

THE
PETER IZZI
TEAM



A Comprehensive Guide to Selling Your Home

The Complete Comparative Market Analysis

Prepared by **Peter Izzi, Associate Broker**

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Dear Seller,

Thank you for the opportunity to sell your home. The housing market has moved towards a seller's market for the first time since 2008!

This is an exciting time for sellers and more than ever, we need to be prepared when listing your home for sale. First impressions are more important than ever as houses are tending to sell in the first week of listing, versus in the 3rd and 4th week.

The housing market has moved towards a sellers market for the first time since 2008 and there are many ways to capitalize on it. We are here to maximize your results!

We understand the importance of Home, Community and Growth. When you decide to move, we know the thought that has gone into the decision and exactly what you need to do to cross that finish line.

Sincerely,



Peter Izzi



Peter Izzi

ASSOCIATE BROKER

“

I AM EXTREMELY
PASSIONATE ABOUT
MAKING THE WHOLE
EXPERIENCE SEAMLESS
FOR EACH AND EVERY
ONE OF MY CLIENTS.
PROFESSIONALISM AND
QUALITY OF SERVICE HAS
ALWAYS BEEN OUR
#1 PRIORITY

Peter Izzi, licensed Broker Associate at HomeSmart Professionals, is known in the real estate community for his dedication to the industry.

He is the past President of the Kent Washington Association of Realtors and has filled many roles within the association including President Elect, Vice President, Treasure and Director. On a state level, Peter served as Trustee, and Executive committee member for the Rhode Island Association of Realtors. His dedication to professional development has earned him the industry’s highest award being named the local boards Realtor of the Year in 2017.

A graduate of the University of Rhode Island with a degree in Business, Peter is experienced in not only Sales and Buyer Representation, but also Property Management, Real Estate Investments, Construction and Commercial Development.

Over the years he has earned countless designations including, Graduate of Real Estate Institute, (GRI), Certified Residential Specialist, (CRS), Accredited Buyer Representative, (ABR), Certified Internet Professional, (e-Pro), Seller Representative Specialist, (SRS) & Senior Real Estate Specialist, (SRES).

Above and beyond his knowledge, experience, and professionalism, Peters clients specifically appreciate his warm personality, honesty and commitment to detail.

EXPERIENCE

HomeSmart Professionals | 2015- Present
Associate Broker

Contractor | 2003 – Current
Builder, Re-modeler

DeFelice Realtors | 2005 – 2015
Office Coordinator, Training coach

MEMBERSHIPS

Kent Washington Association of Realtors
Treasurer | 2011 – Current

KWAOR Government Affairs Committee
2006 – Current

KWAOR Board of Directors | 2009 – Current

RIAR Government Affairs Committee
2006 – Current

AWARDS & RECOGNITION

Realtor of the Year, 2017

President, KWAOR

Top 1% Producing Realtor 2016-2020

Diamond Award Producer, KWAOR

Over \$100M in Sales and 500 Transactions

RI 5 Star Professional, 2012-2019

DeFelice, Top Producing Agent 2012-2014



Meet HomeSmart

One of the Fastest-Growing Real Estate Franchises in the Nation with over 185 offices, and almost 20,000 agents.

Since opening in March 2014, HomeSmart Professionals has exploded to be 1 of the top RI companies based on production and market count. Over 250 agents now call HomeSmart their brokerage, and they are supported by 3 convenient locations in Warwick, Smithfield and Newport Rhode Island.

HomeSmart Professionals has consistently ranked as THE Top Selling MLS-registered company in the state of Rhode Island since 2017, serving over 2000 satisfied clients annually.

In both 2017 and 2018, HomeSmart Professionals was recognized by Real Trends 500, a leading nationwide ranking of performance of real estate service firms, as an “Up and Coming Brokerage” of all brokerages nationwide.

In 2020, HomeSmart Professionals not only earned the ranking of #461 in Real Trends 500 List, but also earned the ranking of #551 as part of the “Mega 1000 List” in The Real Estate Almanac, the leading national real estate brokerage analysis publication. Each year, The Almanac indexes the industry and chronicles the key changes of both its largest companies and organizations and its people.



