



# Sell Your Home **With** **Confidence**

Your listing presentation. One team, one point of contact, from listing to closing.

RYAN AND MEGAN WINSLOW · WINSLOW HOMES

## YOUR GOALS FIRST

# One Team, One Phone Number

- ◇ Most agents hand you off: one company for financing, another for repairs, a third for staging advice.
- ◇ You end up managing five conversations instead of one.
- ◇ With Winslow Homes, brokerage, mortgage lending, repair coordination, marketing and negotiation sit under one roof.
- ◇ You get one phone number, one team and one commitment.
- ◇ Our goal: sell your home for the highest price in the shortest time.





#### MEET YOUR TEAM

## Ryan and Megan Winslow

- ◆ Founders of Winslow Homes, a family-owned and operated luxury real estate brokerage.
- ◆ Licensed in Florida, Massachusetts, Connecticut and Rhode Island, guiding clients since 2009.
- ◆ Offices throughout New England and Central Florida, with concierge-level service for every client.
- ◆ Mortgage Bankers with The Federal Savings Bank, lending in all 50 states.
- ◆ One integrated model for your sale and your buyer's financing, built to simplify the deal and maximize results.



#### MEET RYAN

## Ryan Winslow

- ◇ United States Army veteran and Massachusetts native.
- ◇ Brings discipline, leadership and deep construction and property development knowledge to every sale.
- ◇ Certified General Contractor (FL CGC1532337, MA CS-116069) and Certified Building Professional.
- ◇ His technical background helps you judge value, potential and quality with confidence.
- ◇ Real estate broker in FL, MA, CT and RI. NMLS #2426605.



#### MEET MEGAN

## Megan Winslow

- ◆ Accomplished broker with a background in business and design.
- ◆ Brings a refined sense of style and organization to every listing.
- ◆ Her attention to detail means each property is positioned, presented and marketed for premium results.
- ◆ Real estate broker in FL, MA, CT and RI. NMLS #2692933.



OUR TRACK RECORD

# Results Since 2009

3,000+

homes closed

\$1B+

total sales volume

17

years of negotiation  
experience

4

states licensed: FL, MA, CT,  
RI

BUILT FROM THE GROUND UP

## A Brokerage Built on Results

### Four states

Real estate brokers in FL, MA, CT and RI, with offices throughout New England and Florida.

### All 50 states

Federally licensed mortgage lending as Mortgage Bankers with The Federal Savings Bank.

### Best of Central MA

Named Best of Central MA multiple years.

### Thousands of clients

Guided through buying and selling since 2009.



#### WHAT THIS MEANS FOR YOU

## Agent, Lender and Builder in One

- ◇ Your listing agent is also a licensed mortgage lender with construction expertise.
- ◇ When a buyer needs financing, we handle it.
- ◇ When your home needs repairs before listing, we coordinate them.
- ◇ When negotiations get tough, 17 years and 3,000+ closings back every move.
- ◇ No other team in the market brings all three under one roof.

OTHER AGENTS LIST AND HOPE. WE  
ENGINEER EVERY STEP.

## The Winslow Homes Difference

- ◆ Licensed real estate broker with pre-listing repair coordination built in.
- ◆ Mortgage lending in all 50 states and buyer pre-qualification in-house.
- ◆ Professional photography and video on every listing. Typical agent: sometimes.
- ◆ Drone aerials, 3D Matterport tours and targeted social ads. Typical agent: varies.
- ◆ A dedicated transaction manager and one point of contact from start to finish.
- ◆ Multi-state reach across FL, MA, CT and RI.



# Our Market Coverage

FLORIDA  
Miami

FLORIDA  
Fort Lauderdale

FLORIDA  
New Smyrna Beach

FLORIDA  
Orlando

FLORIDA AND SURROUNDING TOWNS  
Florida Keys

MASSACHUSETTS, PLUS RI AND CT  
Worcester and Boston



#### LOCAL SEARCH REACH

## 1,100+ Local Market Pages

- ◇ We serve sellers across four states with 1,100+ city and county pages on WinslowHomesLLC.com.
- ◇ Each page carries local market data, school information, lifestyle details and active listings.
- ◇ These pages drive search traffic straight to homes listed in those communities.
- ◇ Your home sits on a search engine magnet built to attract buyers in your market, not a typical agent website.

