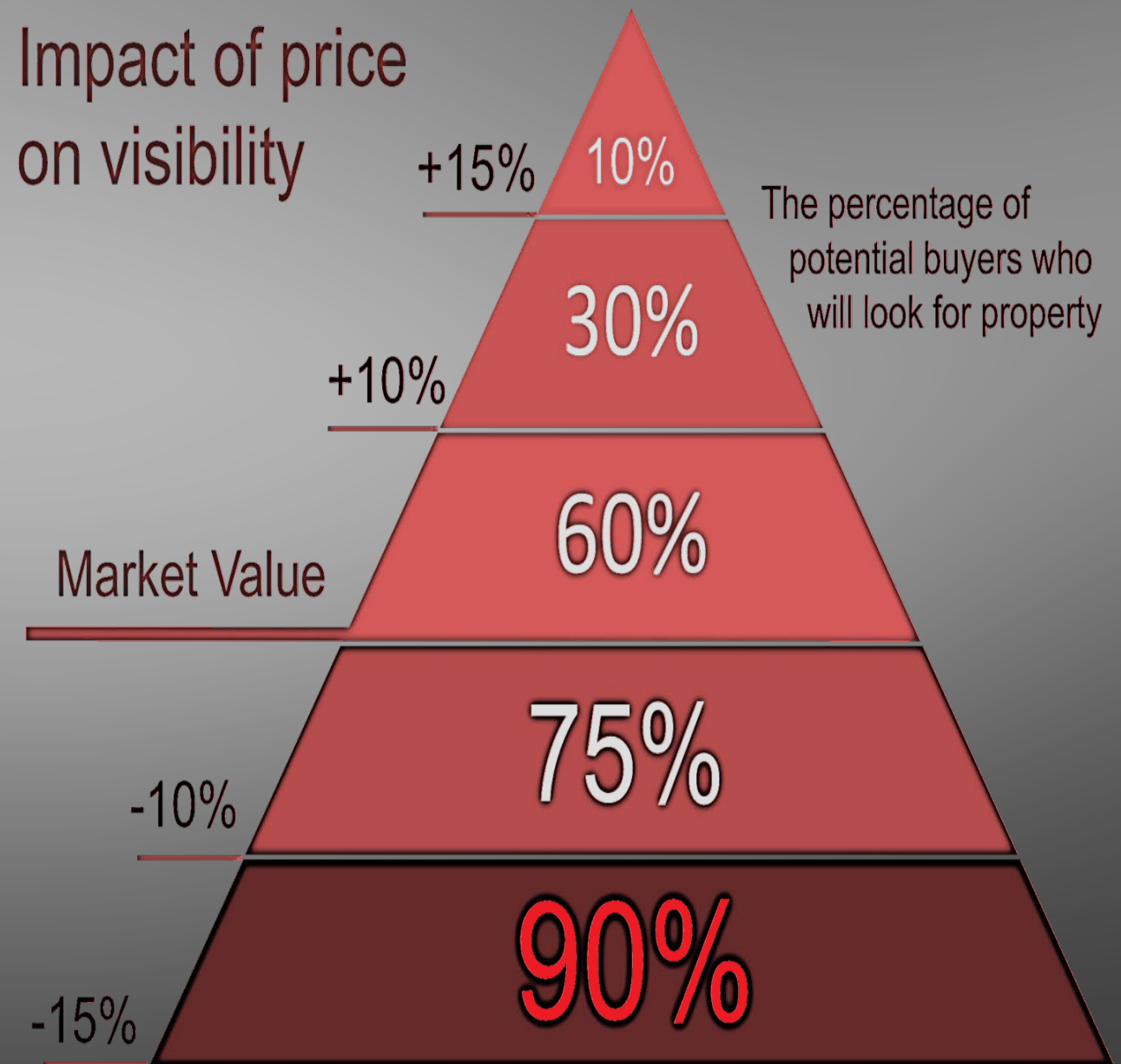
MORE Money For Your Home...

Begins with PRICING!

At the pyramid's center is the fair market value. That's the point at which a reasonable percentage of buyers would view and consider your home. When you price below the market, you will attract a much greater percentage of buyers. When you overprice, you'll attract a much lesser percentage of buyers.

(If you attract anyone at all, that is.)

Most often, your first offer is usually your best offer. And a lower starting price that generates more interested buyers creates competition that usually means a higher selling price for YOU!



Over-Pricing Consequences

While it might seem logical at first glance to set a high asking price for your home, knowing you can later reduce the price, this approach seldom works.

Here's why...

Competition

A high priced property makes other comparable properties more attractive.
Don't help sell your competition!



Closing Complications

Inflated prices often lead to mortgage rejections and critical lost time waiting for finance approvals that don't go through.



First Impressions Matter

Fewer buyers will respond to ads, fewer agents will show your property to their clients, and you'll get fewer serious offers.



Opportunity's Window

Reducing the price after buyers have already passed over listing will not regenerate nearly as much interest as if you'd priced it properly from the start. Your best and most effective marketing period is right after the home is listed.



Market Value Is...

What a buyer is willing to pay for a property.

Based on today's market conditions.

Based on today's economic conditions.

Based on what the property will appraise for at closing.

Based on the buyer's perception of the condition of the property.

Based on the number and types of competing homes on the market.

Based on location.

Based on normal marketing time frames.

