

The background of the entire page is a photograph of a modern interior space. On the left, a dark-framed glass door is partially open. To the right, a large window looks out onto a balcony. On the balcony, there is a dark wooden table with several chairs. A large, leafy green plant in a pot sits on the table. The scene is brightly lit, suggesting daytime.

THE ULTIMATE
SELLER

GUIDE

YOUR PARTNER IN A
SUCCESSFUL SALE

COMPASS

WE MAKE THE
PROCESS SEAMLESS

Let's sell your home

Beth Raulerson

LUXURY REALTOR

- 
- 01 | **ABOUT AGENT AND THE TEAM**
Get to know your trusted partner
 - 02 | **SELLING JOURNEY**
The overview of selling home process
 - 03 | **PRICING STRATEGY**
Position your home for success
 - 04 | **HOME PREPARATION**
Getting you home market-ready, staging & vendor list
 - 05 | **MARKETING YOUR HOME**
Reaching the right buyer
 - 06 | **OFFER AND NEGOTIATION**
Securing the best outcome
 - 07 | **SHOWINGS & OPEN HOUSE**
Creating the best first impression for buyers
 - 08 | **UNDER CONTRACT & CLOSING**
What to expect at the final stage
 - 09 | **COST OF SELLING YOUR PROPERTY**
Understanding the expenses in selling your home
 - 10 | **HOME GLOSSARY**
Key terms and definitions to know
 - 11 | **TESTIMONIAL**
Stories from past clients

hi

THE AGENT

I'm Beth Raulerson

Welcome to this seller guide.

I'm not just here to help you sell your home—I'm here to take the stress out of the process and make sure you feel supported every step of the way. With over 10 years of experience, I feel honored to help others turn their real estate goals into reality.

Results matter, but the relationships I build with my clients matter even more. Over 70% of my business comes from repeat and referred clients. To build and maintain trust, I focus on delivering a high level of service, offering honest advice, communicating clearly and in a timely manner, and supporting you throughout the process.

16+

Years of Experience

175 +

Family served



SELLING JOURNEY

AGENT

01

Choose a trusted real estate professional who understands your goals and can guide you through the selling process with expertise.

HOME PREP

03

Home necessary repairs, declutter, and stage your home to make it appealing to potential buyers.

OFFER & NEGOTIATION

05

Your agent will present and review all offers, guide you through the terms, and negotiate on your behalf to secure the best possible outcome.

PRICING

02

Your home is strategically priced using market trends, comparable sales, and its unique features. A market analysis is available after agreement.

MARKETING

04

Your agent will create a marketing plan to promote your property, including listing it on the MLS, advertising, and holding open houses.

CLOSING

06

Transfer of funds and ownership are completed, all final documents are signed, and the seller is paid and ready to move.

THE ADVANTAGE OF SELLING YOUR HOME WITH US

With us, it's not just about selling your home—it's about making sure you feel comfortable, understood, and supported throughout the entire journey. We take the time to listen, guide, and be there for you, so you always feel confident in your decisions. All services include:

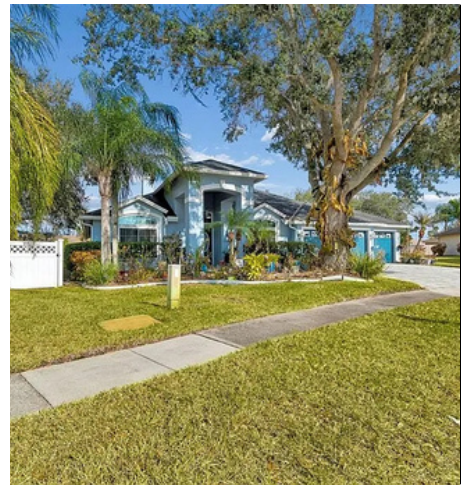
- Seller consultation & pricing
- Pre-listing guidance
- MLS listing setup
- Professional photography
- Showing coordination
- Open house hosting
- Offer review & negotiation
- Contract-to-close management
- Weekly updates
- Final walkthrough coordination
- Closing support

WE SUPPORT EVERY STEP OF THE SELLING JOURNEY

RECENTLY SOLD



12408 EAGLES ENTRY DRIVE
5BED | 6BATH | 4,180SQFT
SOLD AT \$1,036,055



10022 OXFORD CHAPEL DRIVE
4BED | 3BATH | 2,845SSQFT
SOLD AT \$600,000



4306 W CORONA STREET
5BED | 5BATH | 4,137SQFT
SOLD AT \$2000,000



11618 WHITEROOK COURT
3BED | 2BATH | 1,711SQFT
SOLD AT \$595,000

** A market analysis is available after agreement.*

DETERMINE FACTORS

For if a property will sell or will not sell

PRICING

Setting the right price is a key factor in whether a property sells. Using my competitive market analysis tools, we will suggest your home's best listing price. We sell homes **HIGHER** than the market average because we list homes at the correct price from the start

HOW IT SHOWS

First impressions matter. The way a property is presented—cleanliness, lighting, staging, and overall condition—directly impacts buyer perception. A well-presented home helps buyers emotionally connect and envision themselves living there, increasing the likelihood of offers.

