MY STRATEGY TO GETTING YOUR HOME

SOLD

POPPY PROPERTIES

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Welcome to a journey where dreams meet doors. Together, we'll turn your vision into your view.

Thank You!

Thank you for taking the time to review my process for listing and selling your home.

I specialize in listing homes that sell quickly and profitably. Whether buying or selling, my background in advertising and my unique local expertise and professionalism make me the right agent for the job.

I treat every transaction with the same sense of urgency as I would my own.

As a Partner at Poppy Properties, a boutique brokerage with deep Pensacola Roots, I can offer the same full listing services as the big firms at a fraction of the cost, saving our clients thousands, and giving each true personal attention. I am changing the way it's done.

-Miriam Rogers

October 2021- today
90 Closed Sales
$31M Total Value
$160K - $1.2M Price Range
$356.8K Average Price

locally owned

Local fees not corporate costs:

Big brokerages have big overhead like franchise fees, licensing, and advertising. Unfortunately, the only way to pay for that is a high volume sales model that comes at a high cost to their clients.

Here, at Poppy Properties, we have streamlined our process to bring the most real value to our clients.
We believe that the team approach of big brokerages, is the wrong approach. Our agents offer personal service and care that you can't find at a big brokerage because we know how important our clients are.

OUR SERVICES

01 Property Listing and Marketing

Maximize exposure with professional property listings, high-quality photographs, and engaging descriptions to attract potential buyers.

02 Property Valuation & Pricing Strategy

Accurately value your property based on market conditions and develop a strategic pricing strategy for a successful sale.

03 Negotiation and Closing Support

Expertly negotiate offers and contract terms, providing dedicated support through the closing process to ensure a smooth transaction and successful sale.

ADDITIONAL SERVICES

Repairs and Staging

My large network of general contractors and handymen are available to get your home ready to list. Ask about staging fees, and how I can help.

Relocation Assistance

Get support in finding suitable neighborhoods, schools, and amenities for a smooth transition to your new area.

Property Management

Protect yourself from unexpected expenses with coverage for major system and appliance repairs or replacements.

Post-Purchase Support

Access guidance on home maintenance, contractor referrals, and ongoing assistance for a seamless transition into your new property.

NO PENTALTY
NO EXTRA FEES
NO HASSLE

Because 25% of the homes we sell were previously listed with another agent we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. I wouldn't want to put any of our clients through that experience.

When you are ready to sell your home make sure the Broker you hire offers an Easy Exit Listing Agreement.

KEY FACTS

In this section, we provide you with important information that you need to know as you navigate the listing process. Our goal is to ensure that you have all the necessary details and insights to make informed decisions and have a successful selling experience. From market trends and pricing strategies to legal requirements and disclosure obligations, we cover all the essential aspects that will guide you through the listing process. We understand that selling your property is a significant endeavor, and we are here to provide you with the knowledge and support you need to maximize your results. Rest assured that we are committed to keeping you well-informed and equipped with the information necessary to make confident choices at every step of the way.

ESSENTIAL STEPS FOR SELLING YOUR HOUSE

1

Interview Agents

After you make the decision to sell, it's important to find the right agent. We encourage you to meet with other realtors before meeting with us.

2

Sign Listing Agreement

After deciding who to work with, the next step is the listing agreement. Make sure that your agreement allows you time to read the fine print and has no penalty if you do decide to cancel.

3

Determine the best time to sell

Discuss with your agent the timeline to market your home and options like coming soon to get it in front of agents before it goes live.

4

Prepare your home for sale

I will walk through the property and supply you with a punch list of items to be taken care of.

ESSENTIAL STEPS FOR SELLING YOUR HOUSE

5

Market your home

With my degree in Advertising I understand that a marketing plan specific to your home is essential. That includes professional photography, virtual tours, online listings, signage, open houses, and targeted advertising to attract potential buyers.

