

Tammy S Williams, Broker

Professional

- Real Estate Broker licensed by the State of Florida
- Selling Florida real estate since 2001
- Certified Negotiating Expert
- Go-to agent requested by banks to determine market value of properties (2,000+ houses to date)
- Recognized as a Top Producer by West Volusia Association of Realtors
- GRS designation (advanced real estate training from National Assoc. of Realtors)
- Bank owned property sales authority
- Certified Property Manager
- Property management since 1997
- Office management

Personal

- Lived in DeLand, FL from 1979- 1981, returned permanently in 2001
- Married since 1979
- 2 adult children (1 in FL, 1 in NYC)
- 2 cats and 1 adopted long-haired dachshund
- Enjoys creating healthy & healing vegan meals
- Recently completed Hippocrates Institute Lifestyle program
- Continually endeavors to master Florida gardening
- Fulfilled a longtime dream by completing the NYC Marathon in 2011

Meet the Team



Tammy Williams, Owner & Broker

Tammy Williams is the Broker & Owner of Integrity Real Estate. With over 16 years of experience in Florida real estate plus two decades in property management, Tammy knows how to meet the needs of both sellers and buyers. She always goes the extra mile to help sellers prepare their homes to make a splash on the market, and works tirelessly for buyers to find them the right house, while always upholding a level of integrity not always seen in the real estate industry. She has also become the go-to expert for banks looking for accurate valuation on foreclosed homes, assessing over 2,000 homes in the last 5 years alone.

Manuel Gomez, Mortgage Underwriter

Manuel is associated with Security National Mortgage Co. in Lake Mary Fl. His company offers several types of mortgages including conventional, FHA, and VA and also participates in down payment assistance programs. You can schedule a consultation with Manuel to see what loan will best fit your needs to purchase a new home.

Stephanie Peel, Mortgage Broker

Stephanie is associated with Home Team Equity in DeLand Fl. Her company offers several types of mortgages including conventional, FHA, and VA and also participates in down payment assistance programs. You can schedule a consultation with Stephanie to see what loan will best fit your needs to purchase a new home.

Watt Ramsey, Home Inspector

Watt is a licensed and insured home inspector with Integrity Home Inspection Services. He will thoroughly inspect any house you are considering for purchase so that you will know exactly what you are buying. After the inspection, he will go over any problems or red flags he has found and prioritize them from urgent to a "some day" fix. He also does inspections for sellers to identify any items that may be of concern to buyers.

Nancy Wheeler, Closing Officer

Nancy is with Trident Title in DeLand Fl. As a closing officer, she prepares all the legal forms that are needed for the closing or sale of your house. She also communicates with your lender (when you are buying) to ensure that all funds are available on closing day. If you are selling your house, she will allocate all funds from the sale to you and the proper agencies.

Easy Exit Listing

What is your biggest fear when you list your home?

It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Worry no more. Tammy takes the risk out of listing your home through the easy exit listing agreement.

1. You can cancel your listing at any time.*
2. No cancellation fee – ever.
3. You can relax, knowing that you will not be locked into a lengthy or binding contract.
4. If for any reason you are not 100% satisfied with our real estate services, if everything is not done exactly the way we promise it will be done, you may choose to withdraw the contract. Simply sign a withdrawal form which we will supply.

What could be a better and safer assurance than that?

YOU ARE IN CONTROL.

**Restrictions apply.*

Tammy Williams
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www.integrityrealestate.property

Flexible Fee Structure

Did you know that most brokers will charge you the same fee, no matter how your home sells? With our system, you have complete flexibility - after all, why pay for something you may not get?

6%

Your property sells through the MLS and the commission is shared equally with the other broker. Full service, full MLS.

Total fee 6%

5%

We find the buyer, write the contract and take care of the closing process. There is no other broker involved. Full service, full MLS.

Total fee 5%

\$995

Your home professionally listed in the MLS with up to 25 photos. You take calls from agents to schedule showings, accommodate all showing appts, negotiate all offers, write the contract, negotiate all appointments for inspections, appraisals and repairs, complete all paperwork for closing to completion of contract.

