## **KNOWLEDGE BASE** WELCOME

backer



239.977.5642 Office@KnowledgeBaseFL.com KnowledgeBaseFl.com

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### NICE TO MEET YOU!

We take pride in exceeding your expectations and strive to inform my clients of current market demographics, knowledge of the area, and making sure you are comfortable in proceeding forward with your real estate needs. We are ready to work hard together for you!

With our sharp knowledge of the market, we've helped over 400 families in the Southwest Florida area successfully sell their properties and I'm confident the Knowledge Base team can help you sell yours too.

239.977.5642
 Office@Knowledgebasefl.com
 www.KnowledgeBaseFl.com

Jevin Bartlett

Broker/Owner



### ABOUT US

The job of getting your home sold is one that should not be taken lightly. The tools we are able to use to sell your home, we guarantee it will get more exposure than with any other agent. Globally, domestically and locally there will not be one potential buyer out there that doesn't see your home.

### NOTABLE ACCOLADES

- 400,000,000 Sales Volume
- 5-Star Professional Award Recipient
- Florida Top Agent Magazine
- Golden Bear Award Recipient
- 2018 Bonita Springs-Estero Rising Star
- 2021 Chairman Award Realty World International
- 2022 Diamond Award Realty World International
- Best Of Collier 2023



### ABOUT US

### WHAT MAKES KNOWLEDGE BASE DIFFERENT?

- Our agents and support staff work together as a true team.
- Relationships with real estate agents, appraisers, home inspectors, mortgage bankers, insurance agents, builders and contractors.
- Direct communication with us throughout the entire process.
- Extensive knowledge of the Southwest Florida real estate market, which enables sellers/buyers an extremely smooth experience.
- Philanthropy and involvement in the local community.
- Customer service focused, we aim for a stress free process.
- Proven track record.
- We always have someone aviable. If your agent is out with the flu, no need to worry- we have someone to step in to help out until they are back!

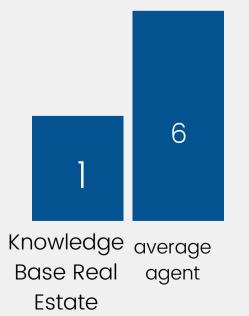
### TRACK RECORD OF SUCCESS

### HOMES SOLD PER YEAR

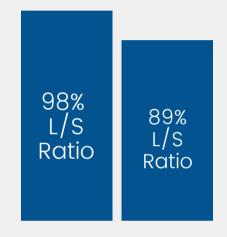


Knowledge average Base Real agent Estate

### PRICE REDUCTIONS



### LIST PRICE/SOLD PRICE



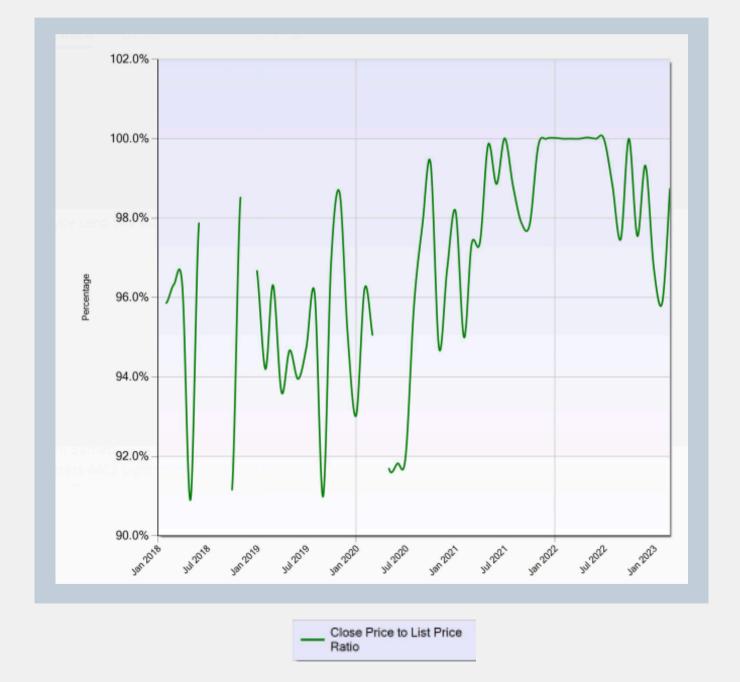
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### DAYS ON MARKET



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### SALE PRICE / LIST PRICE RATIOS



### WHAT TO EXPECT

when listing with Knowledge Base Real Estate as your firm.

