

Selling YOUR HOME WITH *Laura Stilwell*



Step 1

Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.



— Laura Stilwell

REALTOR®

Your Trusted Advisor. Backed by Trusted Resources

When it comes to buying or selling a property, who you choose to represent you matters. You deserve someone who is available, knowledgeable, and committed to protecting your best interests every step of the way.

While you work directly with me as your Realtor, you also benefit from the trusted network, resources, and professionals I have built around me. From marketing partners and transaction support to lenders, inspectors, title companies, and industry connections, I believe a strong experience comes from having the right people involved at the right time.

When it comes time to bring your largest asset to market, there is no one-size-fits-all approach. Every home is different, which is why I create a custom marketing strategy designed around your property, your goals, and current market conditions.

My job is to help you position your home strategically, negotiate confidently, and create the best opportunity for your next chapter.

While every client experience is personalized, my systems and processes are consistent. From marketing to paperwork to closing, my goal is to make sure you always understand what's happening, what comes next, and that no detail gets overlooked.

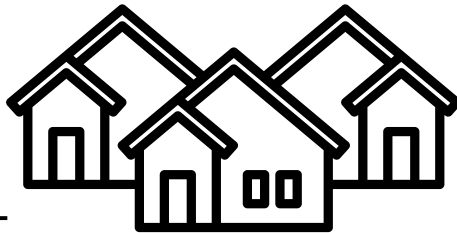


THE *Selling* PROCESS

Selling your home is a big decision! It does not need to be a stressful one. Too often, a lack of a game plan, ineffective marketing, weak negotiations, and poor communication lead to a bad experience for home sellers. I am here to make sure that doesn't happen.

My goal is to sell your home for the most money with the least amount of time on the market. I have extensive experience helping clients Central Florida successfully buy or sell Real Estate. To achieve this goal for our clients, we break down this process into 4 key steps:

1. Enhance Your Home's Presentation
2. Price Correctly
3. Maximize Exposure
4. Expert Negotiations



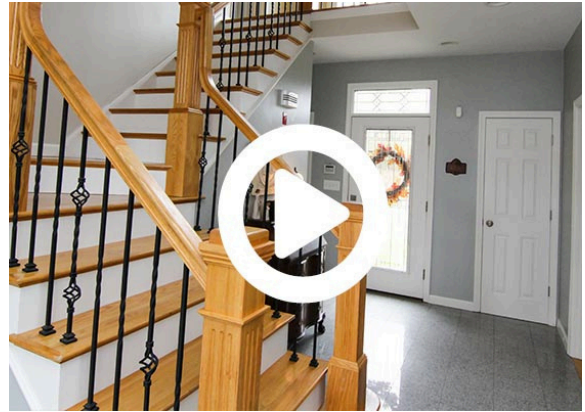
ENHANCE YOUR HOME'S PRESENTATION

We provide professional photography that includes HDR photos, aerials, 3D tours, and videography.

TWILIGHT PHOTOS*



VIDEO TOURS*



AERIAL PHOTOS*



HIGH-RESOLUTION PHOTOS



Tips to Get Photo Ready

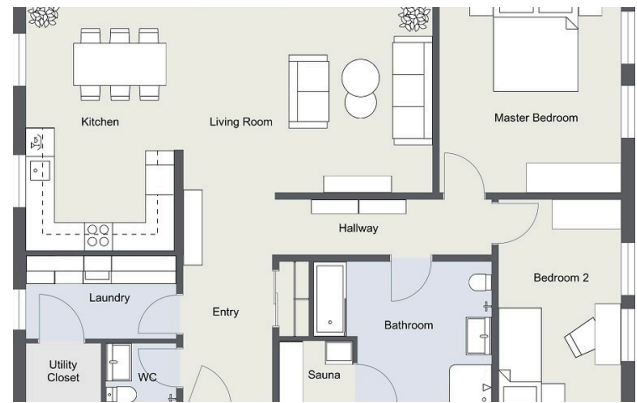
Freshen Curb Appeal (plants, doormat, mulch, etc)

Remove Personal Photos/Countertop Appliances/Excessive Decore

Utilize My Pre-Listing Checklist

FLOOR PLANS*

SCALED DRAWINGS THAT SHOW THE PROPERTY FROM ABOVE WITH ROOM MEASUREMENTS



See Example: <https://my.matterport.com/show/?m=SYXm4biP7ny>

MATTERPORT 3D TOURS*

IMMERSIVE WALKTHROUGH
TECHNOLOGY

**These items are available in our Luxury Package and are subject to qualification.*

IN-HOME BROCHURES

We provide a beautiful print brochure of your property that the buyer can take with them after a showing. We use a high gloss brochure.