FROM FIRST CALL TO CLOSING

## Our 10-Step Selling Process

- |                    |                                                                                             |
|--------------------|---------------------------------------------------------------------------------------------|
| 1. Consultation    | We tour your home, learn your goals, timeline and motivation, and spot value improvements.  |
| 2. Market analysis | Sold, active, pending and expired data, price per square foot, days on market, concessions. |
| 3. Pricing         | Data, not emotion. We target the sweet spot that draws multiple offers.                     |
| 4. Preparation     | We identify and coordinate the repairs with the highest return.                             |
| 5. Production      | HDR photos, drone, 3D tours, video, a custom property website and brochures.                |



WINSLOW HOMES



## FROM FIRST CALL TO CLOSING

# 10-Step Process, Continued

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### 6. MLS launch

Live on the MLS and syndicated to Zillow, Realtor.com, Redfin, Trulia and WinslowHomesLLC.com.

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### 7. Digital ads

Facebook, Instagram and Google ads, buyer emails and retargeting, paid with real dollars.

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### 8. Showings

Centralized booking, instant feedback, staffed open houses and buyer pre-qualification.

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### 9. Negotiation

Every offer broken down by price, terms, contingencies, financing and timeline.

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### 10. Closing

Inspections, appraisal, title and logistics managed. You sign and collect your proceeds.

## PRICING STRATEGY

# The First 14 Days Decide It

- ◇ The right price in the first 14 days determines your outcome.
- ◇ Your home gets the most buyer attention in its first two weeks. After that, traffic drops sharply.
- ◇ Homes priced right from day one sell faster and for more than homes reduced later.
- ◇ That is why pricing, photos and marketing must be perfect on Day 1.
- ◇ We take no shortcuts during launch week.



## THE COST OF OVERPRICING

# Overpricing Costs You Money

**60%**

fewer showings when listed  
10% over market value

**30 days**

the point where overpriced  
homes face price cuts

**5-10%**

average drop below asking  
for homes on market past 30  
days

**60 days**

after this, buyers assume  
something is wrong



## OUR CMA PROCESS

### Your Written CMA

- ◇ Recent sold comparables: last 90 days, within 1 mile, similar size and condition.
- ◇ Active competing listings, pending sales not yet closed and expired listings that failed.
- ◇ Adjustments for upgrades, lot size, location advantages and current market velocity.
- ◇ A written report with our recommended list price and the reasoning behind it.
- ◇ Data-driven, not based on what you want or what Zillow says. Trust the CMA.

## YOUR PRICING OPTIONS

# Choose Your Priority

### Maximum price

Your top goal is the highest sale price and net proceeds.

### Fastest sale

Your top goal is speed and a firm closing date.

### Balanced approach

A mix of price and speed, priced to draw competing offers.

### Our rule

Overpricing kills deals and creates stale listings buyers use as leverage. Underpricing leaves money on the table.

## PRE-LISTING PREPARATION

# Repairs Without the Guesswork

- ◇ Most agents hand you a checklist and tell you to make repairs.
- ◇ Ryan walks your property, identifies what needs fixing and coordinates the work.
- ◇ We know which repairs add value and which waste money.
- ◇ No guesswork. No chasing vendors.
- ◇ Buyers pay more for move-in ready homes. A \$5,000 investment often returns \$15,000-\$20,000 at closing.



## COMMON PRE-LISTING IMPROVEMENTS

# Where Your Prep Dollars Go

### Cosmetic updates

Neutral paint, updated light fixtures, new cabinet hardware, pressure washing. The highest return per dollar.

