



LaShunda Mangum, Realtor®
813-833-0254

SELLER'S GUIDE



BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group

We have a funny feeling you're gonna like what you read.



“

I WOULD WANT TO BE ASSOCIATED
WITH SOMEBODY WHERE THE

financial strength was
unquestioned and where the
name stood for integrity.

WHAT OTHER QUALITY WOULD YOU WANT THAT
BERKSHIRE HATHAWAY HOMESERVICES DOES NOT
HAVE; AND I DON'T THINK YOU COULD FIND ONE.

”

- WARREN BUFFETT

chairman and CEO, Berkshire Hathaway Inc.

OUR REACH IS
GLOBAL
OUR ROOTS ARE
LOCAL

A letter from our owners and president

You've made the decision to sell your home and now you need a partner who you can trust and rely on. At Berkshire Hathaway HomeServices Florida Properties Group, we do business based on our core values: Teamwork, Integrity, Passion, and Excellence. Our associates and team members ensure that these four values are integrated into every customer service experience.

We strive to provide more than real estate services and investment guidance. Our goal is to be a valuable resource for you through this process and into your future.

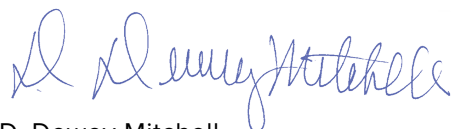
At Florida Properties Group we are passionate about real estate and understand that selling your home is more than a "sale"; it's an experience. We take pride in helping people through this meaningful transition and we are confident that our guidance will help make this process easier. With over 50 years in the Tampa Bay and Central Florida area, Florida Properties Group has proven we are here to serve you!

We hope that this guide is something you find beneficial. We are honored by this opportunity to help you sell your home and grateful for your trust!

Thank you,



Allen S. Crumbley
Broker/Owner



D. Dewey Mitchell
Broker/Owner



Casey Bryan
President



DEWEY MITCHELL AND ALLEN CRUMBLEY

are business partners and long-time friends. It's safe to say they know a thing or two about how to GROW together. They each played football under Coach Bear Bryant at the University of Alabama where they won a National Championship in 1978 and gained valuable experiences that have made them who they are today. Their passion for real estate and this company sets them apart from most "business owners". This isn't just a business to them, it's their family.

Berkshire Hathaway HomeServices Florida Properties Group traces its roots back to 1959, formerly known as Tropical Realty. With a successful history and an admired reputation in our market, it's safe to say we're always makin' moves in the right direction. We are proud of the GROWTH we have seen throughout our company over the years thanks to our our Leadership team, staff, Realtors, and loyal customers!



GOOD TO KNOW

We are continually ranked in the
Top 25 Berkshire Hathaway
HomeServices brokerages globally.

A BRAND WITH A

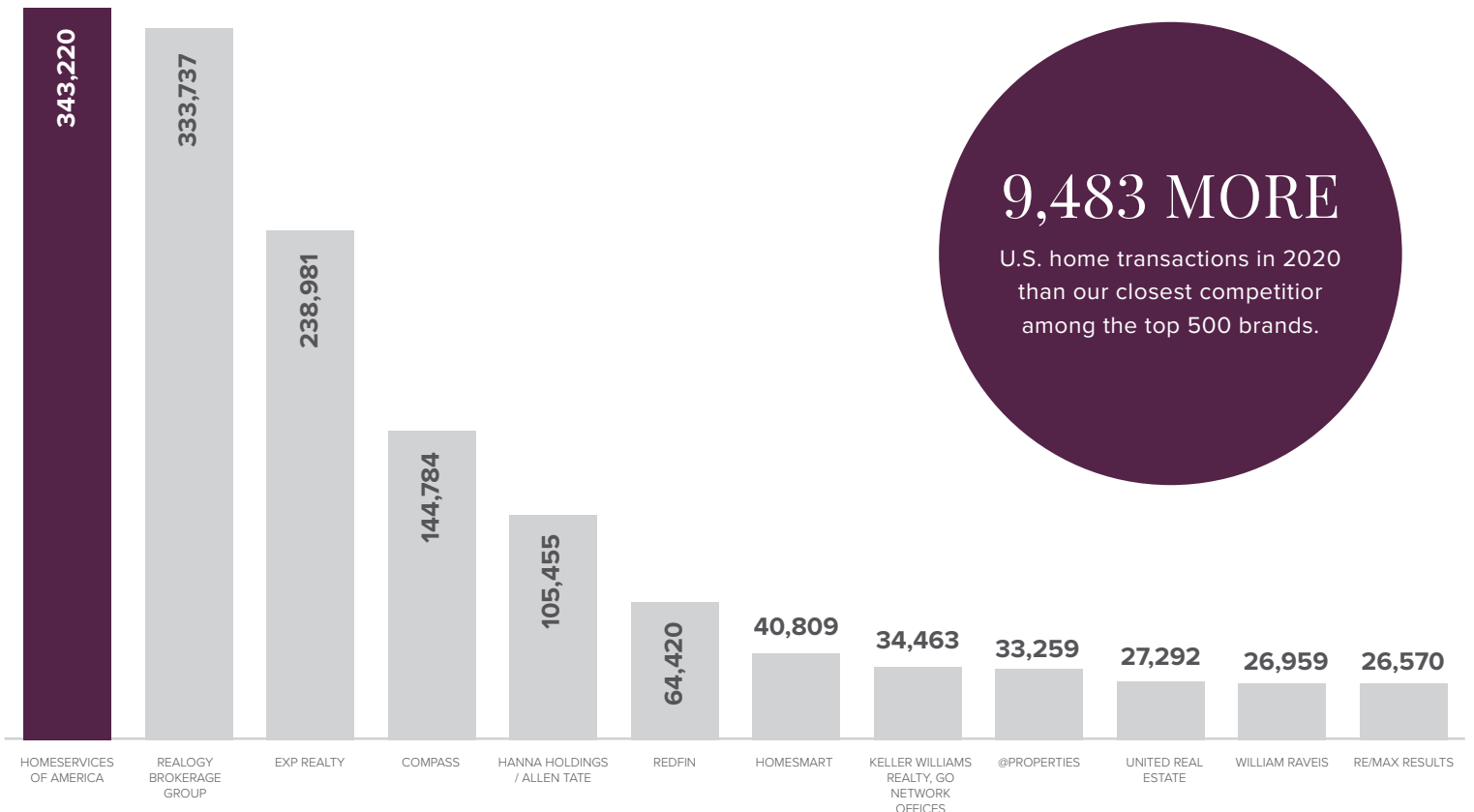
GREAT REPUTATION

Brand Attributes

Your relationship with a Berkshire Hathaway HomeServices Florida Properties Group Trusted Real Estate Advisor means you have a connection with brands you use daily! Led by Chairman and CEO Warren Buffett, Berkshire Hathaway is the eighth leading public company in the world. Plus, Berkshire Hathaway is recognized as the third most respected company on Barron's World's Most Respected Companies list and the fourth most admired on the 2019 Fortune World's Most Admired Companies list.

