



SELLER GUIDE · PBP REAL ESTATE

YOUR BLUEPRINT TO SELLING SUCCESS

How your home gets in front of the buyers who will actually pay for it — what we do, what it costs you, and how you can walk away if we do not deliver.

GIA & GRANT FREER, OWNERS

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BEFORE ANYTHING ELSE

Thank you for considering us. Whether this is the first property you have sold or the tenth, the decision in front of you is the same one: who do you trust with the sale of the biggest asset you own.

Most listing presentations are a list of promises. This document is deliberately not that. It shows you what we actually do, names the parts most agents leave vague, and tells you exactly how to end our agreement if we do not perform.

ONE QUESTION WORTH ASKING EVERY AGENT YOU MEET

“Once my home is in the MLS, what do you do next that the other agents in this county are not doing?”

Entering a property into the MLS takes a few minutes, and it pushes automatically to Zillow, Realtor.com and hundreds of other sites. Every licensed agent can do that much. What happens after that is the entire difference, and it is the part worth interrogating — with us and with anyone else you interview.

What is in this guide

- 01 **Who you are working with** — and which licence the brokerage operates under.
- 02 **The story of your home** — why two listings of the same property perform completely differently.
- 03 **Our marketing plan** — step by step, in order.
- 04 **Pricing** — how buyers, not agents, set your number.
- 05 **What to expect** once you are live, week to week.
- 06 **Our two written guarantees** — communication, and the right to cancel.

YOUR BROKERS & YOUR TEAM

You are hiring the owners of the brokerage, and the team that works alongside them — not a salesperson who reports to one.

Gia Freer — Broker of Record, Co-Owner

FLORIDA BROKER LICENCE BK689801

Gia holds the broker licence that PBP Real Estate operates under, which means every listing this brokerage takes is her professional responsibility. She leads our sales side and is your point of contact from the listing appointment through closing — pricing, photography, showing feedback, offer review and negotiation all come back to her, with our team executing behind her.

Grant Freer — Broker Associate, Co-Owner

FLORIDA BROKER LICENCE BK3077984

Grant came to real estate from accounting, finance and operating businesses, and he builds the systems behind the brokerage — the marketing infrastructure, the data, and the automation that makes our written promises keepable. On your transaction he is the second set of eyes on numbers and terms.

Our Team

Behind the two of them, PBP Real Estate is a team: licensed agents who cover showings, buyer inquiries and open houses across Palm Beach and Broward, and a dedicated transaction coordinator on every file. It means your listing is never waiting on one person's calendar — and it means the person answering a buyer's agent at seven in the evening works here.

Transaction Coordination

Once you are under contract, a dedicated transaction coordinator tracks every deadline in your contract — inspection period, deposits, financing dates, title and closing — and confirms each one in writing. Missed dates are the most common way a good contract falls apart, so we do not leave them to memory.

BROKERAGE RELATIONSHIP

PBP Real Estate works with sellers as a **transaction broker** under Florida law. That means we owe you honesty, fair dealing, accounting for all funds, skill and care, limited confidentiality, and full disclosure of anything that materially affects the value of your property — and we do not act as an advocate for either side against the other. We will give you our professional analysis and every option; the decisions about price, terms and who to sell to are yours alone.

TWO WAYS TO LIST THE SAME HOUSE

Your home is not a set of specifications. Read these two descriptions of an identical property and decide which one you would drive across town to see.

THE QUICK WAY — WHAT MOST LISTINGS SAY

"This is a 3 bed / 2 bath home with 1,800 square feet in Boca with a newer kitchen. Come see it."

THE RIGHT WAY — THE SAME HOUSE, TOLD PROPERLY

"This fully renovated home has 3 bedrooms, 2 bathrooms and a 2 car garage. The open floorplan and large windows make for a bright, spacious home built for entertaining. The gourmet kitchen has new stainless appliances, quartz countertops and bartop seating for three. Both bathrooms have been meticulously remodeled with quartz and stylish finishes. Polished marble runs through the living areas, wood flooring in the bedrooms, crown molding throughout. And the private backyard has a pool, a covered patio, and enough grass left over for a football game at your next cookout."

Same house. Same price. Same photographs. The MLS allows a description of considerable length. Most agents write three lines anyway, because writing the long version means visiting the property, asking questions and doing the work.

Buyers read the description. When they can picture a Sunday in your kitchen, they book the showing — and they arrive already wanting it.

WHAT WE WILL ASK YOU

"What will you miss about living here?"

Nobody knows your home the way you do — which room gets the morning light, which neighbor brings the tomatoes, why you chose this street over the next one. At our first meeting we will ask, we will write it down, and it becomes the listing. That is the single cheapest advantage available in this market, and almost nobody takes it.

WHAT HAPPENS AFTER YOU SIGN

In order, and none of it optional.

01 Price it against the real competition

A comparative market analysis of what has actually sold, what is under contract, and what is sitting unsold nearby — then a recommended range, with the reasoning shown.

