ERA REAL ESTATE GRIZZARD REAL ESTATE

SELLER GUIDE / 2026 EDITION

Selling Your Home in *Central Florida*

A plain English guide to how your home reaches the right buyers, and what to expect from our first conversation to closing day.

Brian Scott Smith, P.A.

REAL ESTATE CONSULTANT · ERA GRIZZARD REAL ESTATE · CLERMONT, FLORIDA

Your home deserves more than a sign in the yard.

WELCOME

Thank you for taking the time to read this guide. If you are thinking about selling, you are probably holding two questions at once: what is my home worth, and who will make sure the right buyers actually see it. This guide answers both, in plain English, without the sales pitch.

I am a fifth generation Floridian, and Central Florida is not a market I studied from a distance. It is where I grew up, where I work, and where I have watched neighborhoods change block by block. Before real estate I spent more than a decade in construction, which means I look at a house the way a builder does. What is behind the walls. What has been maintained. What a buyer will ask about before they make an offer, and what is worth addressing before we go live.

The pages that follow explain how buyers really find homes, how demand is created for one specific property, and the marketing plan I run for every listing. There is a chapter on the ten steps of that plan, and there are words from clients who have been through this process with me, including families helping veterans and seniors make an important transition.

Not every agent works the same way, and the difference is rarely visible on a listing page. My job is to present your home professionally, price it on evidence rather than optimism, put it in front of qualified buyers and the local Realtors who represent them, and make sure you always know what is happening while it is on the market.

When you are ready, I would welcome the chance to walk your home with you, talk through timing and preparation, and prepare a pricing analysis you can rely on. You will find my direct line at the bottom of every page.

Brian Scott Smith

BRIAN SCOTT SMITH, P.A. · REAL ESTATE CONSULTANT · ERA GRIZZARD REAL ESTATE

FIFTH GENERATION
A Floridian by birth, with local knowledge that comes from living here.

MORE THAN A DECADE
In construction, before real estate. I read a house from the inside out.

STEADY CLIENT CARE
Including support for veterans and seniors through major transitions.

What is inside

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> *"Every marketing decision I make for your home works outward from one center point: your address."*

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A NOTE ON THIS GUIDE

This guide combines the market education I share with every seller and the 2026 Listing Marketing Plan I run for each listing. Where the two overlap, the plan leads. The research cited comes from the National Association of Realtors, Pew Research, Nielsen, a Harris Interactive poll, the book *Brain Rules*, and a Temple University study on print advertising.

HOW TO READ THIS GUIDE

PART ONE
The market
How buyers find homes, and what demand has to do with your price.

PART TWO
The method
The four pillars, geotargeting, and the tools that capture leads.

PART THREE
The plan for 2026
The ten steps I run for every listing, in four phases.

PART FOUR
The partnership
What I bring, what clients say, and how to start.

01

How buyers really find their homes

Most agents use three main strategies to promote a property: a sign in the yard, the MLS, and the listing portals. Those three channels are real, and they belong in every campaign. But they are not the whole picture, and the part they leave out is where a listing is often won or lost.

44%
REAL ESTATE WEBSITES
Buyers who found their home online, according to the National Association of Realtors.

33%
ANOTHER AGENT
Buyers who purchased through a real estate agent they were working with.

9%
YARD SIGN
Buyers who found the home they purchased through a sign in the yard.



86 percent of buyers found their home through the three standard channels

the missing 14 percent

When you list with an agent, the first thing that usually happens is a sign going up in your yard. The National Association of Realtors studied how buyers found the home they purchased: 9 percent through a yard sign, 44 percent found their home online, and 33 percent purchased through another agent.

The online share is the reason your property goes on the MLS. The multiple listing service does what is called listing syndication, showing your house on thousands of real estate related websites. Zillow, Homes.com, Trulia, and Realtor.com all fall into that category. And by putting your home on the MLS, every other agent out there is working to help sell it too.

Together, those three strategies account for how 86 percent of homebuyers found the property they purchased. That is a strong foundation, and I would not run a listing without it. But I want you to notice the missing 14 percent.

That number is where marketing separates a competent agent from a great one. It is also the part of the market most sellers never hear about, because reaching it takes work that does not happen automatically when a listing goes live.

The 14 percent most agents never reach

The 14 percent is made up of people who found their home through means other than a yard sign, a portal, or another agent. On the surface that may not look like a number worth pursuing. If they are hard to reach through the usual channels, why spend extra effort on them?