### Functional repairs

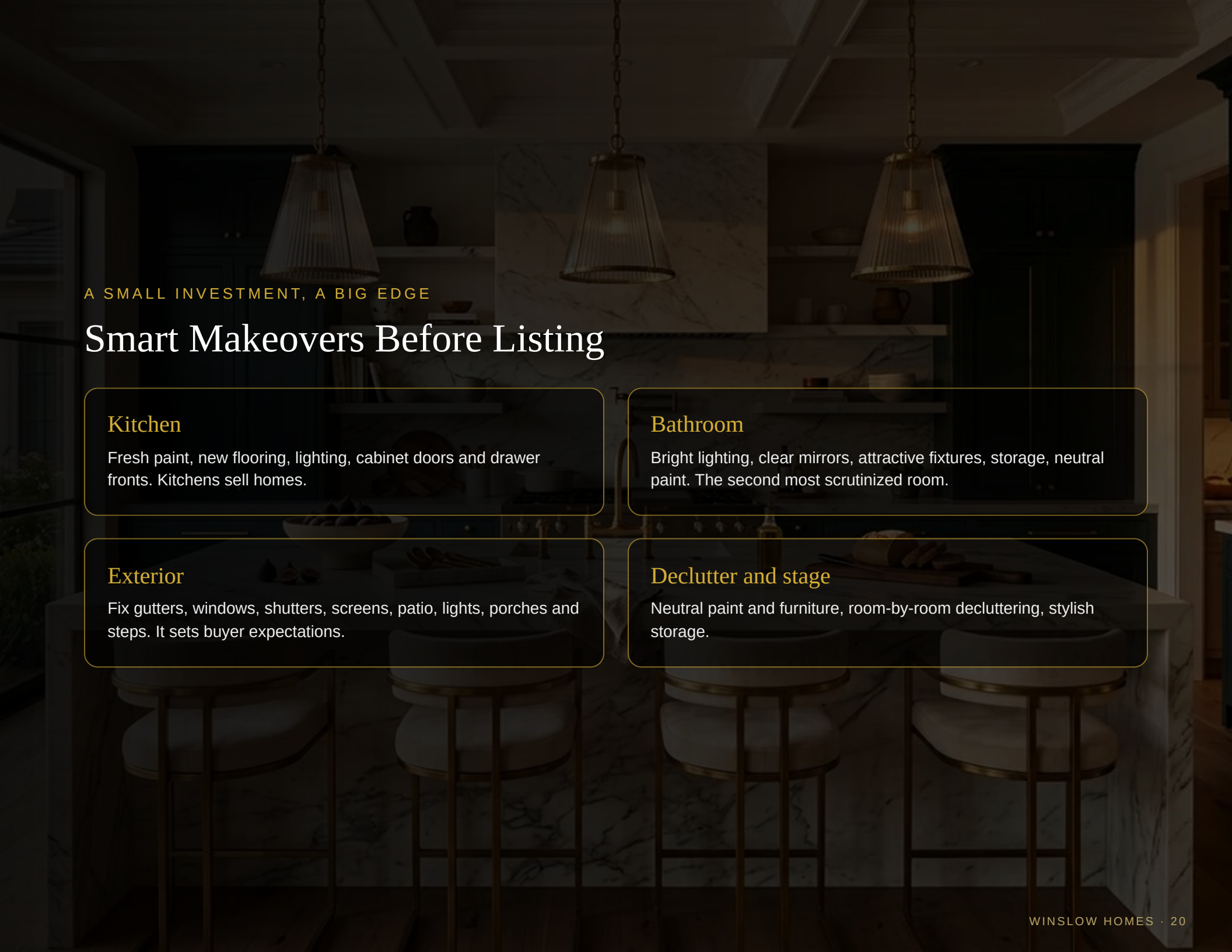
Leaky faucets, broken tiles, sticking doors, cracked grout. Fix them and remove the buyer's ammunition.

### Curb appeal

Landscaping cleanup, mulch beds, power-washed walkways, fresh house numbers. 90% of buyers drive by first.

### Staging guidance

Furniture placement, decluttering and depersonalizing. Staged homes sell 73% faster, per NAR data.



A SMALL INVESTMENT, A BIG EDGE

# Smart Makeovers Before Listing

## Kitchen

Fresh paint, new flooring, lighting, cabinet doors and drawer fronts. Kitchens sell homes.

## Bathroom

Bright lighting, clear mirrors, attractive fixtures, storage, neutral paint. The second most scrutinized room.

## Exterior

Fix gutters, windows, shutters, screens, patio, lights, porches and steps. It sets buyer expectations.

## Declutter and stage

Neutral paint and furniture, room-by-room decluttering, stylish storage.