02 Professional photography, paid by us

A professional photographer shoots your home before it goes live. We pay for it. Photos are the first showing, and almost every buyer takes it on their phone.

03 Write the story of your home

The long-form description, built from your own knowledge of the property.

04 Enter it in the MLS, correctly and completely

Every field, every feature, full remarks. From the MLS your listing syndicates automatically to Realtor.com, Zillow, Trulia and hundreds of other sites.

05 Professional sign, lockbox and a text-for-info rider

Most drive-by buyers will not call an agent. A text rider sends them photos, price and details in seconds — and tells us who is interested.

06 Feature it on our own website

On PBPrealestate.com we present your home the way we intend, with no third-party layout limits, and route inquiries straight to us.

07 Publish it across our own social channels

Your home is posted to the PBP Real Estate Facebook and Instagram audiences, where local buyers, past clients and the neighbors most likely to know your buyer already follow us.

08 Email the market

Your listing goes to our own database of buyers and past clients, and to local agents, so the people with active buyers know the same day.

WHAT HAPPENS EVERY WEEK AFTER THAT

09 **Work the agents who matter**

We contact agents who have recently shown or sold comparable homes nearby, because their buyers are already looking in your price band and may still be unsatisfied.

10 **Follow up on every showing**

Feedback is requested and passed to you, including the unflattering kind. Patterns in feedback are the earliest signal that something needs to change.

11 **Report to you on a schedule you can rely on**

Market changes, new competition, price movements and where we stand — in writing, backed by the guarantee on the following page.

12 **Present every offer, then manage the contract to closing**

We present all offers with our analysis of the terms behind the number — net proceeds, not headline price, is what we compare. Once you accept, every deadline, deposit, financing update and title step is tracked and confirmed in writing.

THE PART THAT ACTUALLY SEPARATES AGENTS

Steps 08 through 11 repeat every single week for as long as your home is on the market. Almost every agent does something in week one, because week one is exciting. Consistency in week six is where most listings quietly go cold, and it is the reason we tie our reporting to a written guarantee and run it on a system instead of on memory.

A GUARANTEE IS ONLY AS GOOD AS THE SYSTEM BEHIND IT

Plenty of agents promise to keep you informed. The promise usually fails for an ordinary reason: the agent is human, they are managing several transactions at once, and Thursday gets away from them.

We put our communication promise in writing, then built the system that makes it survive a busy week. Your file, your deadlines and your update schedule live in software, not in somebody's memory. When a showing is booked, when feedback arrives, when a contract date approaches, the system raises it whether or not anyone remembered.

7-10

DAYS, MAXIMUM, BETWEEN UPDATES

Our written floor, not our average. Active listings hear from us several times a week, because showing feedback goes to you as it arrives.

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TO CANCEL, BEFORE AN OFFER

If we are not performing, you are not trapped. Terms on the guarantees page.

Showings, handled properly

Showing requests come through **ShowingTime**, the industry scheduling platform, so requests reach you quickly, appointments are confirmed in writing, and nothing depends on an agent answering their phone. You choose the notice you need and the hours you will allow.

Worth asking any agent: "What happens to my weekly update the week you are on vacation, or juggling four closings?" The honest answer, for most, is that it slips. Ours is the reason we are willing to put the promise in a contract with a cancellation clause attached to it.

BUYERS SET THE PRICE. WE ONLY POSITION IT.

No agent can tell you what your home is worth. Your home is worth what a ready, willing and able buyer will pay for it – and buyers decide that by comparing yours against everything else available in your price band on the day they shop.

The cost of testing a high number first

Overpricing rarely produces a high offer. It produces silence, and silence is expensive, because your listing spends its most valuable weeks being used as the comparison that makes another home look reasonable.

WEEKS ON MARKET	WHAT BUYERS ARE LOOKING AT
1-3	Peak attention. Every buyer already watching your neighborhood sees your home, and agents with active buyers bring them through. This is when your best offer is most likely to arrive.
4-8	The active pool has seen it. New inquiries slow to the trickle of buyers newly entering the market.
9+	Buyers and agents start asking what is wrong with it. Days on market becomes the story instead of the property, and offers arrive lower than the number you would have taken in week two.

A price reduction later costs more than the right price now – because by then you are negotiating against your own listing history rather than against the comparable homes.

HOW WE WILL HANDLE IT WITH YOU

We will show you the comparable sales and the active competition and give you our recommended range with the reasoning. If you want to start above it, we will tell you plainly what we expect to happen and what we would want to do about it, and then we will list it at your number. It is your property and your decision. What we will not do is agree to a price we do not believe in and stay quiet about it for four months.

ONCE YOU ARE LIVE

So that nothing about the next few weeks comes as a surprise.

You will hear from us on a schedule

Every 7 to 10 days at the outside, in writing, whether the news is good or not. Choose your channel — email, text or phone.