Because of who they are. There are three groups inside that number, and all three are real buyers.

People who are close but not in the market yet. They have had the early conversations and made the preparations, but they are not browsing listings tonight and they are not noticing every yard sign they pass. The intent is there. The search has not started.

People who just left the market. Prices were high, the perfect home was not there, or their offer was rejected at the last minute. The intent to buy is still there, but disappointment stopped the search. A well presented home can restart it.

People who know someone. They have no interest in buying, but they know someone who does. They may never scroll through listings, but when they see a great home for sale they will call their friend and tell them to look.

With basic marketing, all three audiences are bypassed completely. The work of reaching them is what turns 86 percent of the market into something larger, and that is exactly what the plan in this guide is built to do.

A MATTER OF SUPPLY AND DEMAND

Why demand moves the number that matters

Go back to high school economics for a moment. Supply is the number of homes for sale in your neighborhood. Demand, if we only use the big three strategies, can be estimated at 86 percent. The point where supply and demand meet is your home's price.

When demand increases and supply stays the same, that price goes up. So if I can lift demand above 86 percent using the marketing in this guide, I can move your home's price with it. That is my job, and my goal, as your agent.

THE SHORT VERSION

More demand, same supply, a stronger price

Supply is the number of homes for sale around you. Demand is the number of buyers who know your home exists and can picture themselves in it. I cannot change how many homes are for sale on your street. I can change how many buyers are looking at yours, and that is where the work in this guide pays for itself.

02

Three keys to increasing market demand

Every campaign in this guide is built on the same three elements. Leave one out and the campaign underperforms, no matter how much is spent on it.

KEY 01

Exposure

Any agent can market a home to a lead who is already looking. What separates a great agent is the ability and the drive to reach people who have not started looking for their next home. The best leads are not always the ones actively browsing. They are the ones who are close, who left the market frustrated, or who know someone searching.

Basic marketing bypasses all three. So I go above and beyond to maximize exposure, inside the market and outside it. The more exposure your property gets, the more likely the right buyer sees it in the right place at the right time.

KEY 02

Emotion

My job is to create a memorable, emotional connection between your home and a potential buyer. When someone finds a home that feels right, price becomes a smaller part of the decision. That shift, from a financial choice to an emotional one, is the key to reaching your home's highest possible price.

Creating that connection does not mean changing your house. Your place is memorable the way it is. It is up to me to present it not as any home, but as their home. Companies have long understood this. A home is one of the largest purchases a person will ever make, so the connection matters more.

KEY 03

Repetition

A great agent has to beat the distractions of everyday life. Someone drives past your sign, feels a spark of interest, and then a text arrives, the phone rings, traffic cuts them off, and they forget. Most people are constantly busy. That is not a flaw in your listing. It is the normal weather of attention.

So the marketing has to cut through the clutter with repetition, showing your home again and again until interest turns into action. The more times someone sees your home, the more familiar it becomes, and the more it stands out when they sit down to choose.

> *"The more a consumer sees a home, the more familiar they become with it. One impression is almost never enough."*

03
The four pillars of the active marketing plan

Every marketing decision I make for your home works outward from one center point: your address. These are the four pillars that carry the campaign beyond it.

PILLAR 01

In Home Activation

Your home is the epicenter around which all other efforts revolve. Takeaway flyers with photos of your property and my direct contact information, a sign built to draw people in as they drive or walk past, neighborhood reports, and open houses and showings that put the property in front of people in person.

PILLAR 02

Neighborhood Canvass

The campaign moves beyond your front door. Flyers on community boards, door hangers, and handwritten thank you cards reach neighbors who want to stay in the area and the friends and family who want to join them. Print is the pillar that hits exposure, emotion, and repetition at once.

PILLAR 03

Direct Mail

Full color mailers featuring interior and exterior photography go to strategic areas around your property. This pillar builds recognition through repetition, reaching the mailboxes of people who have already seen your yard sign or picked up a flyer somewhere in the neighborhood.

PILLAR 04

Digital Marketing

To complement the print work, ads for your home appear on social media, YouTube, and high traffic websites, along with the major real estate platforms. This is how the campaign reaches the buyers who are not browsing listings yet, and how it keeps reaching them.

GEOTARGETING

A precise, region specific strategy

Geotargeting focuses content and advertising around a specific location. In this case the location is your house, which means my print, digital, and direct mail marketing targets the key areas surrounding your home. The strategy extends outward from the campaign's focus point, so the people most likely to want your neighborhood are the people most likely to see your listing. That is how a listing stops being one more address on a portal and starts being a property people recognize.