6

Review and negotiate offers

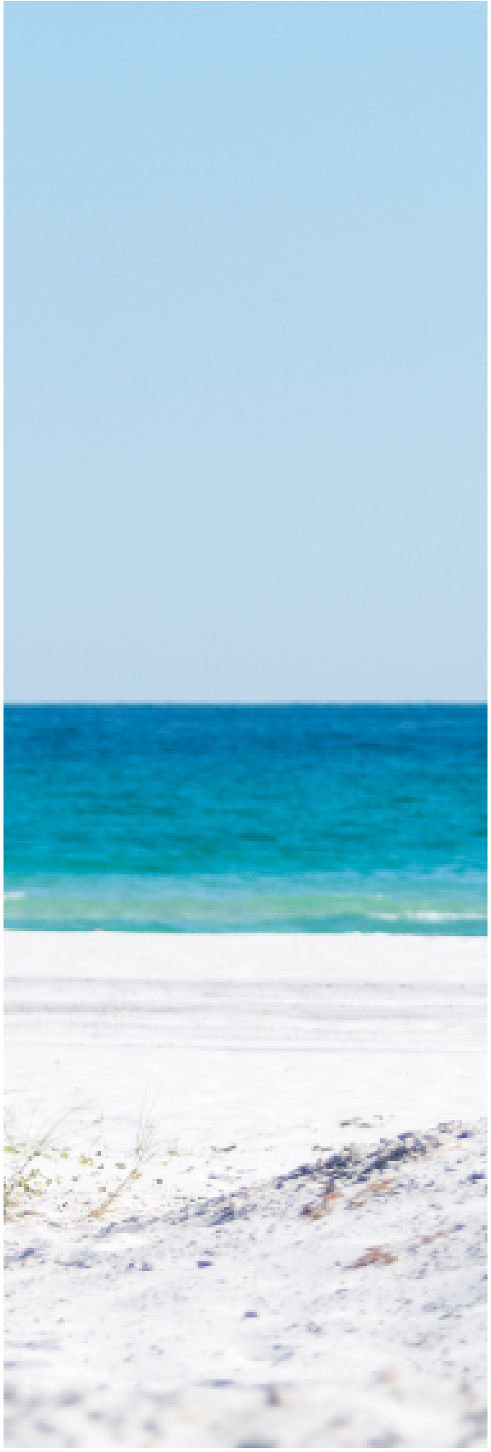
Carefully evaluate each offer received, considering not only the purchase price but also the terms, contingencies, and timeline. Negotiate with the buyer to reach a mutually beneficial agreement.

7

Complete inspections and appraisals

Facilitate any necessary inspections or appraisals as part of the due diligence process. Address any issues that arise and ensure your property meets the necessary standards.

ESSENTIAL STEPS FOR SELLING YOUR HOUSE



8 Sign the contract and prepare for closing

Review and sign the sales contract, working closely with your agent and legal counsel. Gather all required documentation and prepare for the closing process.

9 Finalize the sale

Coordinate with the buyer's lender, title company, and other parties involved to finalize the sale. Arrange for the transfer of funds, complete any remaining paperwork, and ensure a smooth closing process.

10 Close the sale

Attend the closing meeting, where you and the buyer will sign the necessary documents to transfer ownership of the property. Receive the proceeds from the sale and complete any remaining tasks.

DYAMIC MARKETING

Professional Photography

High-quality photographs that capture the best features of your property.

Compelling Property Descriptions

Well-crafted descriptions highlighting the unique selling points of your property.

Social Media Marketing

Leveraging popular social media platforms to reach a wider audience of potential buyers.

Virtual Tours

Immersive 3D virtual tours that allow potential buyers to explore your property online.

Local Publications

Advertising in local newspapers, magazines, and real estate publications to target local buyers.

Online Listings

Ensuring your property is listed on popular real estate websites and online marketplaces.

Email Marketing Campaigns

Sending targeted emails to a database of potential buyers to showcase your property.

Open House Events

Hosting open house events to attract interested buyers and create a sense of urgency.

Video Marketing

Engaging videos that showcase your property and its unique features.

Drone Photography

Aerial photography and videography to highlight the surrounding area and property amenities.