You will hear about new competition

When a comparable home lists near you, or a competitor cuts its price, that changes your position. You will know.

Showings are scheduled through ShowingTime

Requests come with the notice you have specified. Confirm or decline; everything is logged. Please keep confirmed appointments if you can — a buyer turned away at the door rarely comes back.

Cancellations and no-shows happen

Buyers cancel, and it is maddening after you have cleaned the house. It is not a signal about your home.

Prepare the house the same way every time

Lights on, blinds open, counters clear, and pets secured or out. Buyers open closets and look under sinks. Small preparation moves the offer more than most sellers expect.

Agent previews and broker showings

Other agents will want to see the property so they can bring the right buyer. These are valuable and we will ask you to accommodate them where possible.

Feedback will sometimes sting

We pass it on anyway, including comments about price and condition. You cannot respond to a market you are not hearing accurately.

WHAT YOU CONTROL

Some of what happens next is up to the market. More of it than most sellers expect is up to you.

NOT IN YOUR CONTROL

- Mortgage rates and buyer financing conditions
- How much competing inventory comes to market
- The economy and the season
- Your neighborhood and your lot

ENTIRELY IN YOUR CONTROL

- **Your asking price**
- The condition and presentation of the home
- How accessible you make it for showings
- Which offers and terms you accept
- Who you hire to market it

When a home sits unsold, the cause is almost always in the right-hand column rather than the left. That is the encouraging part: the right-hand column is the one that can be changed, and changing it is a conversation we can have any week you like. If you ever feel we are not raising it honestly with you, the cancellation guarantee on the following pages exists precisely for that.

THE QUESTIONS SELLERS ACTUALLY ASK

How long is the listing agreement?

Six months is our standard term, and it exists so that a full marketing cycle can run. It is not a trap: see the cancellation guarantee on the next page. You can end the agreement in writing at any time before we bring you an offer, at no cost.

Let us list high — we can always come down later.

You can, and many sellers do. What it costs is the first three weeks, when buyer attention is at its highest and your best offer is most likely to appear. By the time you reduce, the buyers who were watching have moved on and the ones remaining are negotiating against your days on market. If you want to test a higher number, we will tell you honestly what we expect and list it where you decide.

Another agent said they could get me more money.

Any agent can name a higher number to win a listing; only a buyer can pay one. Ask each agent to show you the sold comparables their number is based on, and ask what their listings sold for against what they were originally listed at. The gap between those two figures tells you more than the number they opened with.

The other agent said they would cut their commission.

Commission is negotiable and always has been, and you should ask what you are getting for it either way. Our answer is that the photography we pay for, the marketing we produce and the systems we run all come out of it — and net proceeds at closing, not the commission rate, is the number that ends up in your account. We are happy to walk through an estimated seller net sheet with you before you decide anything.

What if I need to sell for less than I owe?

That is a specific situation with its own process, and it needs handling by someone who does it regularly. Tell us early and we will make sure it is dealt with properly rather than treated as an ordinary listing.

What do you actually do to sell houses?

The thirteen steps on the marketing plan page, every week, and the reporting to prove it. If we are not doing them, cancel.

TWO PROMISES, IN WRITING

Most listing presentations end with enthusiasm. Ours ends with two commitments you can hold us to.

GUARANTEE ONE

COMMUNICATION GUARANTEE

We will contact you with an update on your listing **every 7 to 10 days** for as long as your home is on the market — by email, text or phone, whichever you choose. That is a floor, not a target. If we fail to do it, you may cancel the listing agreement without obligation.

The exact terms are in the guarantee document you will sign. Where this summary and the signed document differ, the signed document governs.

GUARANTEE TWO

EASY EXIT PERFORMANCE GUARANTEE

If you are not satisfied with how we are marketing your home, you may cancel the listing agreement in writing **at any time before we present you with an offer**, at **no cost and no obligation** — no cancellation fee, no marketing charges, no commission.

The exact terms are in the guarantee document you will sign. Where this summary and the signed document differ, the signed document governs.

WHERE TO FROM HERE

References you can actually call

Past clients have agreed to speak with you directly about what working with us was actually like — sellers and buyers, recent and long-standing. We hand you that list, with their contact details, at your listing appointment. We do not publish our clients' phone numbers in a document anyone can download, and we would extend you the same courtesy.

Three things happen at the listing appointment

- 01 **We walk the property with you and ask about it.** This is where the story of your home gets written, so it takes longer than you might expect.
- 02 **We show you the comparable sales and the live competition** and give you a recommended price range with the reasoning behind it.
- 03 **We prepare an estimated seller net sheet** — what you would actually walk away with at a given price, after costs. Sellers make better decisions from the net number than from the asking price.

Nothing is signed at that meeting unless you want it to be, and if you decide to interview other brokerages we will tell you what we would ask them.

READY TO TALK ABOUT YOUR PROPERTY?

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