## SHOW-READY

# Tips to Show Your Home

- ◇ Buyers judge your home the moment they step inside.
- ◇ Unless they want a fixer-upper, buyers prefer well-maintained, clean and decluttered homes.
- ◇ Cluttered homes look smaller and darker, and buyers assume they need repairs.
- ◇ Add scented candles or fresh flowers to the main living space.
- ◇ We advise you on which renovations matter most to your value.

## YOUR HOME MARKETING PLAN

# A Product Launch for Your Home

- ◆ Your digital presence decides how many buyers walk through the door.
- ◆ HDR photography with wide-angle lenses and twilight exteriors shows every room in its best light.
- ◆ We reshoot if the results are not perfect.
- ◆ Cinematic video walk-throughs for social media and YouTube.
- ◆ 3D Matterport tours let out-of-state buyers make offers from anywhere.
- ◆ A custom property website and printed brochures complete the package.





## DRONE AND AERIAL

# The View From Above

- ◇ FAA-compliant drone photography and video.
- ◇ Shows your lot, your neighborhood and your proximity to amenities.
- ◇ Waterfront, acreage and unique properties gain the most from aerial views.
- ◇ Every listing gets the full treatment, because first impressions happen online.

DIGITAL REACH

# Your Home, Everywhere Online

88%

of buyers start their search online

500+

websites, including Zillow, Realtor.com,  
Redfin, Trulia and Homes.com

1,100+

local market pages on  
WinslowHomesLLC.com

## PAID ADS AND BUYER DATABASE

# Ads That Find Real Buyers

- ◆ Targeted Facebook and Instagram ads by location, income and interests, with stories, reels and carousels.
- ◆ Paid campaigns, not organic posts that reach 12 people.
- ◆ Google Ads capture active search traffic. Retargeting follows interested buyers across the web.
- ◆ Email to our buyer database, segmented by price range, location and property type.
- ◆ Network agents get direct notice, so motivated buyers see your home before Zillow.





## 20-POINT MARKETING PLAN, POINTS 1 TO 5

# The 20-Point Plan: Launch

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### Online placement

Strategic placement of your home online. Unlike other companies, we receive every lead it generates.

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### Agent alert

Internal announcement to our agents throughout FL, MA, CT and RI.

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### Yard sign

A Winslow Homes For Sale sign lets locals know your home is available.

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### Photography

Professional photos of every room, the exterior and key features.

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### Virtual tour

Published online for remote and out-of-state buyers.

20-POINT MARKETING PLAN, POINTS 6  
TO 10

## The 20-Point Plan: Exposure

- ◆ Free staging consultation to maximize your home's visual appeal.
- ◆ Professional listing brochure designed by our marketing team.
- ◆ Social media posts on every milestone: new, open house, price change, pending and sold.
- ◆ Postcards to neighbors announcing your home is for sale.
- ◆ Reverse prospecting to agents actively searching for homes like yours.





## 20-POINT MARKETING PLAN, POINTS 11 TO 15

# The 20-Point Plan: Outreach

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### Open houses

Open houses, virtual when needed, to maximize buyer foot traffic.

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### Neighbor invites

Open house invitations sent to surrounding homes.

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### Buyer email

An announcement to our full buyer database.

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### Follow-up

Aggressive follow-up with every prospective buyer who shows interest.

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### Broker open

A broker open house exposes your home to other agents' buyers.

20-POINT MARKETING PLAN, POINTS  
16 TO 20

## The 20-Point Plan: Updates

- ◆ Facebook advertising and promoted posts targeting qualified buyers.
- ◆ Weekly check-in calls keep you on the pulse of activity.
- ◆ Automatic email delivery of all showing feedback through ShowingTime.
- ◆ Automatic emails on new listings, pendings and sales in your neighborhood.
- ◆ Weekly pricing review, with immediate notice of market changes that affect your home.





## OUR SHOWING SYSTEM

# Showings on Your Schedule

- ◇ All requests run through a centralized booking platform.
- ◇ Instant text or email alerts let you approve, deny or reschedule each request.
- ◇ Agents give feedback after every visit, and we share it with you immediately.
- ◇ Lockbox access is tracked and logged for your security.
- ◇ You do not need to be home. Buyers explore more comfortably without the owner present.