### Communication

I will discuss with you exactly how our team works and what you can expect. This includes weekly reports and updates, including feedback from showings so you know what's going on as soon as we do. Communication with local brokers to gauge how the listing shows is also a vital part of the process.

### Staging Ideas & Techniques

You only get to make a first impression once, we will review what needs to be done to stage your home for photography for our marketing efforts to showings. Unfurnished property? Virtual staging is available.

### Photography

With 95% of buyers using the Internet to search for homes, great photography is an essential part of any listing. Our photographers provide professional photography, virtual tour and utilize a drone feature to showcase the important parts of your home.

### Home's Web Presence

Once we're listed the MLS listing is first up, but there are many more critical places I place your home to increase your home's internet blueprint.

### Comprehensive Marketing Plan

Marketing starts from Day 1,, from being listed on my personal website, to direct mail postcards, to social media, we will review what will happen with our marketing efforts.

### COMMUNICATION

They say communication is key and it's for a reason. We want you to know what's going on with your property at all times.

### Weekly Reports & Updates

Each and every week myself and my team will check in with you to report in on how your property is doing. We will review how many showings you've had, what the plan is for your next Open House and any questions you might have for the week. I

### Method's of Communication

We know not everyone likes a call, so don't worry if you prefer text or email that's an option too. Just let us know the method you prefer, because we work for you!



### Showing Feedback

When your property is shown, we strive to get you feedback in a timely manner. We aim for a 24 hour turnaround to give you a call to let you know how it went. This let's you know what the buyers are thinking and if something needs to be done to help the property show better.

### Handling Those Hard Conversations

When you get an offer, and it's not what you wanted that's where we step in. Negotiating is what we do, we will work hard to get you full price each and every time.



### STAGING SUGGESTIONS

Did you know that a 63% of buyers would pay more for a house that is move-in ready? That's according to a statistic from Realtor.com.

#### 1. Fix small defects

Taking the time to fix small cosmetic issues can go a long way. According to an AOL Money & Finance Poll 87% of buyers responded that home presentation makes the difference in most sales. Need a vendor to help? Ask us for our preferred vendor list.

### Key Takeaways

- Make Necessary Repairs
- Clean
   Everything
- Remove Family Photos
- Focus on Curb Appeal

#### 2. Clean & Paint

Organize and clean everything, this includes the garage and laundry areas.. Touch up any walls and remember to remove family photos. This helps buyers envision themselves in the home.

#### 3. Furniture

Make sure the furniture looks nice, tidy, and inviting. You can use throw pillows to add contrast and a pop of color. Remove bulky furniture to increase space and make rooms appear larger.

#### 4. Exterior

We know it's hot out there but curb appeal goes a long way. All you need to do is add a couple extra flowers, have the lawn mowed, fix any blown out screens and makes sure to clean any of the pesky cobwebs off the front door.

### PHOTOGRAPHY

"Buyer's perceive homes with professional photography to be worth, on average, 12 percent more than the asking price." - The Wall Street Journal

### Professional Photography

Our photographer will come in and photograph your home with the correct angles, lighting, time of the day and focus on the elements that matters to buyers.

### Aerial Photos

According to the multiple listing service (MLS), homes and properties with drone images are up to 68% more likely to sell than those without them. Aerial photos allow buyers to get a better understanding of what the property looks like, its dimensions, and the surrounding area. We do this with a drone.

### Virtual Tours

Virtual tours are a key component to promoting your home. The tour provides an abundance of visual information all with one click for a potential buyer. It let's buyers visualize themselves in the space, providing them with a sense of security, knowing exactly what they are getting into.





### GETTING A HOUSE READY TO SELL CHECKLIST

To sell your home as quickly and for full price, let's invest some time and effort up front to prepare your house for showings.