Total fee \$995

Our Communication Commitment

Fact: According to the National Association of Realtors, 70% of the public thought their agent did a poor job communicating with them. Not with Tammy Williams.

1. We will present your home in the most desirable & appealing way possible to attract buyers.
2. We will call you weekly to discuss feedback, showing traffic, market activity, and price adjustments with regards to positioning your home on the market.
3. You will be kept informed regarding new homes that come on the market that compete with yours, as well as recent sales around you.
4. You will visually see any brochures, websites, etc., to see how your home is being marketed.
5. We will hand deliver any correspondence that is of an urgent nature if needed.
6. We will update all agents and brokers in the area about your home.

Fast Sale = Less Hassle

142

FACT: IF THE ORDINARY AGENT IS ABLE TO SELL YOUR HOME IT WILL TAKE **142 DAYS.**

42

FACT: TAMMY SELLS HOMES ON AVERAGE IN **42 DAYS.**

FASTER SALE = LESS HASSLE & MORE MONEY IN YOU POCKET

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A Perfect Time to Sell

We all remember how hard Central Florida was hit by the downturn in housing sales starting in 2007. At that time, the median price of a house in West Volusia was \$214,000. By 2011 the median price was down to \$85,000.

But good news! That trend is over and prices are on the rise. In February of 2016 the median price was up to \$145,000 and by February of 2017 it was up to \$162,000. As of December 2017 the median price stands at \$202,000!

What that means for you – buyers are buying and your home now has more equity than it has since the recent recession. Let's talk about marketing your house so you can get the best price in the shortest amount of time

We offer our home sellers 2 ways to quickly get “home buyer exposure”.

What is a Broker’s Open and How Does it Benefit You?

On a selected weekday usually between 11:00 and 1:00, we invite every agent in the area for a tour of your home.* We take great measures to ensure the best turnout. This includes emailed invitations, emailing reminders the day before and providing food, drinks and gift card drawings. Agents respond well to Broker Opens and are even invited to bring their pre-screened buyers.

But how does this benefit You, the home seller?

While agents are touring your house, they are actively thinking of buyers who will fall in love with your house. Sure, they’ve already searched the MLS but nothing compares to seeing your home in person to match it to their buyers. And after they have left and gone back to their offices, your house will be in the front of their mind when the right buyer comes along.

Another advantage to you is the feedback agents generously share. They will express their thoughts on how well it is priced, how it compares to others already on the market, any features buyers will love and even conditions that they feel may not appeal to buyers, giving us the chance to correct these as needed. Valuable feedback from professionals – priceless!

Buyers Open House

Upon your request, we will hold open houses for the general public at reasonable intervals until your house has a contract for sale. These are typically held on weekends and can vary from 2 hours to 4 hours. We make great use of signage, directional arrows, balloons, flags – anything we have to attract interested buyers and bring people through. Once in the house, buyers will be greeted with snacks and drinks and educational information on your house, how to obtain a mortgage, the buying process and more.

This is beneficial to you as the home seller in a few different ways. First, on weekends buyers are known to cruise neighborhoods they are interested in to see what’s for sale. So an open house can be the equivalent of several showings all at once, making the process so much easier on you. Secondly, your neighbors may show up out of curiosity and end up having a friend or relative who wants to move into your neighborhood. Neighbors can be a valuable asset in finding a buyer for your house. And thirdly, we will be getting feedback from visitors regarding price and likes and dislikes. People are much more honest when not speaking to the actual owner so we get the inside scoop on what buyers are really thinking we can then either highlight the good or address the not so good!

*Restrictions apply

Internet Marketing

Tammy will feature your home on
TOP REAL ESTATE WEBSITES, INCLUDING THESE:

Realtor.com
HomeSeekers.com
Zillow.com
Trulia.com
RedFin.com
MLS.com
Craigslist.com
ZipRealty.com
Homes.com
Homes.org

Combined, these sites reach
hundreds of millions of
people!



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Listing Plan of Action

OUR OBJECTIVES ARE THE FOLLOWING:

1. To assist you in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate with you weekly regarding the results of our activities.
3. To assist you in negotiating the highest dollar value between you and the buyer.