#### OPEN HOUSE STRATEGY

## Open Houses That Qualify Buyers

- ◆ Licensed agents staff every open house and qualify visitors on the spot.
- ◆ We collect contact details from every attendee and follow up within 24 hours.
- ◆ Interested visitors get immediate pre-qualification with Ryan and Megan.
- ◆ Promotion includes social media ads, MLS announcements, yard signs and neighborhood outreach.





## OFFER REVIEW

# Every Offer, Fully Broken Down

- ◆ Price is one piece. Terms, contingencies, dates, repair credits and earnest money all shape your net.
- ◆ You see each offer's price, terms, contingencies, financing strength and closing timeline.
- ◆ We advise on counteroffers and negotiate hard on your behalf.
- ◆ 3,000+ transactions taught us how to read buyers and maximize your proceeds.
- ◆ We help you see your home through buyer eyes and decide on market reality, not sentiment.

## EXPERT NEGOTIATION

# What We Negotiate for You

|                |                                                                       |
|----------------|-----------------------------------------------------------------------|
| Purchase price | Counters based on market data, buyer motivation and competing offers. |
| Repairs        | We dispute inflated inspection requests with actual cost data.        |
| Appraisal gaps | Comparable data to the appraiser's supervisor to defend your value.   |
| Closing costs  | Structured to protect your net and keep the buyer at the table.       |
| Contingencies  | Tighter deadlines keep buyers committed.                              |
| Closing date   | Set to your needs, slow or fast.                                      |





#### THE CONSTRUCTION ADVANTAGE

## Inspection Reports, Read Right

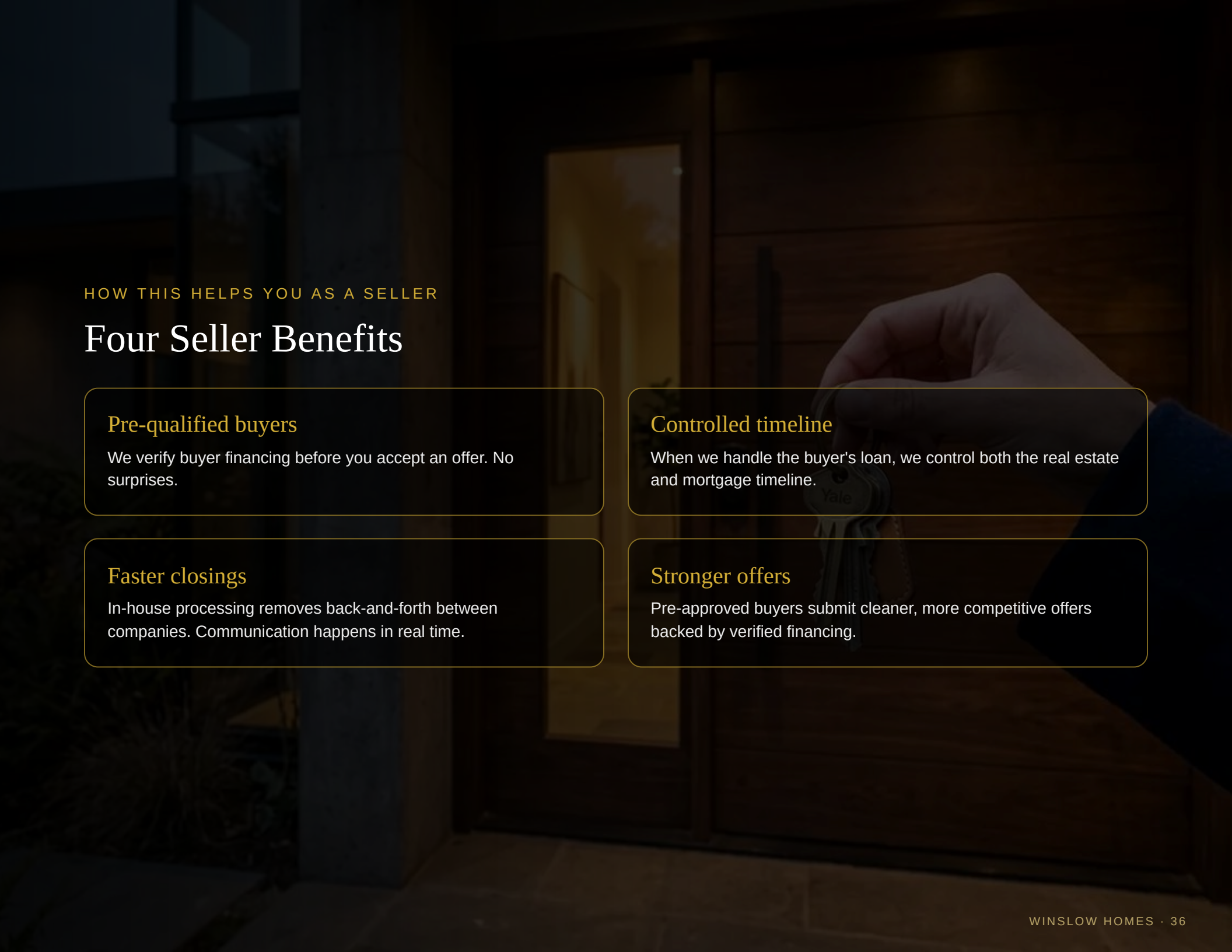
- ◇ When inspection reports arrive during due diligence, most agents panic.
- ◇ We read inspection reports like blueprints.
- ◇ We know the difference between a \$200 fix and a \$20,000 problem.
- ◇ We negotiate repair credits on actual costs, not inflated buyer estimates.
- ◇ Homes needing work draw lower offers and more contingencies, so we address issues early.

