

**CENTURY 21.**

Coastal Alliance



SELLING YOUR HOME WITH THE NEW

**CENTURY 21.**

Coastal Alliance

# ABOUT US



CENTURY 21 Coastal Alliance is a full service real estate brokerage company with offices in Palm Harbor and Tierra Verde, serving Tampa, Clearwater, St. Petersburg, and all of Pinellas, Pasco, Hillsborough and Hernando Counties in Florida's Central West Coast region. We are members of the National Association of REALTORS®, Florida Association of REALTORS®, and the Stellar MLS regional multiple listing service.

In 2018, Joseph Pettinella launched Coastal Alliance with the purchase of Century 21 Florida locations in both Palm Harbor and Tierra Verde. The Tierra Verde location celebrates its 40th year Anniversary

Built upon the foundation of our core values, we have assembled a skilled and diverse management and support team to assist our sales staff and to provide the guidance to lead our organization into the future.

Our Company has developed expertise in a variety of real estate market segments and continues to expand its market presence in the following areas:

- Residential Real Estate
- Commercial Real Estate
- New Construction
- REO Foreclosure/Distressed Properties
- Relocation
- Rentals
- Property Management
- Broker Price Opinions

Combining the resources of our skilled management team and sales staff we are proud of our affiliation with the CENTURY 21® System. Century 21 Real Estate LLC continues to be the prominent franchise leader in the real estate industry. This affiliation has allowed our company to be at the forefront of technology and innovation in our changing industry.







# OUR MISSION

## WHAT DOES IT TAKE TO SELL A PROPERTY?

It is with great pleasure that we welcome you to  
**CENTURY 21 Coastal Alliance**

It is our commitment to satisfy your real estate needs in whatever capacity in which we can be of service to you.

**Our approach is simple** to handle the customer' needs on a personal, professional and individualized basis.

We assure you that you will be pleased with the high quality of our sales staff. Each is knowledgeable in the field of real estate and knows how to guide our customers smoothly through paperwork. Each is kept up to date on current practices by an ongoing training and informational program. We have all the resources available by being a franchised real estate firm and we will be sure to have the time and consideration to handle your individual needs. The key to our success is teamwork. We help each other solve problems.

Our care in meeting the needs of our customers has gained us many friends and enabled us to enjoy a fine reputation in the community. We are locally owned and staffed by individuals who have spent years living and working in the beautiful Pinellas, Hillsborough and Manatee Counties. We know neighborhoods and what they have to offer.

Give us a try. We look forward to working with you and providing the utmost in customer service and satisfaction.

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# RESIDENTIAL

As part of Century 21 Real Estate LLC, the largest residential real estate company in the world....we are able to provide unparalleled service and support to all our buyer and seller clients. The international strength of the Century 21 brand, coupled with our local reputation for honesty and integrity, creates an unbeatable combination of reliability and RESULTS!!

Whether you're buying or selling a home, C21 Coastal Alliance agents are ready to deliver an extraordinary experience. Our agents bring a commitment to helping you make informed decisions by capitalizing on current market opportunities and trends.

2  
2



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# COMMERCIAL

## INVESTMENT AND EXPANSION

The **CENTURY 21 Coastal Alliance** Commercial Real Estate Division provides state of the art customer service through its unique system resources and dedication to understand market dynamics.

The Commercial Group focuses on enhancing the financial outcomes of our clients through full financial disclosure and market analysis. The group is staffed with highly skilled individuals talented and educated in the areas of finance, engineering and marketing.

The Commercial Group is a member of the CENTURY 21 Commercial Investment Network (CIN), a national and international source of properties and customers, a member of **International Council of Shopping Centers (ICS), LOOPNET, COSTAR** and **Multiple Listing Services**.

The skills of our professionals are broad and are available to customers and clients. Our team, on a regular basis, performs financial analysis of investment properties, site location and evaluation, construction and municipal planning. Our people work, regularly, with local and state economic development organizations. We are able to address the needs of customers and clients regionally and nationally for

Commercial Real Estate Consulting | Retail and Office Rental | Investment Property Financing of Projects (including SBA 504 loans) | Industrial and Manufacturing Space Land Acquisition | Land Development | Property Management | Property Valuation

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# NEW CONSTRUCTION GUIDE

## Select a Geographic Area

- That fits your lifestyle
- Is within reasonable commuting distance
- Consider location of family, friends and facilities
- An area you can afford

## Select a Builder

- Chose members of a professional builders associations
- Check references
- Visit developments they have built
- Inspect a house under construction
- Ensure they provide a Homeowners Warranty
- Lead times for completion
- Choosing the Site for you Home

## Understand local zoning requirements

- School Districts
- Municipal water sewer vs well septic
- Sloped v. Level lot
- Size of Lot
- Location

## Determine Deposit

- Typically 5% 10% 15% down
- Can range up to 35% or higher

## Pre-Settlement Inspection

- Be thorough
- Consider a Professional

## After Closing

- Look for settlement cracks, nailpops or other imperfections.