MARKETING

We use thoughtful, **HIGH QUALITY MARKETING** to make sure your home stands out—prospecting daily for potential buyers and maximizing exposure across online, social media, print, and our network. Throughout the process, We keep you regularly updated and review progress together.

PRICING STRATEGY

When you decide to sell your home, setting your asking price is one of the most important decisions you will ever make, especially in a market with changing interest rates and selective buyers. **We use current market data and sales trends to position your home competitively**—helping attract the right buyers and achieve the best possible outcome.

COMMON PRICING STRATEGIES

PRICE ABOVE MARKET VALUE

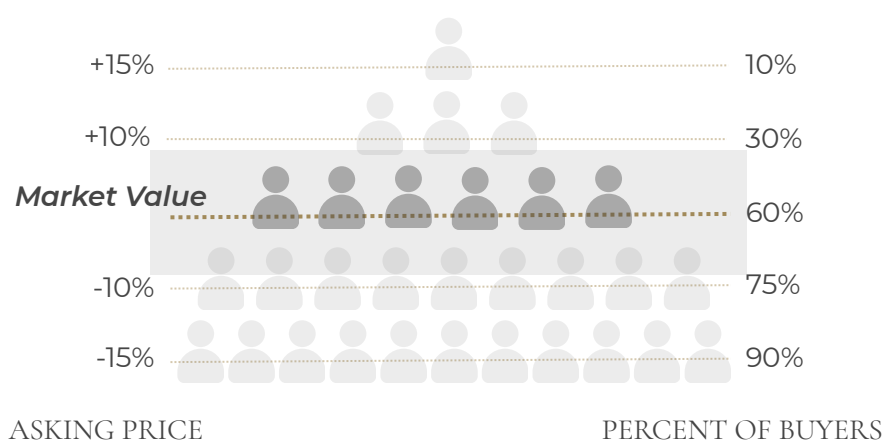
Positioning your home above market value can be effective when it offers unique features, a prime location, or desirable proximity to schools, city centers, or key amenities.

PRICE AT MARKET VALUE

Aligning the property's price based on sales volume, inventory levels, buyer preferences, local market to ensure the price reflects current market conditions.

PRICE BELOW MARKET VALUE

Pricing a property lower than the market average to attract a large number of potential buyers generates interest and encourages faster offers.



GETTING THE PRICE RIGHT FROM THE
START HELPS ATTRACT THE **RIGHT**
BUYERS AND CAN LEAD TO A **FASTER**
SALE.

Curious what your home could be worth? Feel free to reach out

Compass

BETH RAULERSON

813.422.4846

beth.raulerson@compass.com

HOME PREPARATION

When your home feels clean, neutral, and uncluttered, it's easier for buyers to picture their life there. If you would like more specific advice on exactly what your property can benefit from, feel free to contact us.



EXTERIOR

- Clean entryway, door, and exterior surfaces
- Wash or paint the home's exterior
- Paint the front door
- Refresh landscaping, trim overgrown plants
- Clean interior and exterior windows
- Ensure exterior lighting is working
- Hide trash bins and outdoor clutter

INTERIOR

- Minimize personal items, decorations & furniture
- Arrange furniture to create an open flow
- Declutter surfaces and shelves
- Consider a storage facility if necessary
- Open curtains to maximize
- Add simple pillows and throws
- Create a focal point (art, fireplace, or seating)



SMALL LITTLE THINGS

- Add a welcome mat to create a warm first impression
- Let in natural light by opening curtains or blinds.
- Fix minor visible repairs
- Place fresh flowers or plants to make the home feel inviting.
- Ensure the home smells fresh and inviting, with a subtle, clean scent.

STAGING TO SELL

Could home staging make a difference? A report from NAR suggests it could help sell a home faster and for more money.

Home staging is just what it sounds like—setting the stage for what your home has to offer potential buyers. The purpose of home staging is to:

- Highlight the features of the home
- Make everything look more spacious
- Give hints of what each room could be used for
- Let prospective buyers visualize themselves living there

According to the NAR report 2025, agents report the specific areas of the home tend to have a larger impact on potential buyers than others, namely **bedrooms, living rooms, and bonus spaces like offices**. So, when time and resources are limited, encouraging sellers to focus on these critical areas may benefit their bottom line the most.