TAMMY WILLIAMS WILL:

- Assist you in pricing your home competitively to open the market vs. closing the market.
- Take quality photos of your home, interior and exterior for marketing.
- Enter your home into the Multiple Listing Service to make other realtors aware of your property for sale.
- Showcase your home on dozens of websites for buyers to find.
- Place a lockbox on your door, enabling other realtors to preview and show your property.
- Place a "For Sale" sign in your yard to attract drive-by traffic.
- Design a special marketing plan, if needed, to accommodate the unique nature of your property.
- Make suggestions and advise you about changes you may want to employ in order to make your property more saleable.
- Assist in planning repair work to home if necessary.
- Offer guidance in furniture placement and staging the home.
- Place a basket of shoe covers in home to protect your floors from sand and debris.
- Send e-mail announcing new listings to local agents.
- Notify all buyers in our buyer profile system.
- Provide our exclusive communication commitment.
- Notify corporate relocation network of the new listing for incoming transferees.
- Expose your home to business affiliates, past clients, and your neighborhood through e-mail and USPS mail.
- Promote your home at our company sales meeting.
- Constantly update you regarding changes in the marketplace.
- Prospect for potential buyers for your property.
- Represent you on all offer presentations to assure you the best price and terms in negotiations.
- Stay in contact with buyers lender to ensure a timely closing.
- Communicate with title company and provide all paper work necessary to facilitate closing.
- Meet appraiser at property with a copy of the contract.
- Negotiate throughout the inspection period on your behalf.
- Attend the final closing and sale of your house, answering any questions and concerns you may have on closing day.
- And much more!

How to prepare your house for selling

The way you live in a house is not the same way you sell a house.

When you move into a new home you decorate it to your taste. Maybe you paint the walls a gorgeous shade of turquoise, hang sconces dripping with crystals in your bathroom or finally buy that cool leopard chair you've had your eye on for a while. But as we all know, beauty is in the eye of the beholder and we do not all have the same eye!

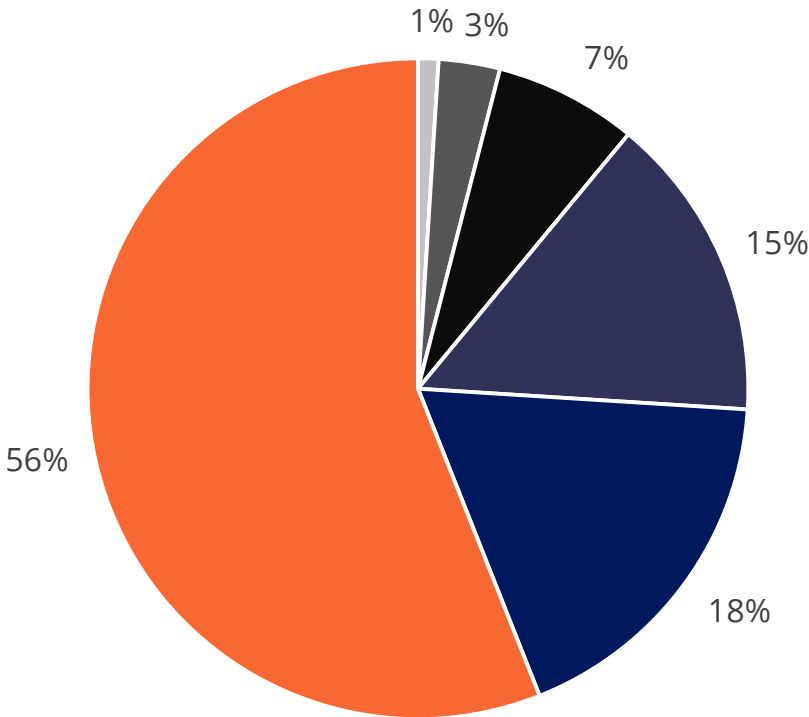
And when you live in a house, it's perfectly acceptable to have closets full of clothes (that's what they are for), all our appliances on the kitchen counter (we use them everyday) and tons of family pictures in every room (it's our family after all).

But buyers need a clean slate to imagine themselves in your house. Here are a few suggestions to make that easy for them and help you sell your house.

