

WHY *LIST* WITH Michelle Mastry Ward

Smith &
Associates Real Estate

MARKET DATA DEEP DIVE

I conduct a full data analysis on your home, including trends within the area, to provide information that will help you make an informed decision on pricing your home in the current market.

IN-OFFICE EXPOSURE

Once a listing agreement is signed and prior to it hitting MLS, your listing is promoted at our weekly sales meetings with over 200 total agents and will be shared on an office Caravan after our meeting. Therefore, your home has the potential to get sold by another Smith agent prior to going live to the public.

MAXIMUM MARKETING TOOLS

We have an in-house marketing team who helps with all marketing materials to help showcase your home in the best light - from brochures, postcards, digital, photography, and print, the possibilities are endless.

INTERNATIONAL EXPOSURE

Not only do we have an extensive referral network within the US, but we also have an affiliation with Mayfair International Realty in London, along with partners globally, expanding our client reach and capturing opportunities for buyers across the globe.

TRANSACTION MANAGEMENT

Smith also has a full-service team on site who ensures your transaction goes on schedule and all parties are informed each step of the way.

LUXE TITLE SERVICES

No need to worry about securing a title agency on your own, as the convenience of Luxe is located at our office on 4th. St. in St. Petersburg.

HOME SERVICE PROVIDER LIAISON

Need work done on your home prior to selling? I have recommendations for trusted vendors that can assist with any small or large project needed from electricians, staging, and home decluttering, to construction and interior design.

*PRE-INSPECTION SERVICES

This service is provided to ensure you avoid surprises from a buyer inspection, and if any repairs are needed, you have the opportunity to decide if it's worth repairing prior to listing. Depending on the issue, this can add value to your potential buyers, placing you in a stronger negotiating position, and decreasing buyer remorse which could lead to a cancellation of their contract.

COMMUNICATION

I keep you informed every step of the way, including detailed feedback on showings, marketing updates, new listings in your area, updates on your buyer, and anything else along the way, with communication at least once a week in the process.

HONESTY

I will always provide loyalty, dignity, and open feedback to every client, in every transaction.

TEAM

With over 25 years of experience combined, I work with the Sisters Sell St. Pete team, with each of us offering various perspectives and knowledge to support your goals. We are all available to assist you with your goals.

NEGOTIATION TACTICS

Negotiation can occur in various ways. We structure the best approach to negotiate the most favorable outcome based on what's most important to you.

SELLER PROCESS

I conduct a thorough interview with you prior to listing your home, and provide you with the tools to feel most comfortable with the process and my services. You will be given a packet of information including a detailed marketing plan, comparative market analysis, seller net sheets, as well as information on myself. Once your home is listed, I have a consistent communication process to keep you informed along every step of the way.

AFTER THE CLOSING

You are not just a transaction, you are a valued client and the relationship built along the way continues for me after closing. I will continue to reach out after closing and always be available for anything you need!



Michelle Mastry Ward

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Our Global Partners