## THE MORTGAGE ADVANTAGE

# Financing Risk, Removed

- ◆ Your buyer's financing is the number one risk to your sale.
- ◆ When a buyer's lender drops the ball, your closing is delayed or dies. We remove that risk.
- ◆ Ryan and Megan are Mortgage Bankers with The Federal Savings Bank, lending in all 50 states.
- ◆ Ryan NMLS #2426605. Megan NMLS #2692933.
- ◆ Buyers apply online at [www.winslowloan.com](http://www.winslowloan.com) or call 386-690-5858.





HOW THIS HELPS YOU AS A SELLER

## Four Seller Benefits

### Pre-qualified buyers

We verify buyer financing before you accept an offer. No surprises.

### Controlled timeline

When we handle the buyer's loan, we control both the real estate and mortgage timeline.

### Faster closings

In-house processing removes back-and-forth between companies. Communication happens in real time.

### Stronger offers

Pre-approved buyers submit cleaner, more competitive offers backed by verified financing.



ONCE YOU ACCEPT AN OFFER, THE CLOCK STARTS

## From Contract to Closing

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### Inspection

Buyer inspection, with repair requests reviewed and negotiated on actual costs.

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### Appraisal

A comparable package ready for the appraiser. Many gaps close without a price cut.

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### Title

Title work and closing logistics tracked by our transaction coordinator.

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### Loan

When your buyer finances with us, we control both sides of the timeline.

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### Closing

Final walk-through. You sign at closing and collect your proceeds. Done.

A REALISTIC FRAMEWORK FOR MOST SALES

## Your Home Selling Timeline

|                   |                                                                                                                 |
|-------------------|-----------------------------------------------------------------------------------------------------------------|
| Week 1-2: Prepare | Consultation, CMA, pricing strategy, repairs, photography, marketing production, MLS prep.                      |
| Week 2-3: Launch  | MLS live, 500+ sites, social ads, buyer database emails, open house set, showings begin.                        |
| Week 3-5: Offers  | Feedback reviewed, offers received, negotiation and counteroffers, executed contract.                           |
| Week 5-9: Close   | Inspection, appraisal, title, loan processing (faster in-house), final walk-through, closing day. You get paid. |





## AFTER THE SALE

# Lifetime Support

- ◇ Your next home: we represent you on the buy side too. Same team, same service.
- ◇ Your next mortgage: pre-approval with Ryan and Megan gets you shopping-ready the same day at [www.winslowloan.com](http://www.winslowloan.com).
- ◇ Investment properties: portfolios across all four states, from single-family rentals to multi-unit.
- ◇ Referral network: moving away? We connect you with vetted agents nationwide.
- ◇ Annual market updates so you always know where your property stands.