Connecting with interested buyers

Attention only pays off if a buyer can act on it in the moment. Every piece in the campaign carries the same three tools, so a person who is interested becomes a person I can talk to.

01 Dedicated phone line

Each piece in the campaign features a local phone number buyers can call or text. This is not a shared line ringing at a call center. It is my direct point of contact, with built in lead capture. According to a Harris Interactive poll, 64 percent of people prefer text messaging to phone calls when communicating with a business, so a buyer can simply text the number and get a link to your property's website with all the details they are looking for.

02 Unique text codes and QR codes

With busy lives and a crowded market, the simplest path wins. Each home is assigned a unique four digit code that buyers can use to reach more information in minutes or less. It is fast for them, and it tells me who is interested, so I can follow up by phone or in person. QR codes do the same job from a yard sign, a flyer, or a postcard with one scan.

03 A website for your home alone

As soon as a buyer calls the line, texts the code, or clicks an ad, they land on a page built for your property. Your house is not competing with other homes for sale in the area, and there is no third party advertising to pull attention away. Buyers get the additional photos, the details on what makes your home different, and the accurate, up to date asking price rather than an estimate.

The page is built for mobile responsive viewing, so it works on a phone, a tablet, or a desktop, and it is built for 100 percent up time so a lead is never lost to a page that will not load. A too low or too high estimate on a home portal can hurt negotiations. An accurate price on your own page protects them.

WHY THE DETAILS MATTER

Every channel ends in the same conversation

A sign, a flyer, a postcard, an ad. Each one is only as good as the moment a buyer decides to act on it. The phone line, the four digit code, the QR code, and the property website exist so that decision takes seconds instead of a search. They are also how I learn who is interested, so follow up is personal rather than automatic.

04

Your home, working harder

Your home is both the center from which the marketing emerges and the destination every buyer is being sent to. It also stands on its own as the most efficient place to start a conversation.

The sign, with two additions

Every agent uses a yard sign. Very few use one to its full potential. Since 9 percent of buyers found their home through a yard sign, I add two elements to yours.

First, a full color sign rider with interior photos in the flyer box. People typically remember about 10 percent of what they read three days later, according to research outlined in the book *Brain Rules*. When a relevant picture is included, that number rises to 65 percent. The photos also give a driver a reason to pull over and take a closer look, which buys your home more of their time.

Second, the box carries a fast and familiar way to get details: my dedicated phone line, your property's four digit code, and a QR code. Pew Research reports that 81 percent of people in the United States text regularly, and Nielsen reports that Americans text twice as often as they call. Texting is how people already ask for things.

Neighborhood reports

As your agent I am selling more than a house. The neighborhood, and the people, places, and businesses in it, play just as large a role in securing an offer as the square footage does.

My neighborhood reports map the restaurants, grocery stores, hospitals, pharmacies, and other businesses nearby, along with a regional map of airports and gas stations, a satellite view of the neighborhood, and interior and exterior photos of your home. Having that information on hand during an open house or a showing can decide whether your home stays on a buyer's list.

OPEN HOUSES AND SHOWINGS

Where the story gets told in person

Open houses give the marketing a room to work in. Beginning in the second week after your listing goes active, I hold open houses when they are appropriate for the property and the market. They generate buyer traffic, create urgency, gather feedback, and raise your property's visibility in the local market. Large format flyers and neighborhood reports go home with the visitors who walk through, so the conversation continues after they leave.

Beyond the yard, beyond the portal

Three more channels carry the campaign out into the neighborhood and across the internet. Each one exists to put your home in front of someone who was not looking for it yet.

CHANNEL 01

Neighborhood canvass

An eye catching, community wide print campaign puts professional photographs of your home in front of the same people, repeatedly. Small flyers go where buyers already are: local businesses, coffee shops, restaurants, community boards, HOA boards, and neighborhood meeting spaces. Large flyers welcome visitors at open houses and showings, and often end up on a coffee table or a refrigerator, where they keep working.

A Temple University Fox Center for Neural Decision Making study compared print and digital advertising. People look at physical advertising longer, remember it longer, and recall details faster and more confidently. It also produces a stronger emotional response in the part of the brain associated with intent to purchase.

CHANNEL 02

Direct mail

A trip to the mailbox is a break from the noise. No pop ups, no notifications, no competing tabs. That is why direct mail still earns its place in the plan.