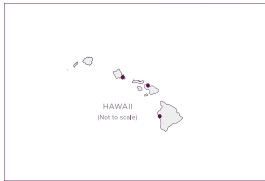
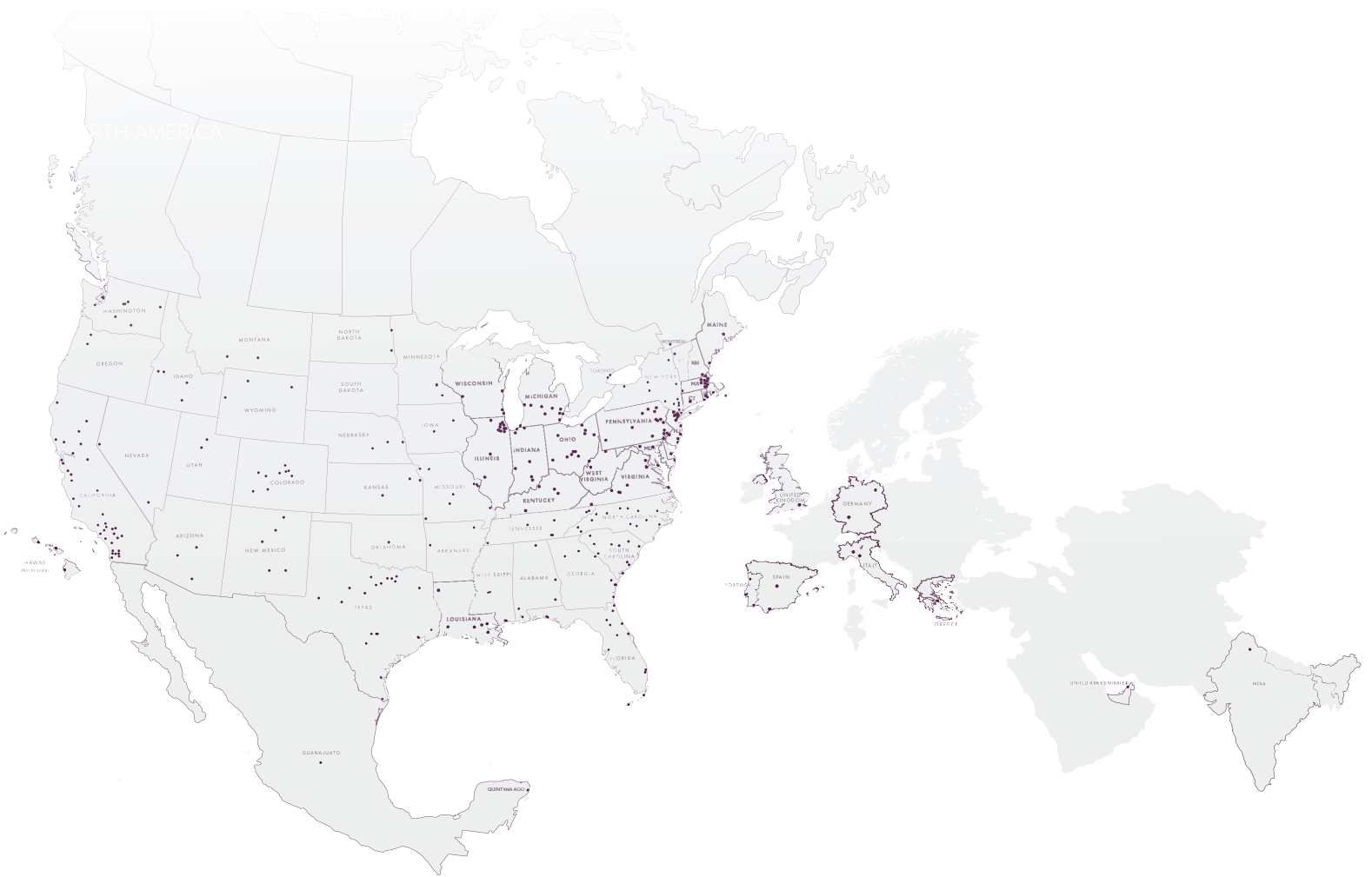
Here are just a few of the brands within our Berkshire Hathaway Inc. ecosystem. We bet you recognize a few of these names.

GEICO
Duracell
Dairy Queen
Fruit of the Loom
Helzberg Diamonds
Pampered Chef
NetJets
Kraft Heinz Co.
American Express
Coca-Cola Co.



This bar chart is sourced from REAL Trends Top 500 for 2020, realtrends.com





THE STRENGTH OF THE

GLOBAL NETWORK

We don't mean to brag or anything, but in just seven years, our Berkshire Hathaway HomeServices franchise network has grown to more than 50,000 agents and 1,500 offices across North America, Western Europe, and Asia. Talk about a global takeover. Plus, HomeServices of America holds the number one title of the country's largest residential real estate company according to the 2019 + 2020 REAL Trends 500 report.

Rest assured when you work with a Berkshire Hathaway HomeServices Florida Properties Group agent, you are in the hands of a strong brand with a bold strategy and a passion to serve.