#### INTERIOR: ROOMS

#### Kitchen

Every surface clean
Countertops organized
Refrigerator spotless inside and out, organized, spoiled food discarded
Light bulbs working
Oven/stovetop clean, burner trays cleaned
Sinks clean, faucets working properly and leak-free
Garbage disposal in good working condition
Cupboards/pantry spotless, organized
Dishwasher clean and stain-free

#### Bathrooms

- □ Every surface sparkling clean
- □ Countertops organized, free of clutter
- $\Box$  Fresh soap and towels
- □ Sinks spotlessly clean, faucets working
- □ Tub and shower surfaces clean
- $\square$  Shower curtain clean and in good repair
- □ Toilet extra-clean and working properly
- $\square$  Closets organized and clutter-free
- □ Cabinets clean, personal items removed

#### Entryways and hallways

Clean and free of clutter or obstructionsWelcome mat(s) clean and inviting

#### Living room, dining room, bedrooms

 Everything thoroughly vacuumed/dusted
 Excess furniture removed for roomier atmosphere
 Remaining furniture clean and in good repair
 Wood and other surfaces clean and polished
 Bookshelves organized and clutter-free
 Children's games/toys stored
 Small valuables removed/locked away
 Window coverings open for sunlight
 Mirrors clean and in good repair
 Ashtrays cleaned and kept out of sight
 Fireplace clean, logs/kindling stacked neatly

#### Closets and storage areas

- Clean and well organized
   Clutter and excess junk removed
   Clothes hung neatly and not jammed together
- □ Shoes and boots neatly stored/stacked

#### INTERIOR: COMMON ELEMENTS

#### Walls and ceilings

Dirt, fingerprints or other stains removed
 Nail or thumb-crack holes treated
 Cracks, chips, water damage repaired
 Repainting to neutral, light colours for roomy environment

#### Floors

Dirt or stains removed
 Excessive wear or damage fixed
 Area rugs clean and stain-free
 Carpeting replaced, if needed

#### Doors

Dirt, fingerprints or other stains removed
 New paint if needed
 Doors open/close easily without squeaks
 Latches/handles secure and working properly

#### Windows

Glass sparkling clean/chip- and crack-free
 Windows open/close easily

 Latches/handles/locks secure, working properly
 Dirt and fingerprints on frames or sills

removed

- $\square$  Screens clean and without holes
- $\square$  Storm windows in good condition

#### Window coverings (curtains, drapes, blinds)

Clean and free of dirt and stains
 No excessive wear or sun damage
 Open/close easily, hardware works good

#### Lighting

All bulbs are working properly
No broken switches, exposed wiring
Table and floor lamps working properly
New lighting to make a room feel more inviting, if needed

#### Pet areas

Clean & organized pet bowls
 Pet toys stored out of the way
 Pet stains and odors removed
 Pet bedding and blankets washed and look nice
 Food stored away

#### EXTERIOR

#### Yard and Pool

- □ Driveways, sidewalks clear of rust and weeds
- □ Lawns mowed/edged regularly
- □ Large bare spots repaired
- □ Leaves removed from lawns and flower beds
- □ Trees pruned, hedges trimmed
- □ Flower beds weeded and tidy
- □ Dead plants replaced
- □ Lawn furniture clean, organized, good repair
- □ Bicycles, children's toys stored out of the way
- $\square$  Pool serviced with clear water.

#### Structures

- □ Exterior surfaces clean, in good condition
- □ Front-door exterior clean and inviting
- □ Gutters and downspouts clean and in good condition
- Gates open/close properly, hardware working
   Fences/decks in good repair and in good condition
- □ No junk
- □ Sidewalks and walkways in good repair
- □ Driveway clean, in good repair

### YOUR HOME'S U.S.A. WEB PRESENCE

With 95% of buyers using the Internet to search for homes, having your property out on the correct sites gets you more eyes on your property than actually walking in the front door. You home will be prominently featured and placed on the top real estate web sites in the nation.

Here are just a few of the sites where your home will be found in the United States, including our own website www.KnowledgeBaseFl.com.