83%

of buyers' agents believe staging a home helps buyers visualize it as their future home.

60%

of buyers' agents cited that home staging had an effect on some buyers

32%

higher perceived value when a home is staged to match buyer preferences

Reference: NAR (2025 Profile of Home Staging)



01

STRONG ONLINE PRESENCE

Your home is listed on MLS and syndicated across major platforms like Zillow and Realtor.com, ensuring it's seen by buyers actively searching.

02

PHOTOGRAPHY & STAGING

High-end visuals that sell the lifestyle, not just the space. First impressions are made online. We invest in high-end photography, twilight shots, and curated staging to showcase your home's full lifestyle potential to discerning buyers.

03

PRIVATEBUYER NETWORK

Beyond public listings, your home is quietly promoted to our curated network of pre-qualified buyers, investor clients, and fellow luxury agents — often generating offers before hitting the open market.

MARKETING

STRATEGY

04

PRINT & LIFESTYLE MARKETING

Branded property brochures, neighborhood guides, and placements in local luxury lifestyle publications that reach buyers who aren't purely searching online.

05

TARGETED SOCIAL & DIGITAL ADS

Custom ad campaigns on Instagram and Facebook target buyers by income, lifestyle, and geography. Your property is shown to the right audience at the right moment — not just anyone scrolling by.

06

CREATING BUYER ENGAGEMENT

Open houses and private showings allow buyers to experience the home and build a stronger connection.



48%

of home buyers used open houses during their home search process.

SHOWINGS & OPEN HOUSE

A showing is a one-on-one appointment where a buyer (often with their agent) schedules a time to view a home in person.

An open house is an event held by the seller's real estate agent, usually on a weekend, when anyone can walk through a home that's for sale.

- Keep the home clean, organized, and depersonalized.
- Fix any visible damage or maintenance issues.
- Open all curtains to let in as much natural light as possible.
- Take your pets with you or ask a friend to watch them.
- Stay available in case your real estate agent or potential buyers have questions.
- Safety first: secure valuables, medications, and any personal items.

OFFER COMPARISON

Use this worksheet to compare offers you receive on your home

KEY TERMS	OFFER 1	OFFER 2	OFFER 3
BUYER OFFER PRICE	\$	\$	\$
Offer Date			
Request Closing Date			
Financing Type	☐ Conventional ☐ FHA ☐ VA ☐ Cash ☐ Other	☐ Conventional ☐ FHA ☐ VA ☐ Cash ☐ Other	☐ Conventional ☐ FHA ☐ VA ☐ Cash ☐ Other
Down Payment (%)			
Pre-Approved	☐ Received ☐ Not yet	☐ Received ☐ Not yet	☐ Received ☐ Not yet
Contingencies	☐ Inspection ☐ Appraisal ☐ Financing ☐ Sale of buyer's home	☐ Inspection ☐ Appraisal ☐ Financing ☐ Sale of buyer's home	☐ Inspection ☐ Appraisal ☐ Financing ☐ Sale of buyer's home
Escalation Clause	☐ Yes ☐ No		
Other terms			
How do I feel about this offer?	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
Pros			
Concerns			
Note			

OFFER & NEGOTIATION

1 OFFER RECEIVE

When your home is listed, offers can come in quickly. We review each one with you as it arrives, explaining the key terms in plain language so you always know where you stand and what your options are.

2 EVALUATE & COMPARE

We take a close look at the buyer's financing, proposed contingencies, and closing timeline to give you a complete picture of each offer's true strength.

3 COUNTEROFFERS

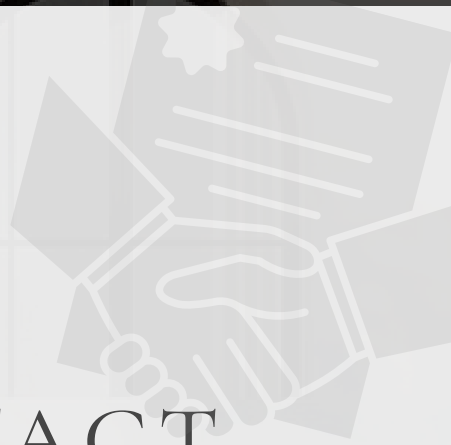
If an offer isn't quite right, we help you respond with a clear, well-positioned counteroffer that moves negotiations forward while keeping your goals firmly in focus.

4 NEGOTIATION

We manage every round of negotiation on your behalf — communicating professionally, protecting your interests, and keeping the process on track.