A just listed postcard announces that your house is for sale, with full color interior and exterior photography, delivered to the people most likely to be receptive: your closest neighbors, who already know and love the area and may be looking for more room, a pool, or an upgrade.

Each card carries your four digit code, so a buyer can text for details in seconds. It also carries built in tracking, which tells me who asked, and gives me an address and a phone number to follow up with about open house dates or a private showing.

CHANNEL 03

Digital marketing

Most people rely on the internet to make decisions, and 44 percent of buyers found the home they bought online. The MLS and the portals cover the people who are already searching. They do not reach the person who has not started, the person who gave up, or the person whose friend is looking.

Those people are scrolling social media instead. So ads for your home run on social platforms, YouTube, and high traffic news and interest sites, using geotargeting to reach the right areas and retargeting to reach people again after they have seen the home once. Every ad leads back to the property's own website, where the only listing on the page is yours.

> *"A single offer invites negotiation. Multiple buyers lined up to buy your home drive each incoming offer higher than the last."*

PART THREE · THE LISTING MARKETING PLAN 2026

Your home's story deserves a deliberate launch.

A clear, coordinated campaign that presents your property professionally, reaches qualified buyers and local Realtors, and keeps you informed from day one. Ten steps, in four phases.

01	02	03	04
THE LAUNCH · STEPS 1 TO 3	STAY INFORMED · STEPS 4 TO 6	DIRECT REACH · STEPS 7 TO 8	STAY COMPETITIVE · STEPS 9 TO 10

PHASE ONE · THE LAUNCH

Build the right first impression

Selling a home requires more than placing it on the MLS. My goal is to create a comprehensive campaign that presents your property professionally, generates maximum exposure, and keeps you informed throughout the process.

01 Professional photography and video

Before your property goes live, I coordinate professional photography and high quality video to showcase your home at its very best. The listing is scheduled to go active approximately one week after photography is completed. That week is not idle time: it is when the marketing materials are prepared, the online presentation is finalized, and everything is ready for a strong launch.

02 Strategic online marketing

Once the property is active, it is promoted across multiple digital platforms: YouTube, Facebook, Instagram, X, and the major online real estate platforms. The objective is to put your property in front of as many qualified buyers as possible while keeping a consistent, professional presentation on every channel.

03 Open houses

Beginning in the second week after the listing goes active, I conduct open houses when appropriate for the property and market conditions. Open houses provide an additional opportunity to generate buyer traffic, create urgency, gather feedback, and increase the property's visibility within the local market.

BEFORE YOU GO LIVE

Everything on this page happens before the first buyer sees the listing. That ordering is why the launch reads as one campaign, not a series of separate posts.

- Professional photography and video
- Marketing materials prepared
- Online presentation finalized
- Property flyers at the home
- Facebook advertising live
- Social media promotion running

Keep the listing in motion

A strong launch matters. So does the steady communication and market awareness that follow it. These three touchpoints are how you understand what is happening while your home is on the market.

04

Seller activity updates

Communication is an important part of my service. You will receive bi-weekly property activity updates covering the marketing and sales activity that matters: buyer interest, showing activity, feedback, and relevant market developments. You should never have to wonder how your property is performing.

05

Market Watch email

Approximately three days after the listing becomes active, I set you up with a Market Watch email. It lets you monitor activity in the market and see how other properties are performing across the major real estate platforms. The goal is greater visibility into the competitive landscape while your home is for sale, not a monthly summary after the fact.

06

Facebook advertising and social media promotion

Facebook marketing is activated the same day your property goes live. Your listing is presented with professional imagery and compelling property information designed to generate attention and encourage buyers to learn more or schedule a showing. Additional social media promotion is coordinated throughout the listing period to maintain visibility, so the launch does not become a single moment that passes.

THE RHYTHM OF THE CAMPAIGN

What the calendar actually looks like

Photography and video first, then roughly one week of preparation, then the listing goes live with the online campaign and Facebook advertising starting the same day. Open houses begin in week two. The Market Watch email arrives about three days after launch. Activity updates reach you every two weeks, for as long as your home is on the market.

INSIDE EACH ACTIVITY UPDATE

ONE

Buyer interest

Who has asked about the home, and what they are saying.

TWO

Showing activity

How many showings, and how the property is being received.

THREE

Feedback

What buyers and their agents tell us after a visit.

FOUR

Market developments

What is changing around you, and what it means for the plan.