Professional Signage

Eye-catching signs and banners that attract attention and provide essential property information.

Collaborating with Local Agents:

Building partnerships with local real estate agents to increase exposure and reach a broader audience.

PRICING STRATEGY

Competitive Pricing Analysis

Conducting a comprehensive analysis to determine competitive rates for your property.

Market Value Assessment

Assessing the market value of your residence based on current real estate trends and factors.

Pricing Strategies

Implementing pricing strategies to position your property competitively in the market.

Comparable Property Evaluation

Evaluating comparable properties in the area to establish an accurate pricing benchmark.

Pricing Optimization Techniques

Employing techniques to optimize pricing and maximize the value of your residence.

Value-Added Features

Highlighting the unique features and amenities of your property that contribute to its value.

Pricing Optimization Checklist

1. Market Research

- Pull a CMA with active, pending, sold, and expired listings.
- Identify price-per-square-foot range for the neighborhood.
- Review absorption rate / months of inventory to gauge supply & demand.
- Highlight days on market averages for comparable properties.
- Note seasonal or cyclical market trends.

2. Property-Specific Adjustments

- Evaluate unique features/upgrades (pool, waterfront, renovations, energy efficiency).
- Account for condition vs. competition (turnkey, cosmetic updates, or fixer).
- Factor in location premiums (school zone, proximity to beach, waterfront, etc.).
- Consider lot size and outdoor amenities (parking, yard, views, access).

3. Pricing Strategy Options

- Present three pricing tiers: Aggressive/Below Market, Market Value/Competitive, Aspirational
- Discuss psychological pricing thresholds (e.g., $499,000 vs. $505,000).
- Show net sheet scenarios (different prices & commission/credit breakdowns).

4. Competitive Positioning

- Identify the top 3 competing listings buyers will also be viewing.
- Review expired/withdrawn listings to avoid past pricing mistakes.
- Create a 'value advantage' narrative that sets this property apart.

5. Seller Considerations

- Clarify seller's timeline and motivation (fast sale vs. max price).
- Review mortgage payoff & financial needs for net sheet clarity.
- Discuss appraisal risks at higher price points.
- Outline price adjustment plan (if no offers after X days or showings).

6. Marketing & Exposure Leverage

- Show how professional photos, video, staging, and marketing justify pricing.
- Emphasize your buyer network & online reach (MLS, Zillow, social media).
- Explain how early momentum affects ultimate sale price.

CLIENT FEEDBACK

Miriam took our FSBO that we were struggling with and had it sold in two weeks. Her experience, energy & market knowledge will do the same for you.

Miriam's eye for detail, flexibility on commission & tenacity makes her the perfect realtor for your "ready to show" home.

We went from coming soon to closed in under 30 days. - Robert Bistolfi

This was our 5th house that we've purchased and Miriam was the absolute best agent we have ever had hands down for either buying or selling! She sold our house in just a couple of days!!! She such a wonderful and caring realtor who actually truly enjoys her career. Absolutely recommend her to anyone that needs a Realtor!!!- Michelle Hernaez

POPPY PROPERTIES
2160 RESERVATION RD

MIRIAM ROGERS

REALTOR® & PARTNER

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www.forsalebymiriam.com

Why choose me?

My listing fee is 1% for full service listings, I am in an unfair industry, I am a fair agent with fair fees.

Miriam Rogers has been passionate about real estate since her earliest years growing up in Pensacola, Florida. Miriam always knew that she wanted to chart a path helping others and found her true calling in real estate serving her clients and guiding them through one of the biggest investments of their lives. Miriam's background in design, photography, and marketing make her a powerhouse agent. Call Miriam, she works like a charm.