- **Declutter all surfaces.** This will make everything look larger.
- **Reduce items in closets and drawers.** Pack what you are taking and throw or give away what you won't.
- **De-personalize your space.** Pack family photos and displayed collections.
- **Replace, remove, or cover bold décor.** Think zebra couch. Buyers forget it has no relation to the house.
- **Clean all surfaces.** This includes windows (make them shine). This dazzles buyers like nothing else.
- **Eliminate odors.** Includes pet smells. Ask a friend to be brutally honest about this.
- **Neutralize wall colors.** Extreme wall colors are distracting to buyers. Fresh neutral paint looks clean.
- **Make repairs.** Inside and out. Buyers love well maintained houses and the more you can do the better.
- **Yard cleanup.** Mow, weed and mulch beds, get rid of trash and misc. items, plant flowers in pots
- **Clean Entrance.** Sweep and replace door mat, paint front door. Buyers will know you care.

If you are feeling overwhelmed, realize that these are suggestions, not requirements. But they do give you an idea what buyers look for in every house. Do what you can, hire it out if you are able, and don't sweat the small stuff.

Where Buyers Come From



- Open House
- Advertisement
- Relocation Company
- For Sale Sign/1-800 Info Line
- Internet
- Realtor Direct Contact

Staging Your Home

Home Staging is **the art of decorating a house to sell quickly and for top dollar**. Professional stagers do everything from making suggestions for furniture placement to bringing in a houseful of furniture and doing a complete décor make over.

Here are some staging tips you can do yourself at no or little cost:

Arrange the furniture to show off each room's best features. For example, if you have a fireplace in your living room, use it as focal point with furniture facing towards it. If you have built-in bookcases do not place furniture in front of them, instead place a reading chair and lamp close by to show buyers the possibilities and uses for this feature.

Scale back on some furniture. When a room is packed with furniture, it looks smaller, which will make buyers think your home is less valuable than it is. Make sure buyers appreciate the size of each room by removing one or two pieces of furniture.

Set the Scene. Set your dining room table with your best dishes and flowers. Add a new shower curtain, new hand towels and soaps to the bathrooms (and no personal items in sight).

Stage the outside too. If you have a porch, think about adding a bench or chairs with cushions. Help buyers be able to see themselves enjoying a cold drink while relaxing there. If you have a patio, furnish with a café style table and chairs or a pair of lounge chairs.

If this sounds overwhelming or you don't feel up to the task, Tammy offers a consultation with a stager*. The stager will come to your house and give you suggestions using your own furniture and accessories to feature your house in its best light.

*Restrictions apply

Integrity Real Estate

Integrity Real Estate Inc. is a high service boutique real estate agency in DeLand FL. Because we are a small independent firm in comparison to a large national chain, we are able to provide personal service based on honesty, integrity and industry expertise. We build relationships with our clients in order to understand and address their every concern. And because we are not bound by corporate culture, we are free to be creative in catering to our clients needs. Integrity Real Estate considers every client a valuable part of our business.

Knowledge

In addition to required continuing education for licensing, Tammy attends numerous courses through the West Volusia Association of Realtors to keep her current on real estate trends, laws, and the market.

Professional Standards

At Integrity Real Estate we provide our clients with the highest standards of performance in the industry. Always.

Financing Power

We maintain day-to-day contact with preferred lenders. This allows our buyers to find the best possible financing and our sellers to have qualified buyers.

Inventory Knowledge

We are always aware of the current inventory. The MLS is searched each morning to provide our buyers with the newest listings and our sellers with the most current comparables. We also work with "For Sale By Owners" to provide you with 100% of available inventory.

Commitment

We will always strive to provide our customers with the best brokerage experience in the business. Your individual and unique real estate needs will be treated with personal attention based on integrity and industry expertise.

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Giving Back

BUY OR SELL WITH ME – ADOPT A PET FOR FREE!

As a life long animal lover I am proud to offer clients who buy or sell with me an opportunity to adopt a pet from a local shelter. I will happily cover the adoption fee from one of these fantastic local organizations:

- Edgewater Animal Shelter
- ARK animal rescue
- West Volusia Humane Society
- Or any responsible shelter of your choice