



# SELLERS GUIDE

**Your Home. Our Strategy. Maximum Results.**

Full-Service Listing Presentation

Prepared by Ryan — Orlando Real Estate & Home Preparation Specialist



**Ryan Solberg**

321-373-3536

[Ryan@MaxLifeRealty.com](mailto:Ryan@MaxLifeRealty.com)

Real Estate Broker  
LIC. # 3354351

Mortgage Loan Originator  
NMLS #1784218

# 24-Step Listing Launch System

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Week 1: Repairs and Content Creation

Week 2: Build-Out & Production

Week 3: Maximum Exposure

Week 4: Listed for sale on MLS

## Phase 1 (Content Creation)

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Walkthrough to make repair punch list

Repairs made

Staging and making home more attractive to buyers

Photos, video, drone, 3D tour

Floor plans

Digital enhancements

Feature sheet

Seller Story for marketing narrative

Neighborhood highlights and why you bought the home

## Phase 2 (Build-Out & Production)

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Media review

Website build and review

Social ads build

Signage plan and install

Lockbox Install

Quality control final walkthrough

Pre home inspection

Pre appraisal

## Phase 3 (Maximum Exposure)

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Coming soon campaign (Zillow)

Targeted ads online

Postcards design and sent

Agent outreach email

## Phase 4 + (MLS Listing Goes Active for sale)

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MLS listing goes active for sale