# NEW CONSTRUCTION

## BUILDING THE COMMUNITY

We represent the finest home builders who are committed to customer satisfaction, outstanding value and fine craftsmanship. Homes that are built to meet your needs.

Our team includes agents, custom builders, architects, civil engineers. Each in turn takes the time to work with buyers, from the selection of a building site to the design of beautiful new home that meets their needs.

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## DISTRESSED PROPERTIES DIVISION

### Foreclosures, Short Sales, Loss Mitigation & Broker Price Opinions (BPO's)

**CENTURY 21 Coastal Alliance** has a full time real estate staff and full time property management division. We are experienced in assessing the condition of a home, assisting with the vacating of the property, maintaining properties and negotiating the sale of a foreclosure listing.

The REO Group at **CENTURY 21 Coastal Alliance** has been managing and marketing at risk, distressed and bank owned properties. The Group has worked with many banks, services, and outsources to help them dispose of their real estate owned properties. In addition to providing expert valuation and marketing, the Group's extensive network of preservation contractors, general contractors and trades people help clients perform all facets of repairs on distressed assets.

We currently work with a number of asset management companies in listing and selling their REO and distressed short sales properties. In addition, we provide this service to a number of local community banks and attorneys. Over the years, we have developed solid relationships with many asset managers and loss mitigation specialists, and have worked with bankruptcy attorneys and trustees in liquidating real estate assets through the Federal Court System.

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# PROPERTY MANAGEMENT

## DIVISION

Whether you are looking to find a home, apartment or condominium or if you are looking to fill a vacancy quickly, you have come to the right place.

We make it easy to find the perfect rental home that meets your location, price and amenity preferences. Whether you are looking for a long term or short term rental situation, we offer many options within close proximity to Eckerd College, University of South Florida and University of Tampa.

We specialize in representing both landlords and tenants. Our services include obtaining background credit information, completing rental applications, and much more.





# RENTALS

## THE RIGHT PLACE FOR RIGHT NOW

We make it easy to find the perfect rental home that meets your location, price and amenity preferences.

Whether you are looking for a long term or short term rental situation, we offer many options within close proximity to beaches of Saint Petersburg and Clearwater.

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# BROKER PRICE OPINIONS



CENTURY 21 Coastal Alliance has...

performed extensive work for a number of companies in need of local Broker Price Opinions (BPOs).

We cover a large geographic area in the central west coast region of Florida state, and have full time trained analysis who understand their market area and the economy of the local area from employment to median price statistics, inventory supply, ect.