5 ACCEPTING AN OFFER

Once the seller is satisfied with the terms of the offer, we confirm all contingencies are met, manage the paperwork, and keep every party aligned so closing day arrives without surprises.



UNDER CONTRACT

At this point, your home is officially under contract. This means a buyer has submitted an offer that you have accepted, and both parties are moving forward toward closing. During this stage, several important steps take place behind the scenes, including inspections, appraisals, financing approval, and final negotiations if needed. The seller may need to make repairs or negotiate any issues that arise during this period.

CLOSING

Closing is the final step in the home-selling process and the moment ownership officially transfers to the buyer. The escrow officer will look over the contract and make sure all documents are signed, final funds are processed, the buyer's title is recorded, and that you receive payoffs that are due to you. I will coordinate closely with all parties involved to make the process as seamless and stress-free as possible, so you can confidently move on to your next chapter.



COST OF SELLING YOUR PROPERTY

Selling a property comes with a few important costs to keep in mind. Understanding these expenses in advance can help you plan ahead and make the selling process feel smoother and more manageable.

REAL ESTATE COMMISSION

A professional evaluation of your home's market value, typically required by the buyer's lender before final loan approval.

HOME REPAIRS & IMPROVEMENTS

A few updates or minor repairs can help showcase your home at its very best.

STAGING & PHOTOGRAPHY

Professional staging and beautiful photography can make a strong first impression and attract more interest from buyers.

CLOSING COSTS

There may be a few administrative and legal expenses involved to help finalize the sale smoothly.

MOVING EXPENSES

Planning ahead for moving or storage costs can help make your transition easier and less stressful.

MORTGAGE PAYOFF & FEES

If applicable, the remaining mortgage balance will typically be settled as part of the closing process.

SELLER NET PROCEEDS

What you may expect to receive after the sale of your home

ESTIMATED SALE SCENARIO LISTING PRICE	EXAMPLE \$789,000	OPTION 1 \$	OPTION 2 \$
PRE-LISTING COSTS Staging, Cleaning & Minor Repairs	\$7,500	\$	\$
SELLING COSTS			
Listing Agent Commission (2.5%)	\$19,725	\$	\$
Buyer Agent Compensation (2.5%)	\$19,725	\$	\$
Seller Concessions (1%)	\$7,890	\$	\$
Transfer Tax	\$500	\$	\$
Title Fees	\$1,500	\$	\$
Escrow / Closing Fees	\$800	\$	\$
Home Warranty	\$500	\$	\$
Miscellaneous Closing Costs	\$1,200	\$	\$
TOTAL ESTIMATED COSTS	\$59,340	\$	\$
MORTGAGE PAYOFF	\$375,500	\$	\$
ESTIMATED NET TO SELLER	\$354,160	\$	\$

Reach out anytime to schedule a consultation and review your options together. I'll help you maximize your home's value and achieve the best possible sale price.

HOME SELLER GLOSSARY

APPRAISAL

A professional evaluation of your home's market value, typically required by the buyer's lender before final loan approval.

CLOSING COSTS

Fees associated with the sale of a property that are paid at closing, including commissions, transfer fees, and title fees.

CONTINGENCY

An agreement or condition that must be met before the terms of a contract are fully binding.

ESCROW

A secure account where funds and important documents are held by a neutral third party during the transaction process.

HOME INSPECTION

A professional assessment of the property's condition, including major systems and structural components.

LISTING AGREEMENT

A contract between the seller and real estate agent outlining the terms of the home sale and representation.

MARKET VALUE

The estimated price a home is likely to sell for based on current market conditions, location, and comparable sales.

PRE-APPROVAL

A lender's confirmation that a buyer qualifies for a mortgage up to a certain amount, strengthening their offer.

TITLE SEARCH

A review of public records to confirm legal ownership of the property and identify any liens or claims.

UNDER CONTRACT

The stage after a seller accepts an offer and both parties agree to move forward toward closing.

SUCCESS STORIES



Look no further if you're after the best realtor in Tampa Bay. I've bought and sold a home with Beth and she's amazing in every sense of the word consistently going above and beyond in both transactions. I can't recommend her enough.



Beth is literally the best! It took us so long to find the perfect home and she was right there beside us every step of the way. She is super knowledgeable and reliable. It didn't matter what day or time, if we needed her she was there for us. I couldn't have asked for a better realtor. Great experience. She has gained a customer for life! Will definitely be recommending her to friends and family as well.