MORE THAN
50,000
ASSOCIATES

OVER
1,500
OFFICES

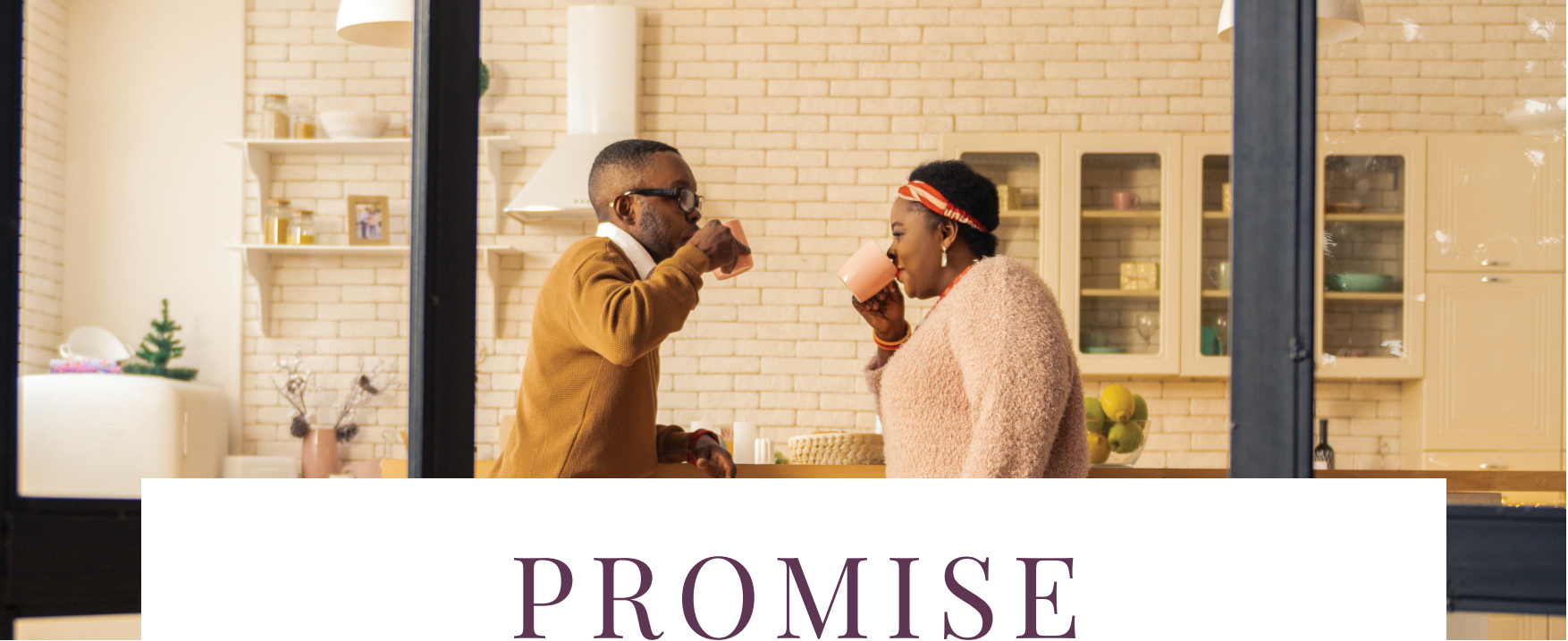
REAL
TRENDS 500
#1
REAL ESTATE
COMPANY

**NORTH
AMERICA**
CANADA
MEXICO
U.S.A.

EUROPE
ENGLAND
GREECE
GERMANY
ITALY
PORTUGAL
SPAIN

ASIA
NEW DELHI, INDIA
DUBAI, UNITED
ARAB EMIRATES

Real Estate's **FOREVER** BrandSM



PROMISE

TO OUR CUSTOMER.

By choosing us as your advisor throughout your Real Estate journey, we understand the trust you've placed in us. Our mission is to be the T.I.P.E. of agent that provides you legendary service. In order to do that, we want to outline our Service Promises to you.

1. To make **communicating** with you a top priority at each opportunity, even when it might seem we have nothing new to tell you.
2. To be your **Forever real estate advisor** even when you're not actively buying or selling.
3. To take **full ownership** over the trust you've placed in us and act accordingly.
4. To never leave any doubt that we are placing **your best interest** above all else.
5. To **truly listen** to what you're telling us so you get personalized service.
6. To walk through your journey alongside you, as your **partner**.
7. To exert a level of skill, knowledge and expertise so at every interaction you feel like you chose a **Real Estate Genius**.
8. To never put you in a position to doubt we have the **highest integrity** in all that we do.

If at any point you do not feel we are living up to these promises, we encourage you to have an honest conversation with us so we can immediately make adjustments. We also ask you to complete a survey afterwards so we can measure how we are performing to these promises.

T.I.P.E { TEAMWORK | INTEGRITY | PASSION | EXCELLENCE }



THE HOME SELLING PROCESS

MARKETING CONSULTATION

Once your Florida Properties Group trusted advisor has met you, viewed your home and completed a detailed Comparative Market Analysis, a marketing price will be determined and marketing agreement will be signed.

MARKET HOME

The marketing of your home will begin with a number of activities established by you and your associate.

COORDINATE SHOWINGS

Open houses and showings will allow potential buyers a first-hand look at your home. Your Florida Properties Group associate will coordinate all of the showings with you.

RECEIVE OFFER

Once a potential buyer makes an offer on your home, your Florida Properties Group associate will contact you to review the offer and discuss next steps.

NEGOTIATE TERMS

Your associate will work to negotiate the terms of the contract, always keeping your best interests in mind.

INSPECTIONS + APPRAISALS

Part of the offer and negotiations will include inspections and appraisals. Your associate will communicate what's needed during this phase of the process.

FINALIZE NEGOTIATIONS

There could be more contract negotiations after the inspections and the appraisal. Your associate will continue to work with you to keep the selling of your home moving forward.

HAPPY CLOSING DAY

It's time to close and move on to your next adventure!

ALWAYS HERE FOR YOU

Your associate and Florida Properties Group are never finished. While your home sale is complete, your agent remains a continued resource for home-related questions.

LET US BE YOUR GUIDE



What you want matters

Whether you need a larger space, have decided to downsize, or life is taking you on a new adventure, selling your home is a big decision. It can also be an emotional one, we are here to assist you while creating this next chapter of your life. Integrity matters to us, let us be your guide and show you how.

Your home is one of your largest investments. It is where you have been making memories and planning your dreams. The time you have spent in every room and outdoor space is all part of your home's unique story and we want to hear all about it.

Better marketing achieves better results

Our marketing will bring the unique story and value of your home to life for potential buyers. Our approach is to expose your home to the broadest possible audience of buyers and achieve the highest price within your time frame. We strive for seamless transitions and worry-free transactions. Our Berkshire Hathaway HomeServices Florida Properties Group team will partner with you to help you achieve your specific goals and identify your needs.





OUR MISSION

To be LEGENDARY.

OUR VISION

To forever serve our communities by creating lifetime relationships and legendary experiences throughout our customer's financial and Real Estate journeys.



YOUR HOME'S

UNIQUE STORY

Think about when you bought this home. What was it that made you say.

"This is the one."

We will work with you to highlight what is special and unique about your home. Let's tell the story of your home in a way that will help buyers make an emotional connection - and as a result want to make it their own.

Your story can include any number of chapters, for example:
What qualities make your home unique?

- What are the special architectural or design details that you love?
- Is it energy efficient or eco-friendly?
- Is it in a desirable location?
- Have you recently remodeled?
- Favorite restaurants or other activities nearby?
- Does the neighborhood offer amenities?
- What will you miss most about living here?





Evaluating the Market and Defining Value

Your home's unique story is only one part of the selling equation. The other factor is the current real estate market - specifically pricing trends in your area and other available properties that might attract the same potential buyers. While you have a unique perspective on your home's value, it is also important to think like a buyer.

Our team at Berkshire Hathaway HomeServices Florida Properties Group takes a close look at both the opportunities and the challenges that may exist once you decide to sell. As a result, we can provide you with realistic expectations with regard to what price you can expect and how long your home may be on the market.