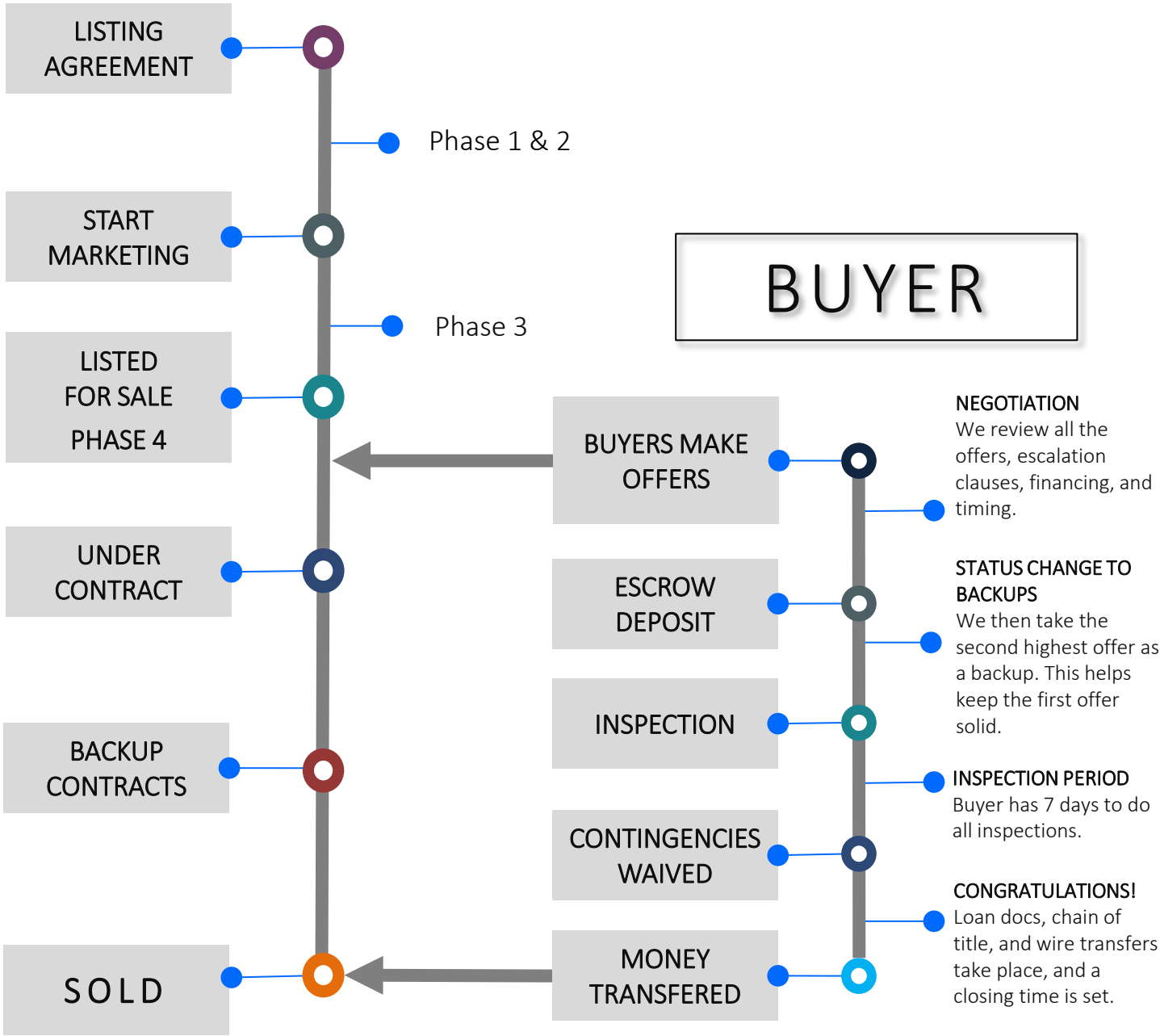
Grand opening launch open house

Open house

# THE PROVEN PLAN

SELLER

BUYER



PREPARATION + STRATEGY = RESULTS

# PROFESSIONAL



## Team approach

A team will always outperform an individual. Ryan Solberg's team of associates are well trained in customer service, marketing, contracts, sales and negotiations. As a team getting your home on the market is much faster as we all work in parallel. we can list a home in less than 5 hours.



## Photography

We are the photographers. We don't outsource in order to control quality, cost, and time to market. We have the highest quality equipment and expert realtors to capture your home in its best light. Better photos means more showings, which means higher offers and more offers.



## VIRTUAL TOURS

We take lifelike tours of your home so buyers anywhere in the world can make an offer today. Anytime a buyer wants to take a tour they can virtually tour your home, day or night. It also keeps you safer limiting showings to only serious buyers, not just lookers.



## AERIALS AND DRONES

The first photo of your property is the most important and being able to see a home from the best angle and in the best light can make all the difference. Using a drone is the ideal way to accomplish this goal. We also make the clouds and sun look better! We want the buyers to click the first photo of your home the most!



## Your own Website & pay per click

We will build a custom website for your property which has to be promoted in advertising to attract and target potential buyers.



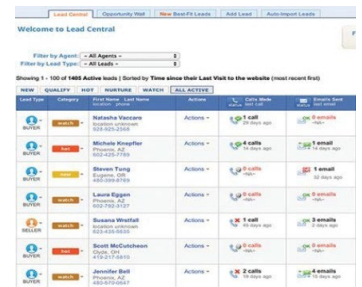
## Property Brochures

Professionally designed and commercially printed brochures that showcase your home at its best, including property inventory and disclosures to answer most questions before they arise.



## ONLINE PROPERTY DISTRIBUTION

Through our premium media partnerships and advanced marketing platforms, your property is showcased on top-tier websites where serious buyers who are actively searching. This ensures maximum visibility, stronger engagement, and the best possible opportunity to attract the right buyer quickly.



## BUYER DATABASE

Once your home is in our database, we can reverse prospect for buyers! This saves time because we have several buyers at any time in our database searching for a home like yours. We call them directly and send them the 360 tour.

# MARKETING PLAN



## Pre-Inspection & Pre-Appraisal

We get your home inspected to make sure that we know more about the home than anyone. We leave it up to you to fix issues or sell it AS-IS.

We get your home appraised to make sure we have solid ground to stand on when negotiating price. We are more prepared than anyone to sell your home.



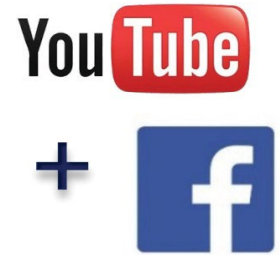
## VIRTUAL STAGING

We can take an empty room and make it look like a model home. This helps drive buyers to schedule showings and make offers.