STUNNING WATERFORD PLACE HOME WITH RESORT STYLE POOL

Stunning lakefront pool home in Waterford of Sunbelt. Feel like you are at your own private resort with the solar heated pool, sandpit, waterfall, and lush tropical landscaping. This home is remodeled from top to bottom with high-end finishes. It will be hard not to fall in love! Gorgeous kitchen with granite countertops, farm sink, large island, stainless steel appliances, and breakfast bar. Open floor plan with high ceilings and new modern wood look tile throughout. Spacious master bath with walk-in shower, soaking tub, and two new vanities with quartz countertops. 17 windows and sliding glass doors give the home a ton of natural light. Roof and AC replaced just two years ago. Great neighborhood with walking paths and A-rated schools. Close to golf shopping, and restaurants.

PRICE CORRECTLY

Pricing is a critical step for getting top dollar for your home.

Leverage: Overpricing can cause you to sit on the market for extended periods. The longer your home sits on the market, the more likely you are to get a low-ball offer. WHY? Because buyers get the perception that no one else wants the home.

"Price blocks": The #1 search criteria on any property search online is price. Most people and search sites search in \$25,000-\$50,000 increments. For example, listing at \$254,900 would miss all buyers searching up to \$250,000.

Buyers are more savvy than ever: The Internet has completely changed sales. Buyers can find out what any home sold or is listed for within minutes. They are more aware of the comparable sales and can spot overpriced homes now more than ever.

Pre-determined strategy: I will work with you to complete a pricing strategy together. The more we communicate about the hot topic of MONEY.. the smoother the transaction will go.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

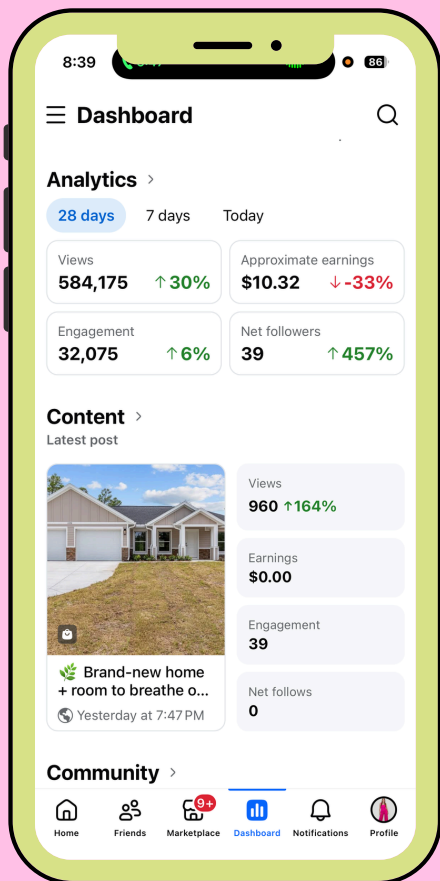
- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!



Pricing it right

MAXIMIZE EXPOSURE TO POTENTIAL BUYERS

The Internet, Social Media, and Email Database. You need to market your home to the most amount of buyers possible. We personally advertise on over 900 websites, but to get the most exposure, you need to go beyond that.



Social media advertising is always changing. We continuously run social media ads to target potential buyers for your home. We also run re-targeting ads which are crucial for converting leads.

exp
REALTY

When new properties are listed, we are able to do email blasts to our large database of buyers.



Less than 1% of buyers are finding their next home in a magazine or newspaper, but postcard announcements are still a great tool that we utilize on all of our listings. Your neighbors may have friends or family who want to move closer. We distribute them in a radius around your neighborhood.



Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

MY REACH

6k

+

SUBSCRIBERS +
FOLLOWERS

1k

+

EMAIL
SUBSCRIBERS

500k

+

MONTHLY
IMPRESSIONS

32k

+

MONTHLY
ENGAGEMENTS

NEGOTIATE LIKE AN EXPERT

Negotiations go hand in hand with pricing your home correctly. When priced correctly and buyer traffic is high, the leverage swings in favor of the seller.