Our associates assess local market trends and sales history in order to best advise you! The following are some of the other factors we will take into consideration when working with you to determine the value of your property:

- The style, size, and floor plan
- First impressions and curb appeal of your home
- The age and condition of your home
- Updates and improvements you have made
- Competitive properties in your neighborhood
- Historical data for sales in your area
- Characteristics & amenities within your community
- Your local Buyer Market Analysis

MAKING AN IMPRESSION

When marketing any type of real estate, you only have one chance to make the right first impression. Whether a potential buyer is viewing your home for the first time in a photograph, video, or in person – what they see will have a tremendous impact on their interest. Within 3 seconds of seeing a photo, buyers have formed a positive or negative opinion of your home.

Only 10% of potential buyers can visualize the potential of a home. That means the majority need to see and experience your space in a way that appeals to them.

Items to Consider

- Cleaning and repairs to maximize “curb appeal”
- De-cluttering so it feels more spacious
- De-personalizing so potential buyers can envision themselves in your space
- Neutralizing so potential buyers can think about how they might add their own touches and personality
- Professional staging, which can maximize your home’s appeal





GOOD TO KNOW

With an average investment of 1%, approx 75% of sellers saw an ROI of **5-15% over asking price.**

**Real Estate Staging Association*

WE'VE GOT

CONNECTIONS

Our partnership with Showhomes

It's all about who you know, and we are lucky to know a fabulous home staging and updating company – Showhomes Home Staging. Showhomes offers an array of services, including Home Staging and Home Updating for sellers. Their team of stagers and home updaters are ready to help you sell your home for the greatest return on your investment! www.showhomes.com/tampa-bay/

Home Staging

Experienced Real Estate Agents know that a beautifully staged home tends to sell faster than a house that is not. Also, vacant houses are often perceived to have a lower value than homes that are staged, which can often lead to “low-ball” offers from buyers who perceive the owner is desperate to sell. Staging is the most effective way to sell properties in today's market, especially when it comes to virtual showing options.

Showhomes provides customized staging solutions tailored to each home. Staging options include design and decorating by staging professionals, whole house staging or partial home stagings as well. Ask your Florida Properties Group Trusted Real Estate Advisor for more information!

Home Updating

No one wants to spend money on the home they are getting ready to sell. However, most buyers are looking for a move-in-ready house with fresh paint and flooring. Very few buyers want more work and expense to update the home they will purchase. To appeal to the broadest base of buyers and to increase the value of your home, a few changes can provide the greatest return on investment when selling your home.

Beyond basic de-cluttering and cleaning, Showhomes can assist with making these important changes for you. Ask your Florida Properties Group Trusted Real Estate Advisor for more information!



Real Estate's **FOREVER** BrandSM



“

A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.

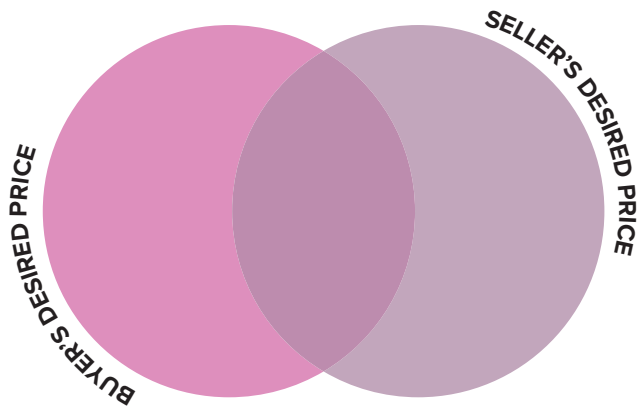
WARREN BUFFETT
chairman and CEO,
Berkshire Hathaway Inc.





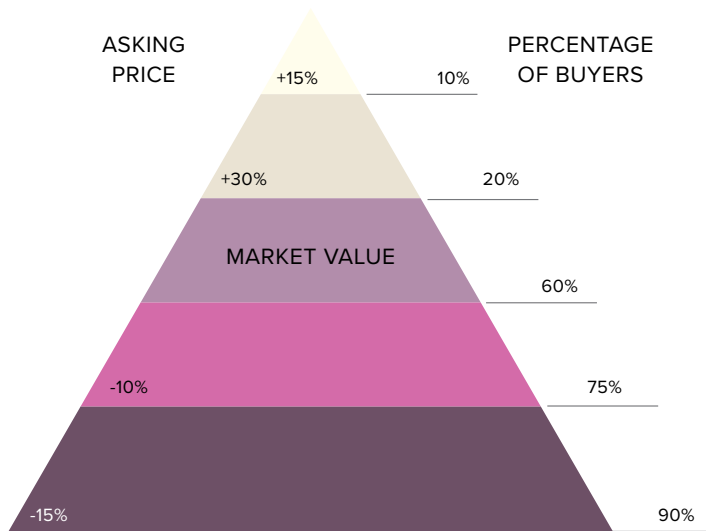
TAKING YOUR HOME FROM
LISTED TO SOLD

Did you know over 40% of homes are sold by an agent's sphere of influence — other real estate agents, friends, relatives or past client? The other 60% of buyers find their home online, usually sent from their agent. Either way, we have you covered. With around 800 agents, our collective sphere of influence adds more potential buyers for your home. And it just so happens that, bhhsfloridaproperties.com dominates local web presence.



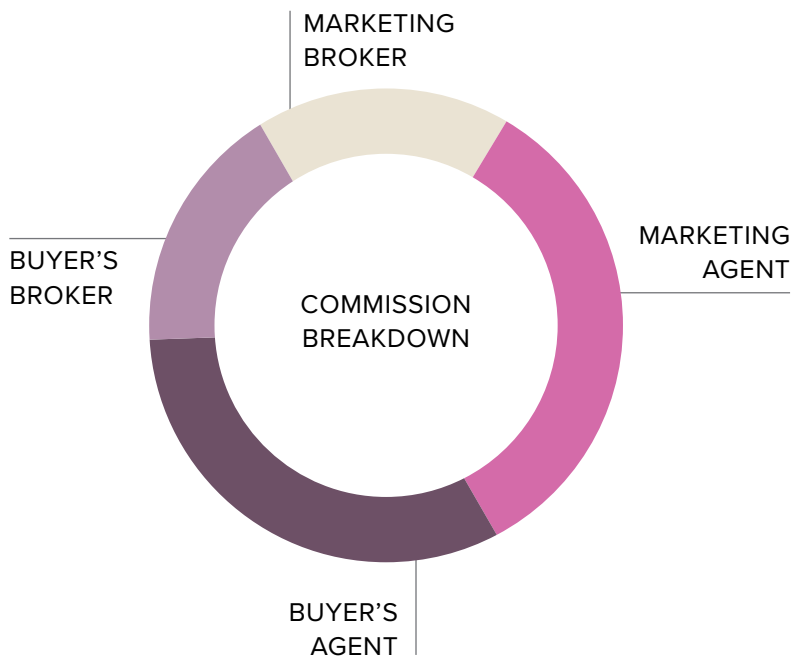
PRICING FOR A COMPETITIVE MARKET

When setting the price for your home, the marketing price must strike a balance between the seller's need to achieve the best possible return and the buyer's need to get a good value.