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# KNOWLEDGE

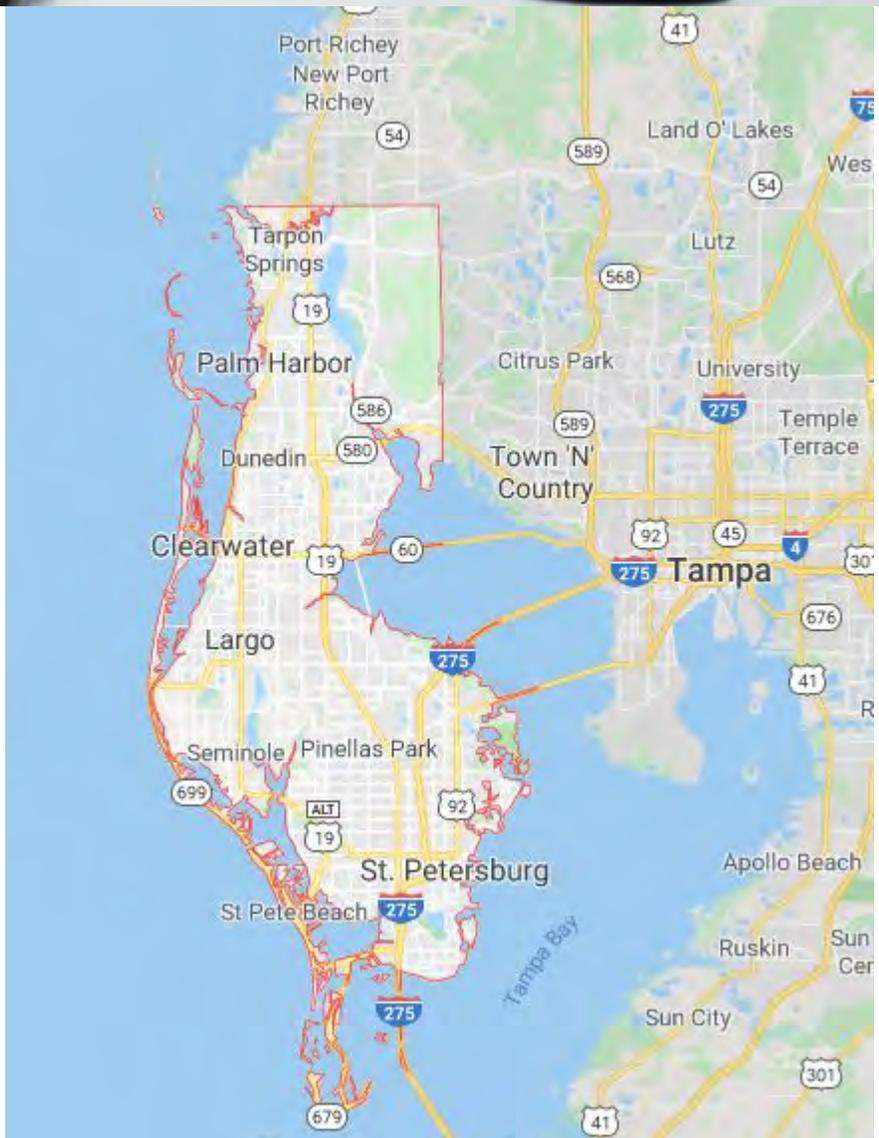
**IS POWER**

**We take pride in our research.**

Before listing your home we will prepare a comprehensive analysis of the local area market and competitive landscape including: (but certainly not limited to)

- Total number of homes sold (within the last 6 mos.)
- Average listing price
- Average sale price
- Peak sale price in the current market

The end result is listing your home for a price that works for you!



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## ABOUT US

**WE GIVE  
121%**

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# YOUR HOME. OUR WORD.

A CENTURY 21 Home Protection Plan®, issued by American Home Shield®, can help your property stand out and give potential buyers added confidence.

A home warranty adds value to your home by protecting you and your buyer from unexpected costs for covered repairs to plumbing, electrical, heating, air conditioning and more.

## A CENTURY 21 HOME PROTECTION PLAN CAN HELP YOU

- **Mitigate** unexpected issues from the home inspection to keep the sale of your home on track
- **Maintain** your budget by managing the high costs of covered repairs on covered systems\*
- **Focus** on your next home and upcoming move instead of the property you are trying to sell

## ADDITIONAL BENEFITS

Get exclusive discounts on brand-name appliances with the AHS Appliance Discount Program to show your home with the high-end feel of brand-new appliances. Get up to 50% off retail prices on AC/Furnace filters for your home by visiting [discountfilterprogram.com](http://discountfilterprogram.com)

You can ask me to include a CENTURY 21 Home Protection Plan in your real estate transaction. Call 866.797.4802 or visit [ahshome.com/c21](http://ahshome.com/c21)

Refer to your agreement for complete coverage details.  
In Hawaii, air conditioning includes ducted, ductless and window units; heating not included.  
\*Subject to \$2,000 cap during listing period.

**CENTURY 21**  
Home Protection Plan®



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# WHAT YOU CAN EXPECT FROM US

## AS A CENTURY 21® PROFESSIONAL I WILL:

- Provide you with professional, personalized service
- Monitor details and coordinate marketing activities for the sale of your home
- Show your property to qualified buyers
- Present all written offers
- Facilitate the closing

## TO HELP SELL YOUR HOME, WE WILL UTILIZE THE CENTURY 21 SYSTEM WHICH INCLUDES PROPRIETARY MARKETING TOOLS, A GLOBAL NETWORK AND PROVEN SERVICES:

### CENTURY 21 Internet Marketing Program:

- century21.com
- century21espanol.com
- century21global.com
- Neighborhood profiles
- Targeted e-mail communication
- Social media presence
  - Facebook®
  - Twitter®
  - YouTube®
  - Flickr®
- Website listing distribution network
- National advertising
- Local advertising
- Preferred Client Club<sup>SM</sup>
- Direct mail marketing
- CENTURY 21 Fine Homes & Estates® digital magazine
- Global Referral Network
- SELLER SERVICE PLEDGE®
- Buyer lead distribution program (LeadRouter<sup>SM</sup>)
- Client lead reporting tool

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WE PUT  
OUR  
MONEY  
WHERE  
OUR  
HEART IS



**FOR 30 YEARS,**

the CENTURY 21® System has been a proud philanthropic partner of Easterseals®. As one of Easterseals' largest corporate sponsors, we are proud of our long-standing relationship with this charitable organization.