TESTIMONIAL

★★★★★

Miriam was the home listing agent for a home I was interested in, in Pensacola. The home was contingent/pending sale by the time I was able to visit the property. Miriam went out of her way to show me the home and help me put in a backup offer on the home. After working with Miriam for the last couple weeks... I was able to close on my very first home today! Very grateful for her help. - Max Meiners

★★★★★

Miriam took our FSBO that we were struggling with and had it sold in two weeks. Her experience, energy & market knowledge will do the same for you. Miriam's eye for detail, flexibility on commission & tenacity makes her the perfect realtor for your "ready to show" home. We went from coming soon to closed in under 30 days... Robert Bistolfi

SOLD

RECENTLY SOLD

7651 NORTH SHORES DRIVE,
NAVARRE, FL 32566

4 BEDS | 2 BATHS | 2,278 SQ FT

SOLD FOR $1,200,000

THE CURRENT REAL ESTATE LANDSCAPE: WHAT YOU NEED TO KNOW

The real estate market is evolving, and as you explore your home-buying options, it's essential to stay informed about the changes shaping today's landscape.

The Current Commission Structure: In today's market, sellers aren't always covering the cost of your agent's commission. This means, as a buyer, you may be responsible for paying your own agent's fee.

What This Means for You: This shift gives you more control. You now have the flexibility to decide whether or not to hire an agent and can negotiate terms that work for you. It's all about finding what makes sense for your situation and structuring the arrangement that fits your needs.

UNDERSTANDING THE NAR SETTLEMENT

Let's dive into a key update that could have a big impact on how you sell your home! The recent NAR settlement brings a significant change: sellers are no longer required to offer compensation to buyer's agents when listing their home on the MLS.

WHAT DOES THIS MEAN FOR YOU AS A SELLER?

- You now have the flexibility to decide if—and how much—you want to offer in compensation to buyer's agents.
- Gone are the days of being required to include a buyer's agent commission in your listing.
- If you choose not to offer compensation, you might need to get creative with strategies to attract buyers and their agents to your property.

HOW DOES THIS IMPACT BUYERS?

- Buyers may need to cover their agent's commission out of pocket if the seller doesn't offer compensation.
- Buyer's agents will now have signed agreements with their clients, clearly outlining their services and how they'll be paid.
- This shift may lead to buyers being more selective about working with agents or negotiating agent fees upfront.

SO, HOW WILL BUYER'S AGENTS GET PAID NOW?

- Buyer's agents can still receive compensation from the seller if the seller chooses to offer it.
- If no seller compensation is offered, buyers will need to pay their agents directly.
- In some cases, buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.

It's an important shift that puts more control in your hands as a seller, but it also changes the dynamics for buyers and agents alike. Being aware of these changes will help you navigate the market more strategically!