### YOUR HOME'S International Web Presence

When it comes to the web, we just don't place your home on United States placed platforms, we take it international. Why? Because international buyers matter. According to the National Association of Realtors, \$59 billion was spent on real estate from out of country buyers last year.

Here are a few of the places we'll place your home internationally:



### COMPRENSIVE Marketing plan

### Print Adversiting

Print advertising with your feature sheets and direct mail using postcards are a feature we use to add exposure to your listing.

### Social Media

Facebook and Instagram are two of our targeted social media platforms. Paid ads bring targeted buyers your way with the intent to purchase a home in Southwest Florida.

### Designed Floor Plan

A professionally designed floor plan is a must for every listing, this gives buyers the opportunity to have the square footage laid out visually for them the minute they walk in for a showing.

### Open House

Open house are a tremendous opportunity to bring in buyers that are looking for homes like yours, we'll talk about home many open houses we'll do to generate more interested and get you top offers on your home.

### Email Marketing

From our cultivated email lists featuring market reports to target buyers for your listings to being featured in our newsletters. You'll reach new buyers each week with our email marketing.

### PRINT ADVERTISING

The listing brochure provides potential buyers a quick snapshot of what your property has to offer.

### Listing Brochure Example



### PRINT ADVERTISING

Once listed, your home will be featured on a mass postcard sent out the the neighborhood and a comprehensive list of potential buyers through the Luxury PortfolioTM & Leading Real Estate Companies of the WorldTM Database.

### Postcard Examples



### SOCIAL MEDIA

"Social platforms have become another form of marketing, we'll stay engaged and relevant with active posts of your listing to target potential buyers and to increase your engagement metrics into tangible results.

### Social Media Example



Kevin Bartlett Published by Kevin Bartlett 🛛 · 3d · 🔇

条 NEW LISTING 条 | \$499,900

Come enjoy your 3-bedroom pool home with a South Fort Myers location! Featuring a new roof, a new A/C unit, new electrical panel, this owner spared no expense when it came to upgrades including an electric and solar panel pool heater, an A/C in the garage with epoxy floors with cabinets, and additional insulation in the attic to keep you cool in the Summer months! Additionally, this home features a covered Ianai and a man cave in the back with a brick paver patio!

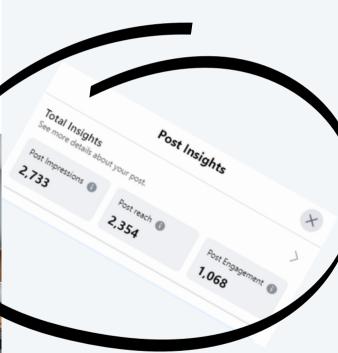
🔎 Fort Myers, Florida

li \$499,900

≩ 3 Beds • 2 Baths • 1640 Living Area • 11,326 sqft lot

Interested, let's chat 🔤 www.calendly.com/kevinbartlett or 🍠 239.977.5642





### PROFESSIONALLY DESIGNED Floor plan

Floor plans add to your marketing portfolio, this creates a complete listing presentation to engage more buyers, and ultimately lead to a sale.

### Floor Plan Examples



### OPEN HOUSE

When hosting your open house, the goal is to not only find out what buyers are saying but who is walking in the door. We'll call you with the Open House feedback within 24-48 hours so you can know what the potential buyers are saying. Your open house will always be on the top of every realtors mind with a customized email campaign before the day of the event.



### EMAIL MARKETING

Our newsletter goes out each month to our client book, that features over 30,000 clients who are in the market for Southwest Florida real estate. We also have a Market Report that specifically targets your neighborhood and showcases your property to potential listings.