**OVER \$126 MILLION RAISED TO DATE**

Our brokers, sales associates and employees work together to raise funds in support of the Easterseals mission: to help improve the lives of children and adults with disabilities.

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# WE'RE OBSESSED WITH BETTER.



We believe in always maintaining the highest level of customer service.

After each sale, we invite our clients to complete a Quality Service Survey and submit it to an independent research group.

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# OUR 21 STEP MARKETING PLAN

## AN OVERVIEW

1. Recommend a pre-listing inspection and hiring a professional home staging service
2. Develop a Comparative Market Analysis (CMA)
3. Create a photo slideshow or virtual tour to post on listing websites
4. Enter your listing into the local Multiple Listing Service
5. Place the CENTURY 21® "For Sale" yard sign
6. Announce your listing to sales associates in my office and other CENTURY 21 offices in the area
7. Place a "Lock Box" on your door to provide easy access for other sales associates
8. Place your listing on our century21.com website
9. Distribute your listing to hundreds of Listing Partners
10. Place your listing on social media sites like Facebook, Twitter and YouTube
11. Place your listing on my personal website
12. Create a Unique Property Site for your listing
13. Prepare full color property flyers and brochures to showcase your home to buyers and other sales associates
14. Offer the CENTURY 21 Home Protection Plan® that can help attract buyers to your property
15. Schedule email marketing pieces to my entire list of contacts and past clients as well as area REALTORS®
16. Print (newspaper) and direct mail advertising in our local area
  - Just Listed Cards
  - Open House Cards
17. Hold an Open House for area REALTORS and the public
18. Tour your home with prospective buyers
19. Provide you with constant feedback from buyer showings
20. Send you weekly online activity reports on your property
21. Negotiate with potential buyers on your behalf to help get you to the closing table

THE FOLLOWING PAGES ALSO HIGHLIGHT SOME KEY MARKETING COMPONENTS. THIS COMPREHENSIVE PLAN IS DESIGNED TO SELL YOUR PROPERTY AS QUICKLY AS POSSIBLE AND FOR THE BEST PRICE.

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# MARKETING PLAN OF ACTION

## **First Week on the Market**

- Enter listing into MLS system.
- Put up 'For Sale' sign.
- Install lock box.
- Take property photos.
- Prepare property flyer/brochure.
- Submit property listing with photos to select real estate websites.

## **Second Week on the Market**

- Schedule Virtual Tour.
- Invite local Realtors to tour home.
- Prepare and place advertisements with select print and online media outlets.

## **Third Week on the Market**

- Submit Open House announcement to MLS & Office Sales meeting.
- Prepare and distribute special Open House flyer.
- Hold Sunday Open House.

## **On-going**

- Handle incoming calls and schedule showing appointments.
- Update owner on showings.
- Pre-qualify buyers.
- Present all offers and recommend counter-offer strategies.
- Review price based on agent input & market conditions.

## **ASAP**

- Obtain an acceptable contract on your property!

# YOUR LISTING ON 400+ WEBSITES NATIONWIDE

To connect with as many buyers as possible, the C21® Syndicated Listings Program distributes your listing to hundreds of websites to expand online reach and drive leads.