ATTRACT MORE BUYERS

A competitive price will attract more buyers. If you price your home at market value, you expose it to a much greater percentage of prospective buyers, thus increasing your chances for a sale.



ATTRACT MORE AGENTS

A competitive commission will attract more agents. Understanding and adjusting accordingly can create larger exposure to the REALTOR® community.



NEED A

QUICK OFFER?

WE HAVE SOLUTIONS!

The home sale process can be a complex experience and an emotional roller coaster, but when you request QuickBuy® from your Florida Properties Group trusted advisor you'll receive a reliable cash offer for your qualified home in just a matter of days.

THREE POSSIBLE SELLING OPTIONS



Traditional Sale

You'll list your home on the market with your trusted real estate advisor.



QuickBuy® Lock (+Traditional)

With this option, you get the certainty of an offer with the ability to test the market. Your home is marketed up to 150 days and you can choose the QuickBuy® Offer at any time.



QuickBuy® Offer

With this option, you'll receive a convenient immediate offer. Your home is purchased by QuickBuy®, closing in as few as 14 days! This gives you the ability to bypass prepping your home for market and having showings.

With QuickBuy®, you control your home sale. If the QuickBuy® Offer doesn't meet your needs, your Florida Properties Group trusted advisor will present other home sale options.





LET'S TALK ABOUT MARKETING

More than just a sign...

At Florida Properties Group, our proactive, broad marketing approach goes far beyond simply marketing your home or putting a sign in your yard.

By trusting in us, you can be sure we will leverage every available resource to attract qualified buyers. Our comprehensive Advanced Property Marketing System is an investment in your success and includes:

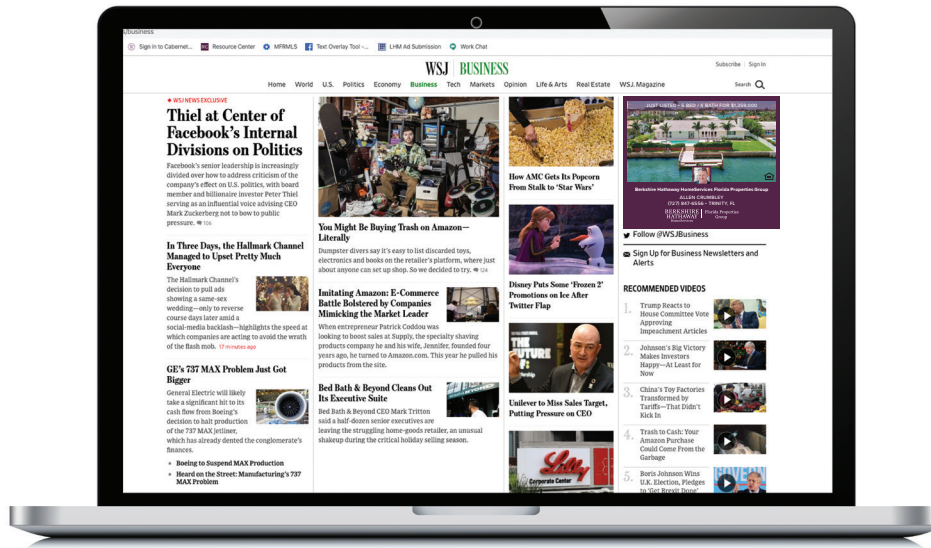
- High-quality photography
- Best practices in technology, including online, mobile, and digital marketing solutions
- Connecting directly with potential buyers through local agents, corporate relocation experts, and international markets
- Leveraging a number of exclusive national and global real estate referral networks
- Open House Showcase Weekends



Using a Targeted Approach

With our unparalleled knowledge of the local market and access to robust data about buyers, we can create the most appropriate approach and make sure that your marketing strategy is specifically targeted to the right buyers.





All about the views

When it comes to listing your home, we know it's top priority to get it in front of as many eyes as possible, as soon as possible. Luckily, we have the perfect plan to do just that through an innovative new program offered by Berkshire Hathaway HomeServices and Adwerx. This partnership gives our agents the exclusive advantage of being able to create dynamic, measurable and targeted ad campaigns that maximize your home's visibility automatically.

A customized, clearly defined geographic area. A strategically designed audience of interested buyers. A personalized ad for your property. Shown on hundreds of websites and social media platforms such as Facebook, Instagram, Amazon, The Wall Street Journal, and more. Your digital ad will follow consumers around wherever their online journey takes them.

YOUR HOME WILL RECEIVE

TARGETED
AD WITHIN A
15 MILE
RADIUS

THE AD IS
PERSONALIZED
TO YOUR PROPERTY
SPECIFICALLY

STRATEGICALLY
DESIGNED AUDIENCE OF
**INTERESTED
BUYERS**

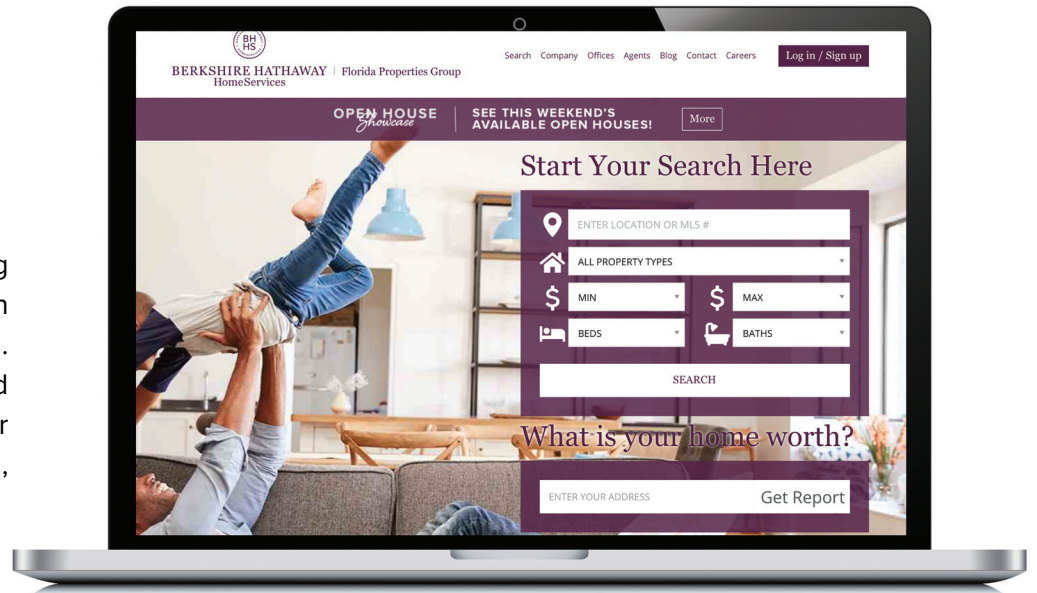
powered by



Real Estate's **FOREVER** BrandSM

bhhsfloridaproperties.com

Our website updates regularly, giving buyers the latest data available on all properties for sale within the MLS. It also provides home buying and selling resources, tenant and owner information, luxury, commercial, investment, and more!