# Newsletter Example



Things To Do In April afs there to do in April in Southwest Florida? Plenty, including the concerts, farmer's markets, Easter egg hunts, pickleball tournaments and more. <u>READ MORE</u>



Five Tips On What To Do When Your Insurance Company Doesn't Want To Pay Your Claim for Huricale Ian ht Southwest Florida, all of insurance clams happened to a tot of insurance companies decided not to ay, What do you do when you are a homeower and this happens to you'? <u>BEAD MODE</u>



Five Tips On What To Do When Your Insurance Company Doesn't Want To Pay Your Claim After Hurricare Ian hit Southwest Florida, a lot of insurance calms happened and a lot of insurance company



Home Staging Can Sway Budget-Conscious Buyers Move-in ready appeal is important for many clients looking for properties in which they don't have to sink extra money into <u>(BEAD WORE</u>)



Goodbye Hurricane Ian, Name Officially Retired





\$269 900 2 Beds • 2 Bat

Fort Myersl \$849.900 2 Beds + Baths

u want to know what your home is worth? This **QR code** lets you do all It's simple all you have to do is open your camera on your phone, I at the code and tap the link on the bottom of the screen and you are ir way to getting your free home valuation.

# FAQS

Selling your home is a big decision It's likely the most significant investment you've ever made. You've probably been living in your home for years, creating many memories in the process – making this both a logical and emotional decision. We'll be able to help you navigate all of the obstacles and issues with your decision as you go through the process of listing your home. Here are some commonly asked questions to help you with selecting your agent.

### Q1. Will you be present at all showings?

Yes! At open houses, we will be there unless I let you know in advance if someone on my team will be hosting it instead. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

> Q2. Can you help me sell and buy at the same time? Absolutely! I have solid track records representing both sellers and buyers.

### Q3. What happens once we get an offer?

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.

### Q4. What does your sales history look like?

We've helped over 400 families buy and sell their homes in the Southwest Florida area. Our sales volume has reached \$400,000,000 and climbing this year.

### Q5. What methods do you use to determine property listing prices?

I want to make sure that you are offered the highest price for your home a buyer is willing to pay. I'll walk you through a CMA (Comparative Market Analysis) to break down the valuation of your property in detail for you. Pricing your home too high, will mean fewer (or no) offers which is a waste of everyone's time. On the other side of things, pricing too low will mean you're leaving thoughts of dollars on the table and no one wants that. We'll find the right balance to get the price right, without sacrificing the bottom line.





### Q6. Should I buy another house before selling my current home?

There's no "correct" answer to this question. There are pro's and con's to buying a home before selling your current one and the same can be said about selling your current home before buying another.

### Q7. How do you earn income?

You may feel this is a little too direct and upfront, but that's my style and commission is how I earn income from you selling and then buying your next home with me.

### Q8. What is your commission rate?

Ensuring that my clients net the most out of any transaction, I provide the best service at a rate that will ensure a home sale. Once we meet and tour your home, we will review the commission rate.

### Q9. Do you take every listing?

The simple answer-no. I work to collaborate with clients who understand what we do and how we can best work together to reach our target goal.

### Q10. What is the best way to keep in touch, do you have office hours?

I do not have office hours, when I take you on as a client I'm available to you 24/7. That's another reason we don't take every listing. Ask me for my cell phone number—

that's the golden ticket to you reaching me outside typical business hours. If you can't reach me on my cell you can always call my office to speak to our support staff during the week at 239.977.5642.

Q11. How quickly do the properties in your portfolio move off the market? This isn't an exact number because it all depends on your location. I'll sometimes have a property go in 3 days, and in our areas 90-120 is typically. It's a case by case basis and when we review your CMA, we'll talk through how quickly a sale will happen.



### WHAT CLIENTS ARE Saying on google



### \*\*\*\*

I can't say enough how extremely professional and how they acted in our best interests. They were not only interested in doing a sale but rather finding us a home that fit our needs exactly. I would recommend them to any of my friends and family who are looking to purchase a home.

-Maria McWalters



### \*\*\*\*

Knowledge Base Real Estate is a true class act! Their expertise and professionalism is extraordinary. Extremely knowledgeable and helpful, he will help you meet any real estate goals you may have with superior results. Thank you for everything!

-Tadas Izdonavicius



### \*\*\*\*

I recently called Knowledge Base Real Estate after 10 p.m. on a Friday night. I was able for them to text me right away letting me know that he was able to help. We met the next morning after his first appointment. KNOWLEDGE BASED agent! He knew about

everything that was going on in the market. I ended up purchasing a home from them that was located in Bonita. I would always recommend my friends to this real estate company, they are a top notch firm who doesn't pressure you into a decision.