QUICK TIP:

Always make sure you trust your agent and make sure it's a good fit. When you do business with people you trust, it makes the process much easier!



Preparing Your Home

With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Determining Value

Here are three approaches to determine value because no two parcels of real estate are exactly alike so each property must be analyzed differently.

1. SALES COMPARISON

Typical homes pricing can be adjusted for value by substituting features and condition. Comparing the subject property with recently sold properties.

2. COST APPROACH

- Estimate the Value of the Land
- Estimate the current cost of constructing buildings and improvements
- Estimate the amount of accrued depreciation
- Deduct the accrued depreciation
- Add the estimated land Value

3. INCOME

This approach is used for valuation of income producing properties such as apartment buildings, office buildings, shopping centers etc.

- Estimate annual potential gross income
- Deduct an appropriate allowance for vacancy and rent loss arriving at effective gross income.
- Deduct the annual operating expenses, arriving at NOI
- Estimate rate of return an investor will demand- Capitalization Rate



“

There's analytical value and then there's MARKET VALUE!

Knowing consumer tendencies, inventory levels, and absorption is how to maximize your profits

Marketing Analysis

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days. This 'Comprehensive' property analysis is divided into four categories:

1. Similar properties that are **currently listed**
2. Similar properties that have **recently sold**
3. Similar properties that have **sales pending**
4. Similar properties that **failed to sell**

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

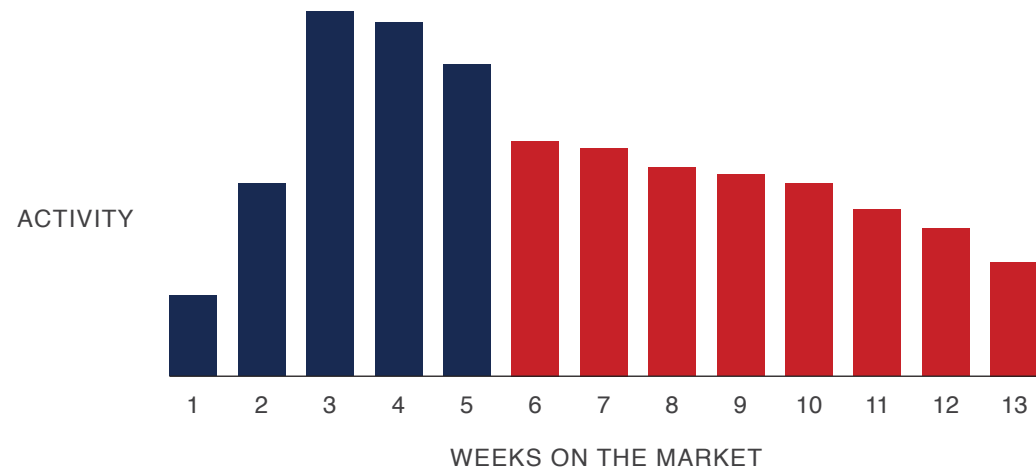
By looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.



Market Activity

THE HEIGHT OF MARKETING IN WEEKS



1. THE RIGHT PRICE

Well-priced properties generate immediate interest among agents and buyers. Properties priced at market value generate more buyer interest

2. AIMING TOO HIGH

If the price is too high, buying excitement never happens. Properties priced too high attract fewer buyers, showings and offers.

3. PRICE DROPPING

Dropping the price later will not generate the same enthusiasm. Although, in order to generate interest, the price might have to drop below the competition.





OUR TEAM

OUR TEAM WORKS AROUND THE CLOCK TO ENSURE YOU HAVE EVERYTHING YOU NEED WHEN IT COMES TIME TO SELL YOUR HOME. IF NOT ME, OUR WELL EQUIPPED TEAM MEMBERS WILL BE WITH YOU EVERY STEP OF THE PROCESS.