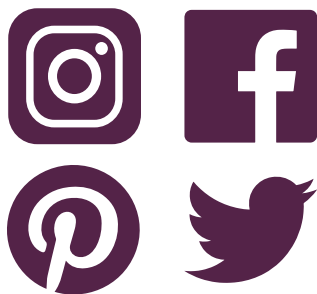


Market Watch

Search, save, and view homes for sale from your home computer or mobile device, through both bhhsfloridaproperties.com and our mobile app. Market Watch also tracks showings, feedback, market activity, and open houses for sellers.

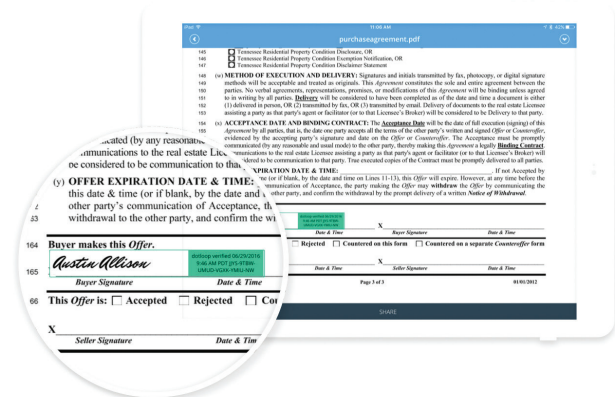
CMA

We equip our associates with a comprehensive system that creates and delivers an accurate price for your home.



Social Media Sharing

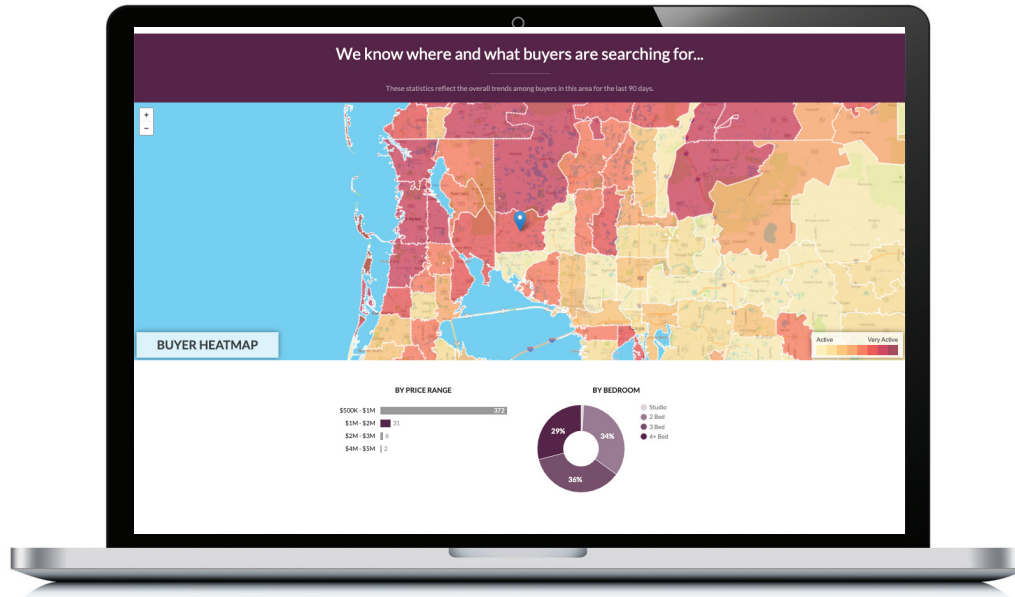
Did you find your dream home on bhhsfloridaproperties.com? Or do you want to let your friends know your home is for sale? You can share your home to various social media platforms to partner with us to get more views on your home.



Dotloop

No more frantic trips all over the area just to complete your paperwork on time. Our agents use Dotloop, an online meeting room that allows you and your agent to conveniently complete, review, and sign paperwork.

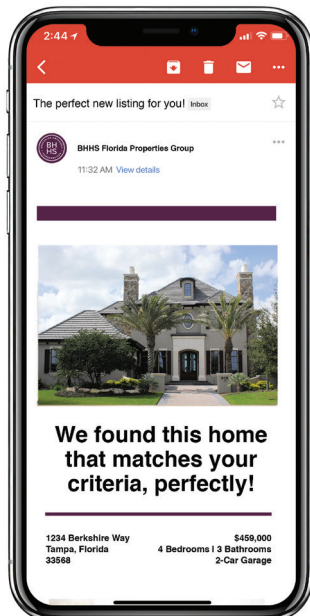




Buyside, like Match.com but for buyers and sellers

Buyside uses buyer data to address the two most important questions every potential seller has: What is my home worth? And do you have buyers for it? Buyside matches more buyers to your home. Homes get promoted intelligently to agents with a matching buyer, selling homes faster. Buyers get the inside track on your hot new property.

Using behavioral and graphic targeting compiled on a buyer heat map, this tool showcases new listings and directly markets to agents and their customers who have criteria matching your home.



Coming Soon Announcements

Your agent has the ability to share a Coming Soon Announcement to our internal network of over 750 Florida Properties Group agents and their buyers – finding you a match to a buyer even quicker!

Listing Alert

As a seller with Florida Properties Group, we alert buyers and their agents of your home prior of it ever hitting the market to get you the most showings.

powered by





Marketing Pieces

Berkshire Hathaway HomeServices Florida Properties Group creates top notch print marketing pieces. These postcards, flyers, and brochures can be created and printed for open houses or mailed to targeted neighborhoods. Our agents also have access to digital marketing pieces to customize and advertise your home to potential buyers.



Just Listed Postcards

We custom design and mail out postcards of your home to identify potential buyers in or around the home.

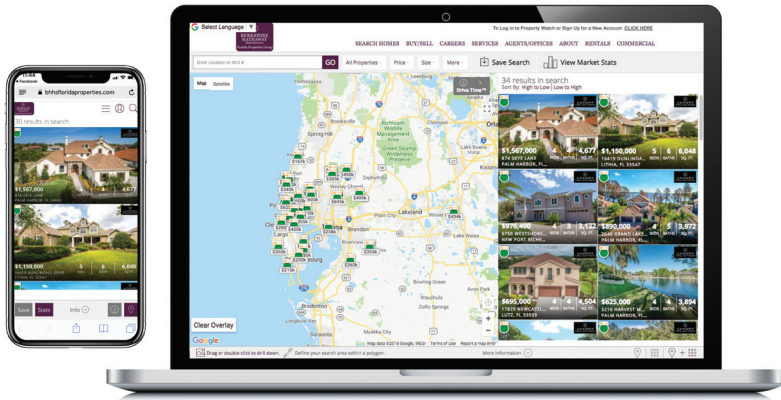


Home Marketing Flyers

Once a home is listed, your agent can create and display high-quality marketing flyers to attract potential buyers.



