



**HECTOR A. VALDES**  

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**REAL ESTATE ADVISOR**

# SELLER'S GUIDE





## Selling your home in the Greater South Florida Area

Regardless of why you want to sell, selling your home can be very stressful and seem like a daunting task. You'll want to do it as quickly and as easily as possible. In order to do this successfully, you need to have someone on your side who understands the entire process from Marketing, Strategizing & Negotiating for TOP dollar. Hector is here to help you sell your home with little to no hassle at all.





# 6 Simple Steps to Selling your Home

Selling your home can be an overwhelming undertaking. Hector Valdes ensures that you understands the process by breaking it down into these 6 simple steps, and handles all the details for you. With these, you'll be closer to selling your home and maximizing your investment to it's fullest potential.



## 1

### Home Consultation

We'll start by meeting with you to learn about you, your property, and your goals for the sale. We meet with you (either in person or online) to get a crystal clear picture about the details of your home. During the consultation, we'll dive deep into important property-specific questions that could be key selling points to boost your net sales price:

*What's your favorite room in the house and why? What room gets the most light? Any historical or architectural features worth noting? What's your favorite upgrade? What are the most exciting features about your neighborhood?*

These details allows us to showcase the very best features of your home. We'll also make sure to provide you market information and critical data that empowers YOU as a homeowner.

## 2

### Strategic Pricing

Your home likely holds a lot of hidden value, which is why it's imperative we pick the right price for your situation. We'll work with you to find the best price for your property that is both fair and competitive by reviewing your goals and analyzing the market, ensuring that we are not leaving any money on the table for you.

The good news: You'll know precisely how much you'll take home after the leaving the closing table. We'll connect you with our title partners to estimate this for you. The best news: this is the last major step for you. Just leave the rest to us and review the offers that come your way!

## 3

### It's ShowTime!

After we've priced your property, we'll get to work on developing a strategy for showcasing your home. Finding the right buyer starts with finding the right marketing strategy for you, which is why our team combs over every physical detail of your property to make it walk-through ready. We'll take photos, create videos, and perhaps even virtually stage the property to entice qualified buyers and make your home irresistible! The market is the stage, and your home is the next star.

# 4

## The Magic is in the Marketing!

Now that your home is ready to take on the public eye, we'll take on the work of crafting innovative and high-quality property marketing via printing and digital. Our suite of Marketing Magic will speak to the strengths of your home directly to Buyers and the Broker community, as well as to the lifestyle of the end buyer should they make the smart decision to buy your home.

# 5

## Your Very Own Open House

The word is out—your property is now on the market! Now it's time to host an open house and drive traffic to the home. Hector and his Team will develop a strategy based on the specifics of your property, including (but not limited to) the type of property, the location, the features of the home, and so much more. It's not "one size fits all", and we will create a virtual open house where an in person one is prohibited.

Our goals here are simple: to create a buzz around your property, strengthen existing interest and/or collect feedback. This will encourage a sense of urgency in buyers to make an offer, or will allow our marketing or presentation to pivot based on feedback.



# 6

## Sit back, relax, and consider it SOLD!

Once the right and best offer comes in, it's time to sign on the dotted line! Hector ensures that this part of the process is managed precisely. With our preferred partners and transaction coordinator, hand-picked and vetted by Hector personally, we take care of it all so that you don't have to worry. Enjoy a clear path to closing that is simple, easy, and hassle-free!

# What you can expect from me

## LOCAL EXPERTISE

With an extensive knowledge of the local real estate climate and an in-depth understanding of our local neighborhoods, I offer insight to ensure that you make the most of your investment.

## COMMITMENT

I am committed to ensuring you have a pleasant and seamless experience in the **sale** of your home. I am dedicated to your journey, and making your **next steps** a reality.

## MY UNIQUE SELLING PROPOSITION

By utilizing innovative techniques and negotiation skills, I ensure your needs come first. My goal is to confidently connect you **with data that empowers you** and connects with your financial goals. I aspire to deliver a personalized and warm experience, and I'm dedicated to making your experience an amazing one.

## PROFESSIONAL SERVICE AND DISCRETION

Discretion is of utmost importance in real estate dealings. Through out your journey in your home purchase, I am committed to treat you, others and each situation with discretion, professionalism, respect, ethics, and finesse.

## COMMUNICATION

I have an open-door policy when it comes to communication. Phone, text, and email are available, and I want to make sure that you're comfortable in contacting me with any questions or concerns. I am here for you.

## EXPERIENCE

With a range of experience, from first time home buyers, to discerning luxury home buyers **and sellers**, to savvy investors, I am equipped to connect the dots regarding **your** process.



## Key Terms & Estimated Costs

- Estoppel fee (for associations) \$150-500 depending on association and if there are multiple associations
- Title search - \$200
- Lien search \$175-400 depending on the municipality
- Attorneys fees for Seller rep \$1500 - 2500 or Seller doc prep fee - \$850
- Documentary Stamp Tax (transfer tax) on the Deed - \$.70 per \$100 portion of purchase price for all counties in FL except Miami-Dade where the doc stamp tax is \$.60 per \$100 portion of purchase price
- Real Estate Broker Processing Fee \$345





## Hector Valdes

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Trusted Real Estate Advisor, Hector Valdes is a South Florida native, eager to bring his deep regional expertise and hands-on industry experience to his clients. His focus, work ethic, and specialized skills, ingrained from an extensive background in luxury retail, has enabled Hector to achieve quick success in his current chosen profession. He has been recognized as a top performer, closing more than \$40 million in sales since 2015. Hector is also the founder of the video series, accessible on YouTube and most social media platforms.

**"My goal is to make you feel like you're working with your best friend, & to deliver more options, resources, expertise, so you can make a better & more informed decision, adding a personalized touch & finesse every step of the way."**

**- Hector**