NAVIGATING YOUR OPTIONS IN TODAY'S MARKET

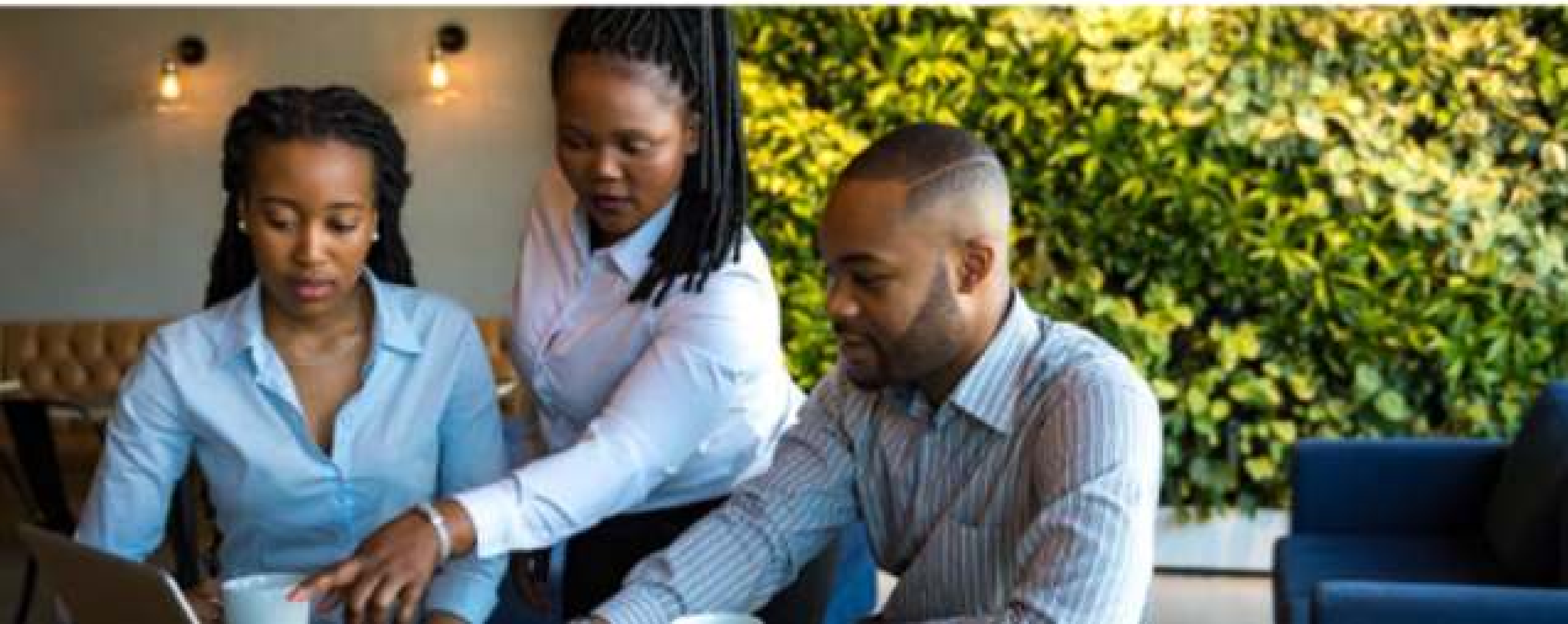
Buyer Agent Compensation

The real estate landscape is shifting, and with it, so are strategies for handling buyer agent compensation. Let's explore a few strategic approaches to help you decide what works best for your goals.

UPFRONT COMPENSATION OFFER

With this approach, we're fully transparent about offering compensation from the get-go, making it clear to buyer's agents.

- I'll respond to inquiries with something like, "Yes, we're offering X% to buyer's agents."
- This kind of openness can encourage more showings, and in turn, more offers.
- It also sets clear expectations right from the start—something many agents and buyers appreciate.



THE BENEFITS OF

OFFERING A BUYER'S AGENT COMMISSION

Offering a buyer's agent commission can be a game-changer for your home sale. Here's why:

BROADEN YOUR BUYER POOL

When you offer a commission, more agents are motivated to show your property, expanding its visibility to a wider audience of serious, qualified buyers.

ATTRACT SERIOUS BUYERS

Agents typically work with pre-approved buyers who are ready to purchase. By offering a commission, you're more likely to attract these motivated buyers and receive solid offers.

SPEED UP THE SALE

Homes offering a commission often get more attention, which leads to faster sales. With more visibility, your property spends less time on the market.

BOOST YOUR MARKETING REACH

Agents leverage their networks, social media, and email campaigns to promote homes. Offering a commission means your property gets maximum exposure through these powerful channels.

INCREASE SHOWINGS

A commission incentivizes agents to schedule more showings, giving your home more opportunities to impress potential buyers.

THE BENEFITS OF

OFFERING A BUYER'S AGENT COMMISSION

REDUCE BUYER BARRIERS

By offering a commission, you remove a financial hurdle for buyers who may not be able to afford their agent's fee. This makes your home more appealing and accessible to a wider range of buyers.

STRENGTHEN YOUR NEGOTIATING POWER

Increased interest often means multiple offers. This competition gives you leverage to negotiate a higher sale price and better terms.

MINIMIZE DEAL FAILURES

Buyers represented by agents tend to be more committed, which reduces the chances of deals falling through and ensures a smoother transaction.

MAXIMIZE YOUR SALE VALUE

More competition, serious buyers, and strong offers often lead to a higher final sale price and better contract terms, helping you get the most out of your home sale.

Offering a buyer's agent commission isn't just about covering a fee—it's a strategic move to unlock the full potential of your home sale!