## REAL STAGING

We stage your home so buyers can easily envision themselves living there. Professionally staged homes sell up to 70% faster on average. If your home is already furnished, we optimize and organize the space to ensure it shows at its absolute best.



## VIDEO

High-quality video gives buyers a true sense of your home's layout and flow. Your property video is featured across platforms like YouTube, TikTok, Instagram, LinkedIn, and Facebook, including paid video advertising to place your home directly in front of qualified buyers.



## PREMIER EXPOSURE

Your property will receive premier exposure on:

- » Zillow.com
- » Realtor.com
- » Trulia.com
- » Homes.com



## OPEN HOUSE SHOWCASE

Open houses create strong buyer interest by generating multiple showings at once. We promote them online to attract serious buyers, while avoiding excessive yard signage that often draws unqualified lookers rather than motivated purchasers.



## CUSTOM SIGN & POST

Our luxury sign will show your home is professionally represented. Our clean branding will not detract from your home's curb appeal.

**LED Lights** go to work at night, advertising 24/7.



## FEEDBACK & COMMUNICATION

We provide you with showing request, and direct feedback received from prospective buyers and agents regarding your home. This allows us to make needed changes to our selling strategy quickly.

# THE DIFFERENCE

At MaxLife Realty, we know that results are created long before your home ever goes live. Through strategic preparation, thoughtful staging, and a proven pre-market plan, we position your home to stand out from the very first moment buyers see it. Our commitment is simple: do the work upfront, do it right the first time, and eliminate the need for costly do-overs. This disciplined approach protects your time, your equity, and your final sale price. It's the difference between working with a true professional and settling for someone who's still learning on the job.

## FREE SERVICES

Our complimentary services set us apart, offering a competitive edge over other agents.

- ✓ Professional Photography
- ✓ 10+ Page Buyer Booklets
- ✓ Home Staging\*
- ✓ Floorplan & 360 TOUR
- ✓ Listing's Own Website
- ✓ LED Lighted Real Estate Sign

\*STAGING TO BE AGREED UPON AT THE LISTING APPOINTMENT. ADDITIONAL COSTS MAY APPLY.



## PREMIUM SERVICES

We are fully prepared to take charge and handle all necessary tasks to ensure your property is market-ready. I will get multiple quotes or do it myself, whatever it takes to get it done on time and budget.

- ✓ Deep Cleaning & Trash Removal
- ✓ Landscaping & Curb Appeal
- ✓ Tree Trimming
- ✓ Pool Leak Repair & Deck Paint
- ✓ Waterfront Seawall & Dock
- ✓ Painting, Drywall Repair, Stucco
- ✓ Odors Eliminator
- ✓ Construction Repairs
- ✓ Roof repairs
- ✓ Plumbing, Electrical

PREPARATION + STRATEGY = RESULTS

# YOUR FULL SERVICE REAL ESTATE TEAM

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The complete sales process is expertly handled by your Professional Listing Broker, who manages every detail from start to finish. He not only negotiates to secure the strongest possible offer and guide it to closing but also serves as the dedicated manager of the listing strategy tailored specifically to your home. Your one main point of contact who you can trust.

Our Agent Assistant aids the listing broker in overseeing various aspects of the real estate transaction, including showings, inspections, appraisals, timelines, moving schedules, text messages, emails, calls, and the overall transaction process.



Our Real Estate Attorney/Title thoroughly examines all documentation, agreements, land survey, title, financial records, and deed to ensure your utmost protection.

Our Marketing Director is responsible for overseeing and executing the comprehensive active marketing campaigns. Making sure your home shows up in front of the right buyer at the right time.





MAXLIFE  
REALTY

Local Postal Customer	PRSR STD ECRWSS U.S. POSTAG E PAID EDDM RETAIL
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**Why pay 5-6% for less?**  
**We deliver premium results with  
 flexible commission options as  
 low as 1 %**

Our focus is simple: maximize your sale price while minimizing fees, time, and stress. Each home is supported by a tailored strategy built around your goals, market conditions, and timing. With over 10 years of experience and flexible commission structures, I guide sellers through even the most complex transactions with clarity, precision, and results.



**Ryan Solberg**  
**321-373-3536**  
**Text or Call Today**



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