Based on today's lending and financing conditions and rules.

Market Value

IS NOT...



Offers

When your property is in great condition at a great price, you can generally expect offers.



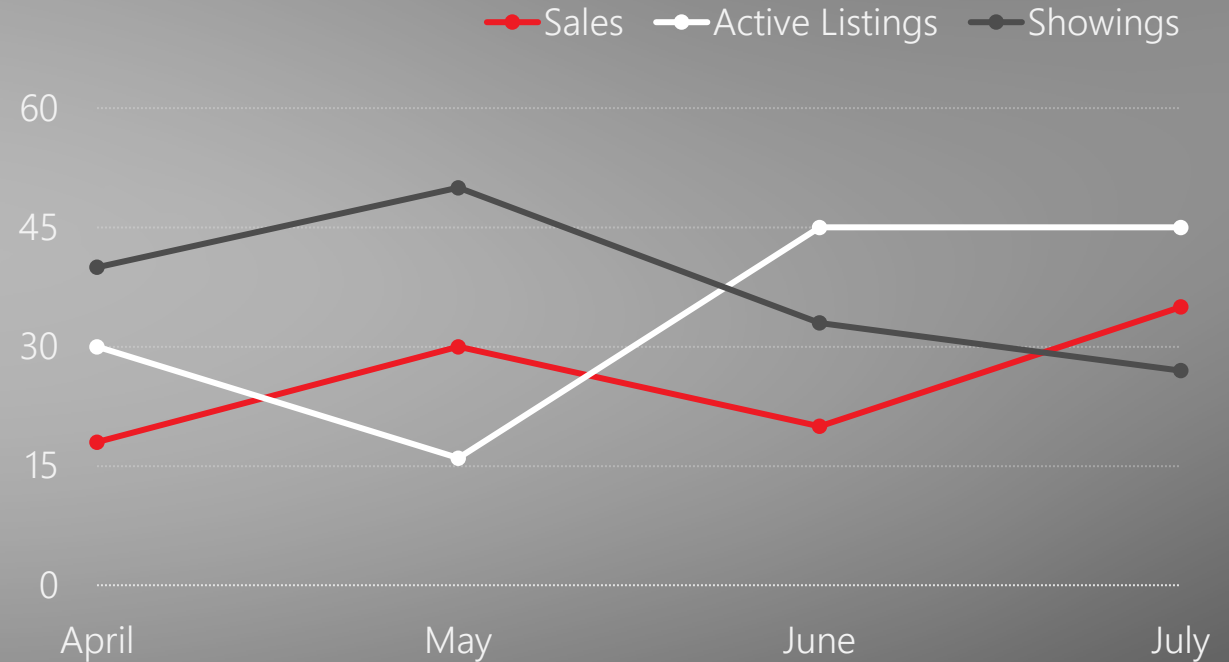
- Typically, a seller's first offer is the best offer they will receive for their home.
- Our sellers generally see their home sold in 90 days or less
- Many of our sellers receive offers within 2 weeks of listing.



Warning Signs

Occasionally, warning signs arise indicating a pricing adjustment in order to sell a property. If this occurs, we will be prepared to act quickly because our most effective marketing period is in the first 30 days. Some warning signs that there's a need for action and price reduction include:

- Evidence of shifting market conditions.
- Signs that a new pool of discerning buyer tastes may be emerging.
- When a home does not receive enough showings or offers early in the listing period.



Our goal is always to ensure you sell your home for the MOST money possible in the SHORTEST amount of time possible.

Ask for help
paying closing
costs

Ask for a
price
reduction

1/3 of
BUYERS

Ask for
other things
like...

- Repair Allowance
- Home Warranty Plan or Termite Bond
- Seller to leave appliances, furniture or other items
- Financing Approval Conditions
- Inspection Approval Conditions

Negotiation

Don't be surprised when buyers ask for certain concessions or incentives. Your ultimate goal is to get your house sold quickly for the most money and as hassle free as possible. We will assist you in getting there.

Most agents in our market are negotiating on behalf of their sellers to get an average of 94% of listing price. We get our sellers an average 1-2% more than that, or 95% of listing price!



Lauren Svoboda
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[Get Prequalified now!](#)

Phone: [773-818-4018](tel:773-818-4018)

"An equal housing lender"



Libby Davidson

Libby@federaltitleflorida.com

FederalTitleFlorida.com

Phone: [386.530.6800](tel:386.530.6800)

*"Treating Every Client As If They Were
Our Only Client."*

Preferred Vendors

Wyse Home Team Realty has partnered up with some of the best and brightest people and organizations that serve buyers and sellers in our area. These are companies we recommend to our clients because we TRUST them to provide you with the best service!

*These are *recommended* vendors, but you are always welcome to use the professional services of any vendor you choose.



Our Mission & Vision

Our mission is to be the real estate team of choice in every market we serve, by providing world class service to home buyers and sellers with a relentless commitment to customer service and superior performance in all areas of our business.

Our Values



We work with commitment to be the best performing and best loved real estate team in the markets we service.

Trust and honesty are key hallmarks upon which we operate our business.

We operate as a family.

We will never lose sight that our team's success is directly hinged to the happiness and success of our clients in their efforts to achieve their real estate goals.

Contact

Top-notch service to you is our top priority. Feel free to contact us anytime with questions or concerns.



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