The Peter Izzi Team is your group of local Real Estate Specialists comprised of professionals ready to serve all your Real Estate needs. The entire team is proud to be a part of such a successful firm.

With a number of impressive industry awards we have the knowledge and the commitment to make selling your home easy and at the highest value.



Proposal & Marketing Plan

We are committed to offer the highest standards of professional service to all our customers to assure you that your property is marketed to its fullest potential and to obtain the highest possible market value.

What Makes Us Different?

In addition to what is typically expected, we offer so much more to maximize the value of your home! Being in the top 1% of producers leaves us with the infield experience needed to know the markets climate and deviations.

LISTING YOUR HOME: THE EVERY DAY DUTIES

- CMA Creation
- Draft and Execute all contracts and sales documentation
- Photography
- MLS data entry
- Signage Installation
- Open Houses
- Accompanied Showings
- Negotiations
- Inspection Representation
- Appraisal Representation
- Fire Certificates, water reading submissions and pro rations
- Walkthrough
- Closing Arrangements

QUICK TIP:

Most agents rely on what their company and MLS have to offer for their marketing efforts and processes. We have that and so much more!

OUR TEAM'S ADDED VALUE

- CMA with in person explanation of the current market and trending changes
- Properly Identified Listing Timelines to coordinate our Open Houses, Marketing send out campaigns and social media broadcasting. This aligns all Marketing capabilities to hit at the appropriate times to create the wave of action expected.
- Digital Signing or in person signings and paperwork review as seller prefers.
- Professional Photography with Video, drone footage, 3D Walkthroughs & floorplan capabilities.
- Reverse Prospecting, which identifies potential buyers through the MLS' saved searches, and reaches their agents through social media and email branded fliers.
- Professionals 2 Post Yard Signs & uplight options
- Bluetooth enabled and trackable showing accessibility for your security through SentiKey.
- Analyzation of market exposure through a Cross Property Hit Counter & Weekly Trend of exposure changes. Friday Market Report updates to review our action levels and predictability
- Individual home listing website with lead capturing and automated follow-up technologies.
- Geo Farming efforts through social media platforms to identify buyers proactively, based on their online history, and our target audience.
- Neighborhood Canvassing
- Our marketing team and social media productions company designs individualized posts and promotions
- Our Referral Network of Preferred Contractors, Subs and Professionals
- Always fair Compensation to Co-Brokers

Our Commitment

We're committed to making your home sell for more! Our team of experts will accurately evaluate, and ensure serious buyers are making offers. We are confident you won't just leave with a great deal, you'll also have a smile on your face.

REPUTATION

You are only as good as your representation, and in real estate, this can be a factor before the showing even happens. Work with someone that other agents want to work with. These are results that come from years of business building, with peers and other industry leaders.

EXPERIENCE

While many sales people find themselves getting in to Real Estate, Real Estate is the ONLY industry that Peter and Suzanne have been a part of. The Team has seen 3 decades of change since 1995 and their systems are what create seamless transactions time after time. They do not work out of home offices or coffee shops. Each day you can find the group in-person, working out of their professional office at the Warwick Headquarters.

REFERRAL BASED

With 95% of our business sourced from friends, family and past clients, Our clients are never just a number. We haven't ever paid for a Lead, and are proud of that statistic.

**“WORKING WITH PETER
WAS STRESS FREE AND
SEAMLESS. HE WORKED WITH
OUR FLEXIBLE SCHEDULE TO
ENSURE ALL PARTS OF THE
PROCESS WENT SMOOTHLY”**

– Laurel

COMMITMENT

All of our hard work and systems are designed to deliver the results that you expect & deserve. Our only goal is your success, and we personally guarantee it!



Peter Izzi, Associate Broker

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THIS REPORT IS BASED ON THE FINDINGS OF SIMILARLY LISTED AND SOLD PROPERTIES. IT IS NOT AN APPRAISAL AND CAN NOT CONSTITUTE AS ONE. THIS IS SOLELY AN OPINION BASED ON CURRENT MARKET CONDITIONS.