Put the property in the room

Digital visibility works best when it is paired with personal outreach and physical materials a buyer can take with them. Then the strategy keeps learning from the market.

PHASE 03 · STEP 07

Local Realtor outreach

During the first two weeks on the market, I personally reach out to local Realtors who have recently sold properties in the surrounding area. This direct outreach introduces your property to the agents most likely to have an active buyer for it, highlights the home's key features, encourages agent showings, and generates valuable market feedback.

PHASE 03 · STEP 08

Professional property flyers

Professional property flyers are created and placed at the property for visitors and prospective buyers. They give buyers an easy way to remember the home, review its key features, and keep the information after they leave, which is exactly when a second showing gets scheduled.

PHASE 04 · STEP 09

Digital property and community magazine

I create a digital magazine specifically for your property, featuring the home, its standout features, the lifestyle benefits, and the surrounding community. It gives buyers more than a listing. It gives them a way to picture what it would be like to live there and become part of the neighborhood.

PHASE 04 · STEP 10

Ongoing marketing and strategy

Marketing does not stop once the property goes live. I continuously monitor the property's activity, buyer response, showing feedback, and current market conditions. Based on what the market is telling us, we adjust the marketing strategy when necessary to keep the property competitive and positioned for the best possible result.

THE CLOSING ARGUMENT

Why multiple offers change the conversation

Deciding to sell may be a harder choice than buying. If there is one thing to take from everything in this guide, it is this. With a single offer on the table, a buyer will try to negotiate your price down. With multiple buyers lined up for your home, each incoming offer drives the next one higher. This is my number one goal as your agent, and the driving force behind every piece of marketing in this plan.



A recent listing represented by Brian Scott Smith, P.A. · 1090 Harbor Ridge Drive, Poinciana, Florida

PART FOUR · THE PARTNERSHIP

Why Brian Smith

Local perspective. Construction knowledge. Service that stays personal. Three things that are easy to claim and hard to demonstrate over a career.

01

Central Florida roots

A fifth generation Floridian with deep local expertise and a practical understanding of the communities he serves. I do not need a map to explain why one street holds its value better than the next, or what a new development on the horizon means for your timing.

02

An under the hood perspective

More than a decade of construction knowledge brings attention to detail in the way a home is prepared and presented. Roof age, drainage, the small repairs that stall an inspection: those conversations are easier when your agent has actually built and repaired homes.

03

Steady client care

Clear communication and thoughtful guidance, including support for veterans and seniors navigating important transitions. Some moves are financial. Many are personal, and they deserve a process that moves at the pace of the people making them.

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"My goal is to give your home the exposure, presentation, and attention it deserves, and to keep you informed the entire way."

What clients say

Trust is built in the details: preparation, communication, and the follow through that keeps a transaction moving. These are the words of clients who have sold with me.

★★★★★

"Brian assisted us in buying our house, and when it came time to sell, he was fully committed to securing the best price for us. Thanks to his advice on preparing the house, we received an offer on the very first day of showings, which we happily accepted. He also helped us address some necessary issues and ensured that the deal went smoothly. We are extremely grateful for his support throughout the process. He kept us informed every step of the way, and we cannot recommend him highly enough."

DOUGLAS

★★★★★

"Brian exceeded expectations during the sale of our house. He was consistent, thorough, and an excellent communicator."

ERIC

★★★★★

"It was a great experience working with Brian! He is very knowledgeable and trustworthy, especially in this ever-changing market. I highly recommend his services!"

JIM

★★★★★

"I can't recommend Brian Smith highly enough. I hired him to sell my parents' home, and his professionalism and marketing skills have been exceptional. He guided us through every step of the process, making it much easier than we expected. If you need a real estate agent to buy or sell a home, I would definitely suggest working with him."

TODD

WHAT THESE HAVE IN COMMON

Preparation before the listing went live. A price built on evidence. Communication that did not wait to be asked for. In each of these sales, the marketing and the follow through were doing the same job: giving a buyer a reason to act, and giving the seller a reason to feel calm.

A NOTE ON REFERENCES

Ask me for a conversation with a past client. Some of the best references are the people who went through this process most recently, and they are usually glad to talk about what the experience was actually like.

ERA REAL ESTATE GRIZZARD REAL ESTATE

LET US GET TO WORK

Ready to put your home in front of the right people?

Let us build a marketing plan that gives your property the presentation, exposure, and attention it deserves. I will walk your home with you, talk through preparation and timing, and prepare a pricing analysis you can rely on. No pressure, and no obligation.

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