Minimize Emotions: We often see emotional responses hurt negotiations that could work out in both parties' favor. Do your best to remove your emotion and consider factors about the buyers' motivation, where they are coming from, their time frame, and other similar listings that are available to them.

Alternative Negotiation Points: Small concessions outside of the purchase price often work in favor of negotiating a higher price. Offering flexible closing dates, inspection period, finance terms, and appliance conveyance can give a buyer a sense of "winning" during negotiations.

Create a Win-Win Situation: Or at least what feels like a win-win, that works out best for both parties. Many make the mistake of starting every negotiation as if they were going into battle, but instead should be focusing on finding solutions. One of the core challenges in negotiations is identifying value-creating moves: things that are cheap as a seller to give but valuable for a buyer to receive, and vice versa.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



SERVICE

Fee

Why My 3% Service Fee Is Your Competitive Advantage

- Expert Pricing Strategy Backed by 6 Years & \$50M+ in Sales
- Your home is positioned to attract the strongest buyers, minimize time on market, and protect your equity from day one.
- Professional Listing Prep & Staging Guidance

Customized room-by-room prep checklists, day-of-photo walkthrough, and strategic recommendations designed to maximize your sale price.

- Premium Marketing Package

Includes professional photography, videography when appropriate, social media campaigns, digital ads, and custom property branding to make your home stand out.

- Massive Network Exposure

Your listing is pushed through my local community groups, agent networks, referral partners, and daily digital reach expanding visibility far beyond the MLS.

- Skilled Negotiation From a Top 0.5% Realtor®

My negotiation strategies consistently secure stronger offers, better terms, and smoother closings.

- Contract, Timeline & Deadline Management

I manage every moving part – inspection periods, appraisal deadlines, HOA docs, title work, so nothing falls through the cracks.

- Communication You Can Count On

You'll always know what's happening, what's coming next, and what decisions protect your bottom line.

- Vendor Coordination & Support

I handle all scheduling with photographers, contractors, cleaners, stagers, and inspectors, saving you hours of work.

- Local Expertise as Your Central Florida Community Realtor

Hyper-local market knowledge, neighborhood data, and buyer trends that help us outsmart the competition.

- Guidance From Contract to Close

I quarterback the entire process with your title company, lender, appraiser, and buyer's agent to ensure a successful closing.

- Reputation & Relationships That Benefit YOU

After years of community involvement, events, networking, and leadership. Buyers trust my brand, and that increases confidence in your home.

What This Means for You

A faster sale.

A higher net.

A professional who actually protects your interests.

A stress-free process.

Your 3% fee isn't for someone who puts your home on the MLS and hopes for the best; it's for a full-service, results-driven marketing and negotiation experience that moves you forward with confidence.

Client Testimonial

— “ —

"Laura made the entire transaction a breeze! She is the most professional and knowledgeable agent in Marion county! We were very pleased to work with someone so genuine and who truly had our best interest at heart. "

— ” —

— “ —

"Laura was on point . Every detail. Selling a home is stressful enough but she made it seamless and was so helpful. I valued her opinion when decision making was tough ."

— ” —



Want More?

I have over 20 reviews on Google,
With a five star rating!

About Me:

Laura Stilwell, Real Estate Agent

Since beginning my real estate career in 2020, I've had the privilege of helping families across Central Florida navigate one of the biggest decisions of their lives: buying and selling home. With over a decade of real estate experience, including a background working alongside real estate attorneys and developers, I bring a strong understanding of contracts, negotiations, and the details that protect my clients from the first conversation to the closing table.

My approach has always been simple: real estate is about people, not just properties. Every home has a story, every client has different goals, and my job is to create a strategy designed around what matters most to you.

I believe successful real estate is built on trust, communication, strong marketing, and honest guidance. Whether I'm helping a seller position their home to stand out in today's market or helping a buyer find the right place to call home, my focus is always on creating a smooth experience and the best possible outcome.

Beyond real estate, my greatest role is being a mom. My journey has shaped my dedication, resilience, and the way I show up for the people who trust me with such an important chapter of their lives.

When I'm not serving clients, you'll usually find me spending time with my daughter, exploring local spots around Central Florida, or with my dog Opie.

Eat. Pray. Real Estate. 💕





Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed, I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal!
I am honored to be considered to get the job done.

Laura Stilwell

352-874-8865 | realtorstilwell@gmail.com