Beth was an amazing realtor to work with. As a first time home buyer, I wanted to make sure that I understood everything and went through the process as seamless as possible. Beth made sure that all happened for me. When we first spoke, she listened to me with exactly what I was looking for and truly hit the nail on the head with what she showed me. The entire experience from start to "close" was amazing - would absolutely recommend Beth and use her again!

Market Your Home to 60 Million Buyers

No Days on Market.
No Price Drop History.

COMPASS | Rocket | Redfin



Market your home as a Coming Soon on Compass.com and Redfin.com to reach 60 million buyers. This dramatically expands your home's exposure without public days on market or price drop history that can damage its perceived value.

Prioritized Visibility

Your home receives premium placement on Compass.com and Redfin.com, prioritizing it in search results.

No Visible Price Drop History

Price reductions are not publicly displayed, protecting your home's value.

No Automated Valuations

Protects your home from algorithm-based estimates that can misrepresent your home's true value.

No Days on Market

While we build early demand, your home does not accumulate days on market, a metric buyers often use against you.

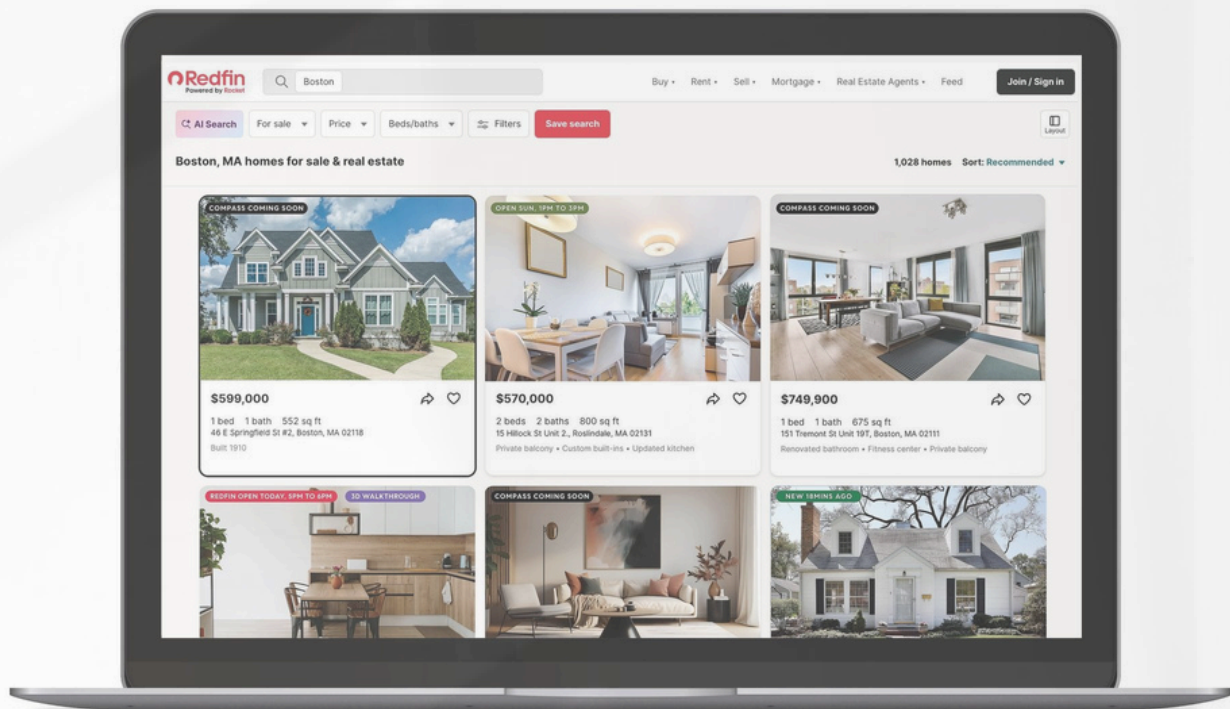
Direct Connection to Serious Buyers

Unlike other sites, every serious buyer is connected directly to me, the agent who knows your property best.

You may opt out of syndication to Redfin.com at any time.

COMPASS | Rocket | Redfin

Featured First as Coming Soon on Redfin.com



Access 60 million unique monthly buyers.

Prioritized Visibility

Your home receives premium placement on Redfin.com, prioritized in search results and featured ahead of other listings. Coming Soon listings are also highly ranked on Google, ensuring serious buyers find your home first.

Unmatched Reach, Uncompromised Value Your Coming Soon listing reaches 60 million buyers on Redfin.com without days on market, price drop history, status change history, or automated home valuation estimates that can undermine your home's value.

COMPASS

Beth Raulerson

beth.raulerson@compass.com
813.422.4846

    @socialmedia

Let's
connect