-Kaitlin Rurka

### WHAT CLIENTS ARE Saying on Redfin



### \*\*\*\*

Best customer Support I ever received. Extremely knowledgeable, never felt like he was selling me something. Superb experience

-House Buyer Closed Mar '21 20809 Torre Del Lago St, Estero, FL \$600K 4 Bed, 4 Bath, 3872 Sq. Ft



### \*\*\*\*

Kevin was excellent. We were in a unique situation and with Kevin's professional guidance and understanding our home was sold within 30 days at the asking price. He was always courteous and communication was outstanding. He made our transaction less stressful and efficient. We will definitely have Kevin represent us as our realtor agent in the future as he provided above and beyond professional service. We will highly recommend him to others as well. Thank you Kevin for all that you do!

-House Seller Closed Jan '22, 8281 Arborfield Ct, Fort Myers, FL \$480K • 3 Bed, 2 Bath, 1996 Sq. Ft.



### \*\*\*\*

We are so fortunate to have worked with Kevin Bartlett again. He is always prompt with his responses and does not hesitate to go above and beyond for us. Kevin made the selling process so easy for us, that it wasn't stressful at all and that is priceless. We will be using him again to buy our next home shortly!

-House Seller Closed Jan '22 25501 Springtide Ct, Bonita Springs, FL \$515K • 3 Bed, 2.5 Bath, 1906 Sq. Ft.

### WHAT CLIENTS ARE SAYING ON ZILLOW



Kevin has represented us for multiple million-dollar listings. He is a wealth of knowledge, easy to communicate with, and, most importantly, gets the job done for the most money! His experience shines through every step of the way. His negotiating skills are superb and honest. He grew up in SouthWest, FL and knows every area better than any realtor we have dealt with. We have had different types of homes and locations that he approached differently in the selling process. One home had been for sell for 2 years with another, more mature realtor who had years more experience. This person's approach was not appropriate for our home. Kevin came in and knew how exactly how to market the home, paying for separate advertising to out of town arenas. Within 45 days of listing with Kevin we were not only under contract but closed! - Donita diamomd



### \*\*\*\*

Kevin has been pleasure to work with! After interviewing 3 agents, his data driven research made him the obvious choice to list my home... receiving an above asking offer within the timeframe Kevin predicted. Responsive, thoughtful, and measured, are just a few key words that describe Him. Kevin has my thanks as well as my highest endorsement. - Justin Chris-Tensen



### \*\*\*\*

Knowledge Base helped us every step of the way. From showing us homes remotely to recommending specific homes after learning our likes and dislikes. We didn't make any offers the first couple of months that he helped use, but he helped us to learn more about the area. Finally, after we made an offer and it was accepted he helped us navigate the closing process and keep us on track. He returned all our calls and texts during the whole process promptly. He came deservedly highly recommended by a friend. I will use him again if I am looking for property again in SWFL. - William Whiting

### Tell me about yourself:

Name:
Address:
Phone:
Email:
Do you need to buy another property?



Listing Agreement HOA/Condo Disclosure Property Disclosures Additional Info: CDD Survey Sign Needed

How do you want to communicate:

Phone Calls Text Messages Messenger Email

What have you enjoyed living in this property?





Photos/Video: Matterport: Aerials: Floor Plan Purchase:

06

Staging help Virtual Staging Additional Info:



Owner Open Supra Keybox: /Code: Copies Y/N Office Accompany

Garage Code:



Owner Occupied: Vacant: 24 Hour Notice Required: Y/N Pet On Site:



Quantity: Preferred Date: Preference Of Agent: Additional Information:



Brochures Window Community Sheet Additional Info: Feature Sheet Review MLS Description Newsletter Placement



### Additional Information



# WHAT'S NEXT?

We are committed to providing exceptional service throughout all of Southwest Florida and offer extensive market knowledge of the area.



Fill out the Questionnaire pages, if you need my help or any advice, please do not hesitate to contact me any time!



Send over your Questionnaire pages



We are ready to start preparing your home for the market!



evin /

Broker/Owner

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# NOTES

Knowledge Base Real Estate 239.977.5642