OUR MENU OF SERVICES

## Four Service Tiers

### Every package

Choose the support that fits you. Every tier includes our licensed team, technology platform and market expertise.

### MLS Entry

No listing contract required. Compliance and paperwork help, showing coordination tool, MLS loading. Other paid services on request.

### Silver

MLS loading, showing coordination tool, syndication to 100+ buyer-searched sites, typical agent marketing, open houses with marketing, broker support.

### SERVICE TIER THREE

## Gold Marketing Package

- ◇ Everything in the Silver Marketing Package, plus a targeted marketing campaign.
- ◇ Online and offline advertising.
- ◇ A best bidder event, if applicable.
- ◇ Extensive list selects from mailing list brokers.
- ◇ One EDDM campaign to the most opportune communities.
- ◇ Property previews on our pre-market homes list, plus professional photography with floor plan.

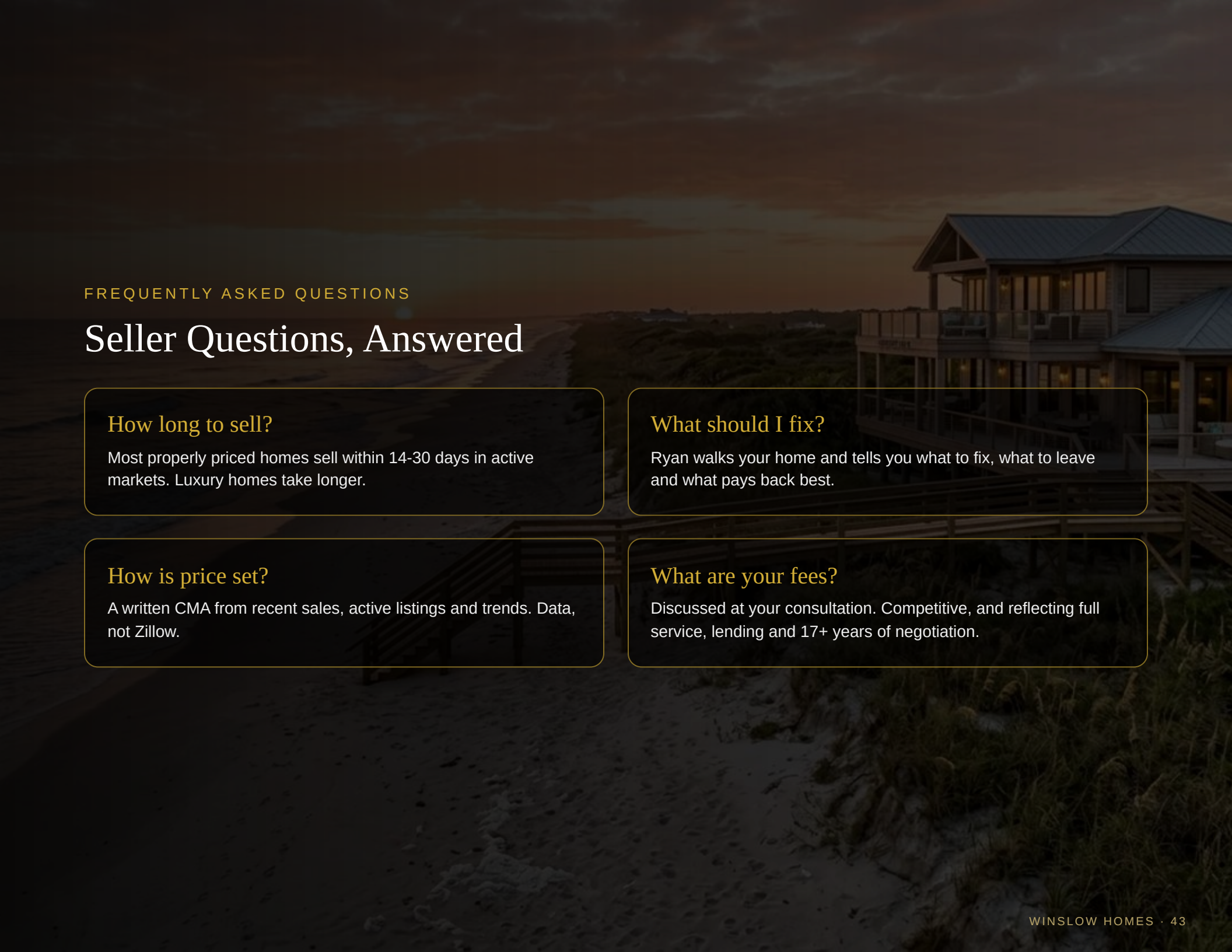




#### SERVICE TIER FOUR

## Top Tier Package

- ◇ Everything in Silver and Gold, plus a complete online retargeting campaign.
- ◇ Custom audience marketing agenda and advanced custom marketing.
- ◇ Custom opt-in pages that attract dozens of buyer leads.
- ◇ Three EDDM routes and a targeted direct mail campaign to all lists.
- ◇ A blast to every REALTOR in surrounding counties, plus move-up and move-down buyer promotion.
- ◇ Facebook user selects with targeted ads. Photography, aerial footage, floor plan and Matterport 3D tour.



## FREQUENTLY ASKED QUESTIONS

# Seller Questions, Answered

### How long to sell?

Most properly priced homes sell within 14-30 days in active markets. Luxury homes take longer.

### What should I fix?

Ryan walks your home and tells you what to fix, what to leave and what pays back best.

### How is price set?

A written CMA from recent sales, active listings and trends. Data, not Zillow.

### What are your fees?

Discussed at your consultation. Competitive, and reflecting full service, lending and 17+ years of negotiation.



FREQUENTLY ASKED QUESTIONS

