

PALM BEACH COUNTY HOME SELLER'S ADVANTAGE GUIDE

**Before Your Hire ANY Agent....
Read This First**

The 3 Biggest Mistakes Homeowners Make

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RHA
REALTY HOME ADVISORS



The Biggest Mistake Homeowners Make When Hiring an Agent

Most homeowners choose an agent for the wrong reasons.
And it usually costs them time and money.

They often decide based on:

- Highest price promise
- Lowest commission
- Personality

**Days On Market =
Days Of Rejection**

- Buyers assume something is wrong
- Offers get lower
- You lose leverage assuming a brokerage's brand guarantees the agent's performance

Choosing the right agent isn't about who you like...
It's about who gets you the best result.

8 Questions That Will Expose a Weak Agent

1. What marketing do YOU personally create and pay for?
2. What is your actual Days on Market?
3. What is your TRUE list-to-sale price ratio (in writing)?
4. Do you offer a written performance guarantee?
5. Can I cancel if I'm not satisfied?
6. How many homes have you sold recently in this area?
7. How do you create buyer demand BEFORE listing?
8. How many buyers will see my home before it hits the market?

**Before You List Your Home...
Get a Strategic Pricing & Marketing Plan**

No pressure
No obligation
Just clear, honest advice
Call or Text Jann Flowers
(561) 846-1863

My 11-Point Home Selling Advantage System

This is how I consistently help sellers get stronger offers, better terms, and faster results.

1. Custom Targeted Marketing

Your home is marketed directly to the most likely buyers using data, video, and targeted campaigns.

2. Full Marketing Team

Professional photography, video, copywriting, and digital marketing working together for maximum exposure.

3. Easy Exit Guarantee

If I don't deliver on my promises, you're not locked into a long-term contract.

4. Buyer Demand System

Access to active buyers plus pre-market exposure before your home even hits the MLS.

5. Pre-Qualified Buyers Only

Every buyer is vetted before they walk through your door—no wasted time or uncertainty.

6. Performance Guarantee

A clear commitment to get your home sold quickly and for top dollar—or I take responsibility.

7. Strategic Buyer Targeting

We identify and target the most likely buyers based on your home's unique features, location, and price point.

8. Follow-Up System That Never Misses

Every inquiry is tracked, followed up, and nurtured to ensure no opportunity is lost.

9. Full-Time Local Market Expert

Consistent, recent sales in Palm Beach County—not part-time or occasional results.

10. YouTube + Digital Exposure Advantage

Your home is showcased to buyers actively researching and relocating to Palm Beach County.

11. Pre-Market Preparation System

Includes my Palm Beach County Decluttering Resource Guide to help you prepare efficiently and maximize value.

Palm Beach County Homeowners Share Their Results

“Sold in 12 hours...” – Royal Palm Beach

“Full price in 3 days...” – Loxahatchee

“After 6 months with another agent... SOLD FAST” – Wellington

“Exactly what she said would happen... happened.”

“She told us she could sell our home within 30 days—and she did. We listed May 14th and closed by June 24th.”

— Dee Y., City Side Condominiums, West Palm Beach

“After 6 months on the market with another broker and no results, Jann told us she would get it done—and fast. Within 2 weeks we had a cash offer, and we closed in 10 days. She did exactly what she promised.”

— Chuck & Kay A., Wellington, FL

“After listing our million-dollar home with another agent and getting little activity, we relisted with Jann— and within a month, our home was sold near the asking price.”

— Mike & Barbara N., Horseshoe Acres, Palm Beach Gardens

“Made our home selling experience much easier than expected.”

— Rebecca B., Canterbury Place, Jupiter

“She told us she could sell our home within 30 days—and she did. We listed May 14th and closed by June 24th.”

— Dee Y., City Side Condominiums, West Palm Beach

“Under contract in just 2 days.”

— Russell B., Oak Haven, Lake Worth

“Found my mom a new home in less than a week—and we closed shortly after.”

— Shawntoyia B., Greentree Villas, Boynton Beach

“After 6 months on the market with another broker and no results, Jann told us she would get it done—and fast. Within 2 weeks we had a cash offer, and we closed in 10 days. She did exactly what she promised.”

— Chuck & Kay A., Wellington, FL

“We sold our home in approximately one week due to Jann’s efforts.”

— Ben & Joan B., Sherwood Forest, Delray Beach

“Sold at a great price very quickly.”

— Daniela B., Wellington

“Very good response time throughout the process.”

— Pauline R., Port St. Lucie, FL

“Does what she says she will—and more.”

— Lynne R.

Results like these don’t happen by chance...
They happen with the right strategy.