**CENTURY 21**  
century21.com

**CENTURY 21**  
Global

**CENTURY 21**  
**COMMERCIAL**

**CENTURY 21**  
FINE HOMES  
& ESTATES.

 **Homes.com**  
130+ SITES

**GANNETT**  
40 SITES

**LandWatch**  
20+ SITES

**ListHub**  
10+ SITES

**AGENT X**

 **Zillow**

**MANSION  
GLOBAL**

 **ADWERX**

 **HomeFinder**  
.com

**Robb Report**

 **officespace**  
.com

**JamesEdition**  
*The World's Luxury Marketplace*

**REAL-Buzz**  
Global Real Estate Network  
powered by immobili

 **Keyboom!**  
PRO

**BACK AT YOU!**

 **LUXURY**  
REAL ESTATE

**LDCRE**

**zeta**

**duPont  
REGISTRY**

 **CRETECH**

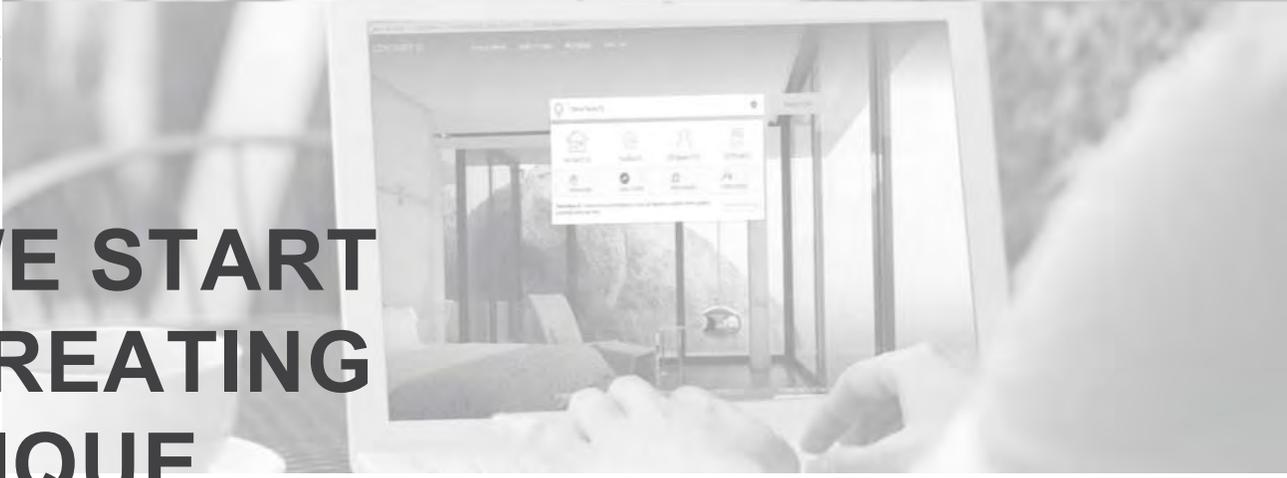
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# SO WE START BY CREATING A UNIQUE PROPERTY SITE

A UNIQUE DIGITAL HOME THAT STANDS OUT  
IN THE CROWD OF LISTINGS

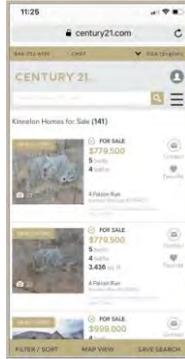
## THE RESULT IS:

- **Clarity:** Buyers can quickly access all the key details about your property on one page
- **Clutter-breaking:** Attractive visuals and details that stand out among thousands of listings
- **Comprehensive:** Can reach both online buyers and local buyers looking for info

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# WE'RE ALWAYS RESPONSIVE AND MOBILE. JUST LIKE YOUR LISTING.

Close to 71% of buyers who used their mobile device to search found their home through a mobile application.\* And we have all the tools to make your property look great on the go:



## USER-FRIENDLY

79% of consumers leave a non-mobile optimized site. So century21.com displays your home in its responsive interface optimized for mobile devices.

Source: 2019 National Association of Realtors Profile of Home Buyers and Sellers.



## MULTI-PLATFORM

The state-of-the-art CENTURY 21® Zap® suite of digital products attracts and engage online buyers across our website, mobile website and mobile app.



