



SELLING YOUR HOME

PARADISE EXCLUSIVE REAL ESTATE





Tiffany Clarke has worked primarily with a new home builder for the past three years, making her very knowledgeable with new home building and land in Southwest Florida. This knowledge has helped when assisting customers find land or existing homes.

Tiffany Clarke is result oriented and committed to her client's needs, making them her highest priority. Tiffany's approach is to tend to the details of your home transactions, educating her buyers and sellers, and making their experience as smooth as possible.

Tiffany Clarke is not just a REALTOR®, she runs a real estate business!

CONTACT ME



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YOUR AGENT



WHY CHOOSE ME?

Choosing me as your realtor means partnering with a dedicated professional who goes above and beyond to achieve your real estate goals. With a background in education, having previously served as a teacher, I bring in-depth knowledge, a desire to educate my customers, strong negotiation skills, and a passion for delivering exceptional service. I understand that buying or selling a home is one of the most significant financial decisions you'll make, and I'm committed to guiding you through every step of the process with transparency, integrity, and personalized attention. My track record of successful transactions and satisfied clients speaks for itself, and I look forward to leveraging my expertise to help you achieve success in your real estate endeavors.

MARKETING

I leverage a robust combination of advertising, public relations, networking, online marketing, email/direct mail campaigns, and signage to effectively promote and sell.

TECHNOLOGY

From virtual tours to social media marketing, I ensure properties shine and reach a wider audience. Seamless online platforms streamline transactions, maximizing efficiency for all involved.

COMMUNICATION

Effective communication is my cornerstone. I ensure seamless interaction between buyers and sellers, keeping all parties informed at every step. I prioritize transparent and efficient communication to facilitate smooth transactions and foster trust throughout the process.

MEET YOUR TEAM



Jim Benson
Broker/Owner



Brian Faro
Broker/Owner



Jessica Souza
Broker/Owner



Claire Wiskowski
Marketing



Larissa Wells
Compliance



— ABOUT PARADISE EXCLUSIVE —

As one of the most successful Boutique Real Estate Brokerages in the region, Paradise Exclusive's Associates pride themselves on recognizing the desires of their clients, communicating effectively, negotiating aggressively and ultimately closing the deal.

There are no gimmicks or lack of efforts, when it comes to listing or buying property with Paradise Exclusive. We work hard to get you the results you deserve.

Pride in our community is a must for us. We give countless hours and significant financial contributions to the communities we live in and the organizations who provide necessary services to our residents, businesses and visitors.

With three offices in Sarasota and Charlotte Counties, we stand ready to help you purchase your dream property or achieve your goal of selling your existing one. When the time comes to choose a professional to represent you in your next transaction, choose wisely and choose someone with your best interest in mind and at heart... we're ready for you!



GETTING LISTED

01

INITIAL CONSULTATION

During this meeting, I will gather essential information about your home, goals, and expectations. This step allows me to tailor my approach to meet your specific needs.

02

MARKET ANALYSIS

I will analyze recent sales of similar properties in the area, current market trends, and the property's unique attributes. We will set a competitive listing price that aligns with market conditions and your goals.

03

LISTING AGREEMENT

The seller reviews and signs the listing agreements and disclosures. This step ensures compliance with legal requirements and sets clear expectations for the selling process.

04

PREPARE PROPERTY

I will make suggestions on preparations to enhance the property's appeal. This may involve recommending minor repairs, decluttering, staging, or landscaping improvements to maximize its marketability.

05

MARKETING STRATEGY

With the property ready for market, I will employ a comprehensive marketing strategy to promote your home to potential buyers. This includes high-quality photos, virtual tours, and detailed property descriptions.

06

LISTING ACTIVATION

I will list the property on the MLS and other relevant platforms, making your home accessible to buyers and agents. This step involves inputting accurate listing information, scheduling open houses and showings, and monitoring market activity.



SERVICES OFFERED

Discover expert guidance and tailored solutions for all your real estate needs.

From strategic marketing plans to skillful negotiation and comprehensive support throughout the selling process, I provide the expertise and resources to ensure a successful and stress-free experience.

01

STRATEGIC MARKETING PLAN

- Customized strategy to showcase your property's unique features.
- Professional photography, virtual tours, and targeted online advertising.
- Syndication to MLS and 100s of real estate websites.

02

EXPERT PRICING AND NEGOTIATION

- In-depth market analysis to determine the optimal listing price.
- Skilled negotiation to secure the best terms and price.
- Ongoing monitoring of market changes for optimal results.

03

GUIDANCE AND SUPPORT

- Comprehensive support throughout the selling process.
- Expert guidance on property preparation, staging, and transaction.
- Regular communication and updates to keep you informed.

SELLER FAQ

How will mortgage rates affect selling my home?

Rising mortgage rates can discourage a number of potential buyers from taking out mortgage loans. However, the impact is far more complex and must be analyzed with several other factors. Generally, most buyers will simply have to settle for lower approval amounts, meaning they will look for more affordable housing.

Why should I use a REALTOR to sell my home?

A licensed real estate professional that belongs to NAR requires all of its members to follow a 17-article Code of Ethics. This means that they are required to have your best interests in mind. They will help you set the right price for your home, reach potential buyers and help you negotiate the sale. They will make sure that you feel supported every step of the way and ensure you receive the best deal. Real estate agents have a deep understanding of their local market and want to show your home in the best light.

Will the current market affect the sale of my home?

What's going on in the real estate market in general might not be reflected in the same way in your local real estate market. You may see the media talking about skyrocketing property prices, but your notice such astronomical price rises are not happening in your neighborhood. It does happen that one particular neighborhood or area becomes in demand for a few months, However, this demand might plummet, and another area or neighborhood may become "hot".

Should I buy a new home before or after I sell?

Keep in mind every transaction is different, as everyone has different lives, circumstances and standards. Selling first is beneficial as you can access your current home equity to buy your new home. For most sellers, it's too financially straining to pay for two mortgages. However, selling first often requires temporary housing while buying your new house.

The only situation in which it is better to buy before you sell is if you are under time constraints to move and we are in a buyers market. A buyers market makes it likely that it will take more time for your current home to sell. If you cannot afford the wait but don't want to or cannot settle for a lower sales price, then it is better to buy before selling.



Together, let's turn your real estate aspirations into reality. Choose me, and let's embark on this journey toward achieving your selling goals with confidence and peace of mind.



Thank you!



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