## More Seller Questions

### Must I be home for showings?

No. Leave during showings so buyers explore comfortably. A secure lockbox system manages access.

### What if it appraises low?

We prepare a comparable package for the appraiser and a negotiation plan. Many gaps close without a price cut.

### Do you work with investors?

Yes: individual investors, portfolio buyers and investment groups. We also market to investors when your home fits.

## NEXT STEPS

# Ready to Sell?

- ◆ Your home deserves the full-service treatment. One team, one point of contact, listing to closing.
- ◆ 3,000+ homes sold, and yours is next.
- ◆ Book your consultation: 386-690-5858 or [Broker@WinslowHomesLLC.com](mailto:Broker@WinslowHomesLLC.com).
- ◆ Ryan: [ryan@winslowhomesllc.com](mailto:ryan@winslowhomesllc.com).  
Megan: [Megan@winslowhomesllc.com](mailto:Megan@winslowhomesllc.com).
- ◆ Digital business card:  
[www.WinslowRE.com](http://www.WinslowRE.com). Website:  
[www.WinslowHomesLLC.com](http://www.WinslowHomesLLC.com).





## LICENSES AND DISCLOSURES

# Winslow Homes LLC

- ◆ Licensed brokerage owned by Ryan and Megan Winslow, serving buyers, sellers and investors since 2009.
- ◆ Ryan Winslow: FL Broker BK3538100, MA Broker 9581121, CT Broker REB.0794559, RI Broker REB.0019482.
- ◆ Megan Winslow: FL Broker BK3539180, MA Broker 9581312, CT Broker RES.0824924, RI Broker RES.0047394.
- ◆ Mortgage Bankers with The Federal Savings Bank, licensed in all 50 states and US territories. Equal Housing Lender.
- ◆ Loans subject to credit approval and property eligibility.
- ◆ Equal Housing Opportunity. Information deemed reliable, not guaranteed. Market data approximate.



# Your Home Is Next

Call or text **386-690-5858**

**Broker@WinslowHomesLLC.com**

**winslowhomesllc.com**

Miami, Fort Lauderdale, New Smyrna Beach, Orlando, the Florida Keys and surrounding towns in Florida. Worcester County and Boston in Massachusetts. Rhode Island and Connecticut.

Winslow Homes LLC, 3539 Tuscany Reserve Blvd, New Smyrna Beach, FL 32168. Equal Housing Opportunity. Ryan and Megan Winslow are Mortgage Bankers with The Federal Savings Bank.