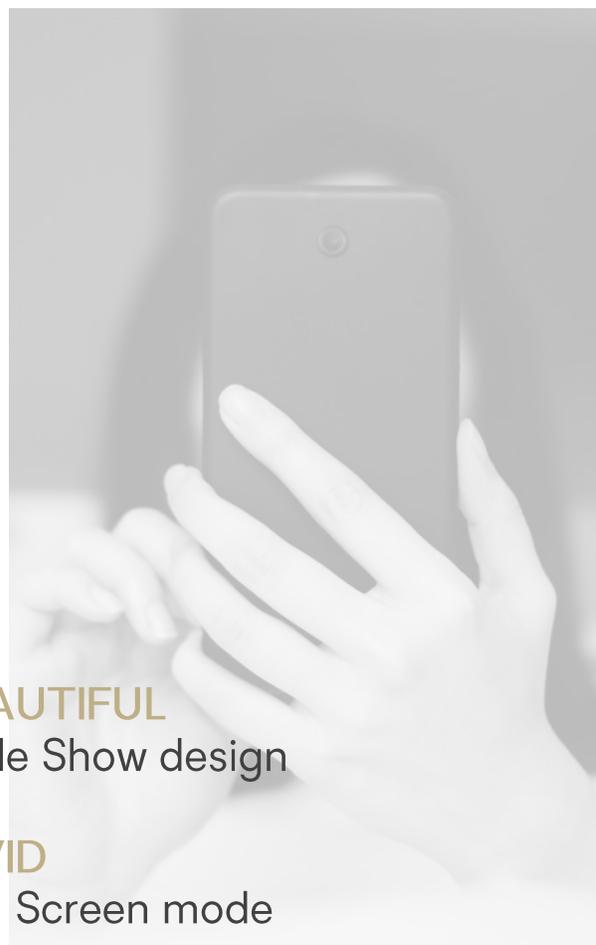
## INTERACTIVE

Agents can monitor each prospect's website activity. So I can predict who is "ready" and reach out at the right time, through chats or comments, to elicit a response.

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# YOUR HOME IN FULL- SCREEN ON THEIR PHONE

Photos are the #1 thing buyers want to see online.\*  
And we showcase your home in vivid detail.



**BEAUTIFUL**  
Slide Show design

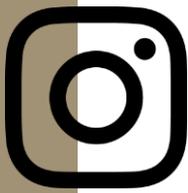
**VIVID**  
Full Screen mode

**ACCESSIBLE**  
on most mobile devices

\* 2019 National Association of REALTORS® Profile of Home Buyers and Sellers

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# AND SOCIAL MEDIA TO FIND THE RIGHT BUYER



Millions of people use social media channels like Facebook, Twitter, Flickr and Instagram daily.



The CENTURY 21® System, the cutting edge of real-estate marketing, successfully uses social media to promote your property listing and locate the right buyer for it.



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# RELOCATE ALMOST ANYWHERE IN THE WORLD

With our Relocation Services, we can find you a great CENTURY 21<sup>®</sup> office anywhere you go.

## WHETHER YOU ARE MOVING ACROSS THE STATE, THE COUNTRY OR THE WORLD, WE CAN HELP:

- Connect you with an experienced CENTURY 21 affiliated sales associate, trained in relocation services, to represent you
- Send you a customized relocation packet designed to meet your specific needs, including community and school information
- Provide cost of living analysis
- Offer a city-to-city comparison of your current location to your new location
- Help you get to know the community you are moving to
- Give a detailed market analysis of your current home
- Coordinate the sale of your current home and the purchase of your new home
- Work with mortgage services for information, including obtaining loan pre-approval for your new home
- Partner with your Corporate Relocation Program, if needed

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# I COMMIT TO DELIVERING AN EXTRAORDINARY SALES EXPERIENCE TO YOU

When you choose me to list your home, you will receive:

- Excellent service and support
- A market analysis of your home
- A winning marketing plan
- Every effort to sell your home promptly
- The resources of Century 21 Real Estate

ABOVE  
AND  
BEYOND

**CENTURY 21**  
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# OUR COMMITMENT TO YOU

## CENTURY 21.

### SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 9,400 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location.
20. Use the full breadth of our collective experience, knowledge, tools & the most up-to-date training to best serve you.
21. \_\_\_\_\_

We appreciate you allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**This CENTURY 21® SELLER SERVICE PLEDGE® Certificate applies only to an exclusive right to sell agreement of not less than \_\_\_\_\_ days. Please be advised that the nature of the agency relationship as contemplated by this SELLER SERVICE PLEDGE may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point SELLER SERVICE PLEDGE Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.**

A Copy of this SELLER SERVICE PLEDGE Certificate has been received on (date): \_\_\_\_\_

From CENTURY 21 \_\_\_\_\_ By Seller(s): \_\_\_\_\_

Associate: \_\_\_\_\_ Current Address: \_\_\_\_\_

License #: \_\_\_\_\_ Current Phone: \_\_\_\_\_

Broker(s): \_\_\_\_\_ Email: \_\_\_\_\_

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This CENTURY 21® SELLER SERVICES PLEDGE® Certificate applies only to an exclusive right to sell agreement of not less than \_\_\_\_\_ days. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point SELLER SERVICE PLEDGE Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that our CENTURY 21 Office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

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# THANK YOU

for taking the time to review our plan to sell

ABOVE AND BEYOND

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