OPEN HOUSE Showcase

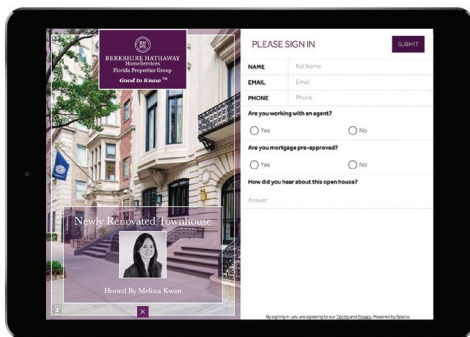


website feature available on mobile and desktop

We do open houses big time

These monthly events are designed to attract new potential buyers, create awareness throughout the local communities, and provide significant advertising and exposure for your property.

The day of a Open House Showcase, your property will be featured throughout the area we serve and included in pre-event advertising that includes social media marketing, website promotion, and neighborhood level marketing.



paperless registration

Spacio, an industry leading platform

Using Spacio leaves potential buyers with a lasting first impression with a professional and inviting paperless open house solution. The platform accurately collects visitor's information and automatically sends a follow-up email after your open house ends. No more unreadable handwriting, no more missed opportunities.



GOOD TO KNOW

89% of all buyers are represented
by a buyer's agent.

**National Association of REALTORS®*

CONNECTING WITH POTENTIAL

BUYERS

Berkshire Hathaway HomeServices Florida Properties Group leverages a wide range of local, national, and global networks to reach potential buyers.

Reaching local buyer's agents

Your home is marketed on the Multiple Listing Services for the greater metro area. The MLS is a primary source of information that can only be accessed by agents. We reach buyers' agents through personalized, targeted marketing campaigns to showcase your home. We use our resources to identify agents who have worked with clients in your area or searched for properties with similar attributes to yours.

Referral networks expand our reach

Berkshire Hathaway HomeServices Florida Properties Group is proud to be part of a number of national and global referral networks that provide maximum exposure for your home to qualified buyers including:

- Berkshire Hathaway HomeServices Global Network
- HomeServices of America Network
- The Realty Alliance Network, The Real Trends Network
- China Real Estate Association, AREAA (Asian Real Estate Association of America), NAHREP (National Association of Hispanic Real Estate Professionals), SAUPO (Asia - USA partnership), LPS (Shanghai, London)
- Utilizing our leading in-house Relocation and Referral Division to identify potential buyers relocating within or to the Tampa Bay and Central Florida area

Home Partners of America Partnership

We have a strategic relationship with Home Partners of America for a Lease with a Right to Purchase Program. Qualifying properties will be purchased by Home Partners of America and leased to approved residents. This program may be a great option for qualified properties.

We bring your home directly to the buyer

Online marketing is critical to the success of selling your home, and luckily, we've mastered that!

- Realtor.com and similar websites receive 80% of all real estate searches for Tampa Bay
- Our company has strategic partnerships with Realtor.com so your home gets more views
- We expose your home to over 40,000 real estate websites, mobile websites, and mobile apps
- Our homes are viewed in about 100 million monthly searches
- Our listing pages receive approximately 4.5 million monthly views
- Our homes are seen in 37 different countries and 5 continents



97% of homebuyers start their search online.

NATIONAL ASSOCIATION OF REALTORS

How buyers first learn about the home they purchased

	2001	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Internet	8%	37%	40%	42%	43%	43%	44%	51%	49%	50%	51%	51%
Real Estate Agent	48%	38%	35%	34%	33%	33%	33%	34%	31%	28%	28%	28%
Yard Sign	15%	11%	11%	10%	9%	9%	9%	8%	7%	7%	7%	7%
Friend, Neighbor, Relative	8%	6%	6%	6%	6%	6%	6%	4%	6%	7%	6%	6%
Print	7%	1%	2%	1%	2%	1%	1%	1%	1%	1%	>1%	>1%

NAR PROFILE OF HOME BUYERS AND SELLERS





When selling your home, we deliver maximum exposure to the right audience.

The world's a big place and, for Berkshire Hathaway HomeServices' global listing syndication, we will be where the action is. We frequently evaluate our syndication alliances and geographic targets to place network listings in front of the greatest number of high-net-worth consumers seeking homes in the U.S.

We reach millions of unique users monthly through News Corp.'s Mansion Global WeChat Channel and MansionGlobal.com, and through The Wall Street Journal's international sites, WSJ.com Europe, WSJ.com Asia, WSJ.com, Barron's Penta and Market Watch.

Listings also appear on both sides of China's Great Firewall through Juwai.com, China's largest international property portal attracting more than 2 million affluent Chinese consumers monthly.

Our global website, BerkshireHathawayHS.com, gives international shoppers a robust search experience of U.S. real estate, translatable in 12 languages.

Berkshire Hathaway HomeServices network listings appear before the highly affluent audience following the Financial Times of London: propertylistings.ft.com and the fastest growing luxury property sites in Asia, PropGoLuxury.com and Nikkei.com real estate sections.

Our global syndication strategy capitalizes consumer preferences and search patterns to keep Berkshire Hathaway HomeServices network listings in front of the world's serious and qualified home buyers.

CLOSING

THE DEAL WITH
A QUALIFIED BUYER

Negotiating with a buyer

The day you have been anxiously awaiting arrives – you receive an offer from a qualified buyer.

You can trust your Berkshire Hathaway HomeServices Florida Properties Group associate to be an unwavering resource. We will be with you every step of the way to closing and beyond.

Your associate will use their expertise and experience to ensure you feel informed and confident that you are getting the very best return on your investment.



It's our passion

At Berkshire Hathaway HomeServices Florida Properties Group we take pride in how we do things. **Our difference is in the details.**

All of our associates are REALTORS® and uphold a code of ethics that reflects in how they do business.

We use contracts and stipulations written by attorneys that comply with Florida law and have proven protections.

Our associates are trained in negotiation strategies and know how to keep you in the driver's seat until the transaction is complete.

In addition to putting your home under warranty, we will make recommendations for repairs to make before the inspection so your closing is not delayed.

We'll remind your buyer that our partners are available to assist with their lending, legal, insurance and warranty needs to ensure we are working with quality companies and firms we can trust.

We communicate with the buyer's agent, lender, and closing agent throughout the closing period to ensure a smooth transaction and an on-time closing with no surprises.

We handle the details so you don't have to.



LEGENDARY

SERVICE IS WHAT WE STRIVE FOR.

Local moving services

Need help moving? We get it. While the idea of moving into your new home is incredibly exciting, it can also make life a little difficult for a while. Lucky for you, our goal is providing legendary service! When it comes to your move, we've got an option that will help make the process go a little more smoothly – a great deal! We've partnered with College Hunks Hauling Junk & Moving, and are offering YOU a discount, no strings attached! We just want to make it a little easier for you to get help with carrying all those boxes to that perfect new home. Ask your Trusted Real Estate Advisor for more information.

Utility transfer & setup services

We understand moving is a big decision, and along with it can come a huge to-do list. We want you to know that we're here for you at every stage in your journey with us, and we'd love to help take on the heavy lifting by making sure utilities in your new home can be easily set up so you can focus on settling in.

As a Florida Properties Group customer, Utility Helpers is a complimentary service that will help you find, select and negotiate the best deals for all of your utilities and home services. They help set up and schedule installations for electric, water, internet, cable, phone, alarm, satellite and more at NO COST to you! Ask your Trusted Real Estate Advisor for more information.

Moving out of state

Do you love your stuff? We get it. We love our stuff too.

Finding the right companies to move your most prized possessions isn't usually a fun task. Need some recommendations? Our agents have learned more about moving than they probably care to through the years, and can offer some great suggestions for getting your household goods from point A to point B. Even better, we can offer you a 10% discount on services offered through PODS!

Outgoing Referrals

Moving out of state after you sell your home? No problem! We will source and interview well-trained professional REALTORS® who can help you find your next home. Let your Trusted Real Estate Advisor know and they'll get the ball rolling for you!

WE ARE A

FULL-SERVICE COMPANY,

MAKING IT EASY FOR YOU.

Capstone Title

Capstone Title is a company you can count on in today's ever-changing real estate environment. With a strong heritage in the Tampa Bay and surrounding areas, Capstone Title has a proven track record of successful performance and is a recognized leader in providing quality title and settlement services to you. Our extensive background and years of experience in the title industry have given us a unique appreciation for the client experience when buying or selling a home. www.capstonetitlellc.com

Preferred Lending Services

Preferred Lending Services is proud to offer the highest level of expertise and personal attention to each individual client they serve. Their friendly team of expert Loan Officers will take the time to talk to you one-on-one and listen to your concerns and goals and make sure every question you have is answered. If you're looking to purchase another home, they'll be sure to take care of your financing needs from start to finish! www.flpls.com

2-10 Home Buyer's Warranty

It is important to know that your home is protected by the most trusted Home Warranty Service Agreement available, 2-10 Home Buyer's Warranty is here to help you and protect your home. When choosing 2-10 HBW, rest easy, knowing that you are covered by the industry leader that does things the right way in your time of need.

Additional services for you

NEW HOME
CONSTRUCTION

COMMERCIAL
REAL ESTATE

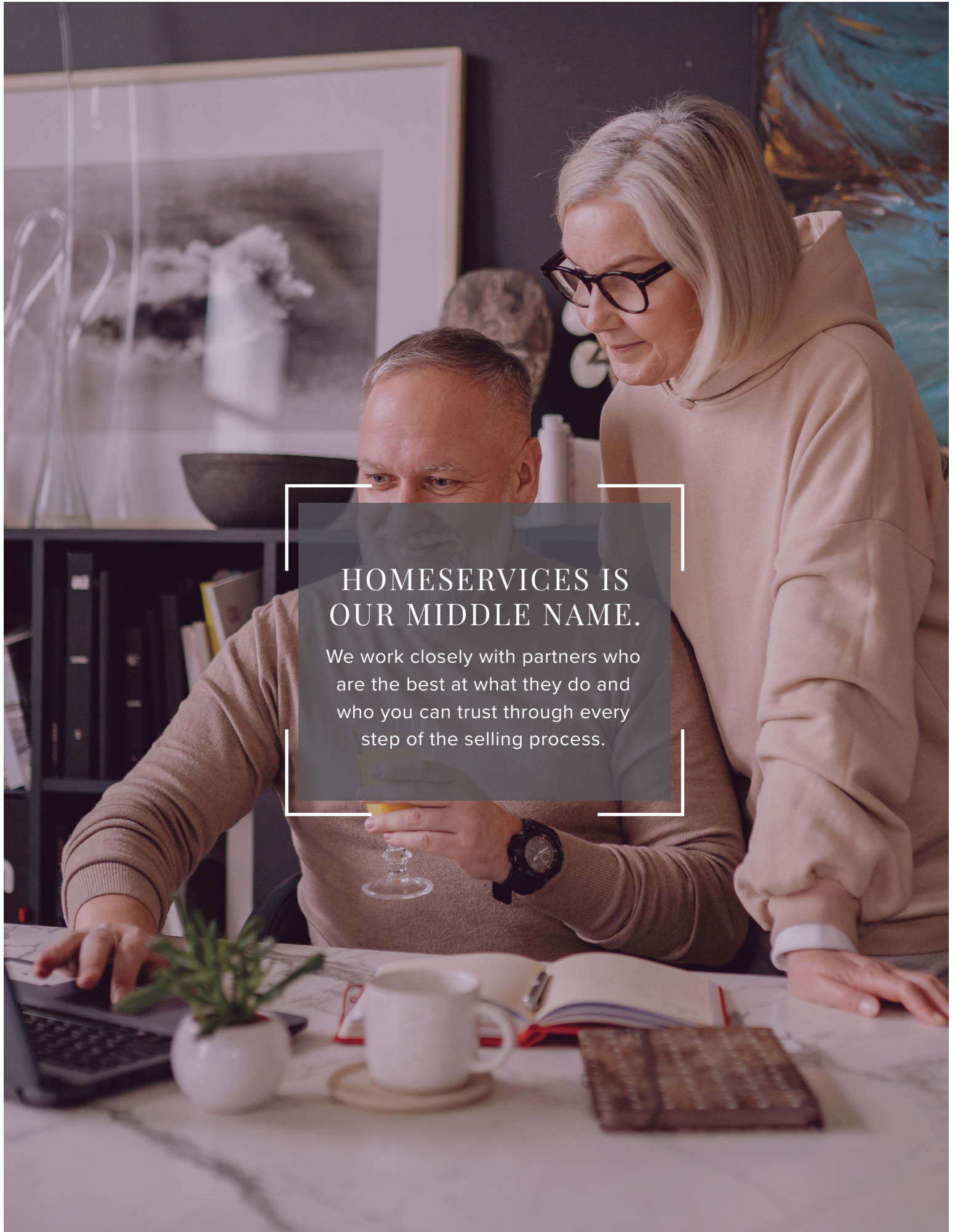
PROPERTY
MANAGEMENT

LUXURY
COLLECTION

Your Florida Properties Group Trusted Real Estate Advisor can connect you with an expert in any of these fields, just ask!



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OUR MIDDLE NAME.

We work closely with partners who
are the best at what they do and
who you can trust through every
step of the selling process.

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