



SELLER'S GUIDE



If your home didn't sell before, it just means it hasn't been marketed the right way yet. This is what I do differently —

TRACY SEGURA – REAL ESTATE ADVISOR



FIDELITY HOME GROUP
powered by

kw LEGACY
REALTY
KELLERWILLIAMS.

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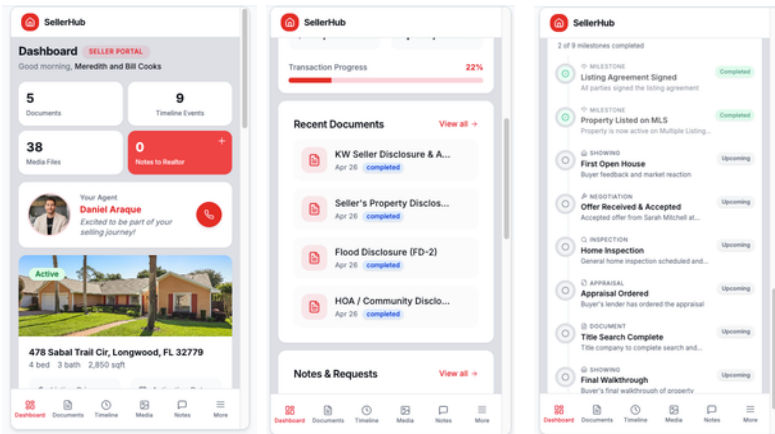
YOUR TRUSTED LISTING AGENT

Connecting Sellers to the proper solutions

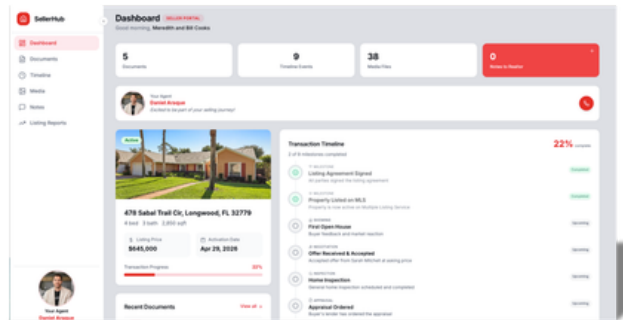
With years of experience in the real estate industry, our team specializes in relaunching expired listings and turning missed opportunities into successful closings. We don't just "relist" homes — we reposition them. We build a custom strategy designed to attract serious buyers and drive results. From high-impact marketing and professional presentation to aggressive exposure across local, national, and out-of-state channels, we ensure your property gets the attention it deserves.



TRACY SEGURA



PERSONAL DASHBOARD SELLER REPORTING



01

SELLER DASHBOARD

Every seller receives a custom branded website at mysellersite.com — a personal dashboard where they access documents, media files, transaction updates, and market reports in one place.

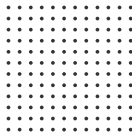
02

LISTING ANALYTICS

Your listing will generate strong, above-average visibility across all major real estate platforms. And we will share data analytics with you to prove it with our 15 day reporting.

The first impression of your listing is everything.

From day one, we position your home to stand out across every major platform—ensuring it launches with maximum impact, visibility, and buyer attention. Our strategy is designed to showcase your property at its absolute best while reaching the widest possible audience. That's why we create a dedicated website just for you, giving you full transparency with real-time updates, analytics, and reporting—so you stay informed and in control from the moment your home hits the market.



A PROFESSIONAL LISTING LAUNCH THAT SHOWS SELLERS EXACTLY WHAT HAPPENS AFTER THEY HIRE **ME**

Our objective is to integrate high-quality media, expansive digital reach, strategic local distribution, maximum platform visibility, and a powerful referral network into one cohesive approach—designed to position your property at the highest level from day one, both globally and within the local market.

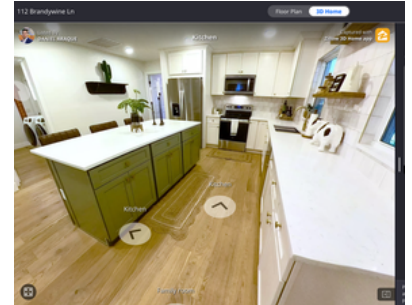
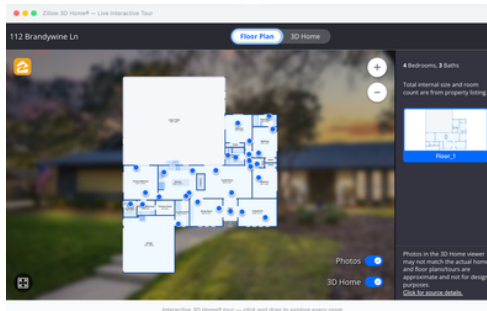


**YOUTUBE
PROPERTY TOUR**

MATTERPORT TOUR

2 LANDING PAGES

3D FLOOR PLAN



BRINGING SKYTURNS TO LIFE: DESIGNING AN IMMERSIVE 3D EXPERIENCE FOR HOME EXTERIORS

Zillow's latest innovation, SkyTour, introduces an immersive way for home shoppers to explore the exterior of a property. The technology is powered by Gaussian splatting, a 3D-rendering technique gaining traction in computer vision and graphics research. But SkyTour isn't just a product feature — it's a demonstration of what's possible when product, research and engineering teams collaborate across the full technology stack to enhance the home-buying and -selling experiences.



3D SKY TOUR



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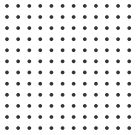
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KELLERWILLIAMS

HIGH LEVEL MARKETING SOLUTIONS

PROPERTY BROCHURES



**BROCHURES TO HAND DELIVER AND
MAIL TO STRATEGIC LOCATIONS**



Luxury FLORIDA Pool Home
20 minutes from
Downtown **ORLANDO**

Offered:
\$835,000

**112 Brandywine Ln
Longwood, FL**

4 Bedrooms • 3 Bathrooms • 2 Garages
2,305 SQFT

Key Features

- New Roof - Full Repipe - New Engineered Wood floors
- Oversized Private Pool and 0.43 Acre lot
- RV / Extra Vehicle Parking
- Expansive Private Yard
- Fully Renovated Interior - New Paint In and Out
- 20 Minutes From Downtown Orlando

**15,000 REFERRAL
COMMISSION**

Virtual Tour

**Exposure to offices in
320+
market
centers**

**1200+ SALES
22 year experience**

382 REVIEWS

Tracy Segura
321-466-3505
tsegura@kw.com

REFERRAL PARTNER EMAIL FLYERS

We have an extensive referral Network, and we are happy to bring buyers from all over the States with the most migration to Florida.

50,000+ EMAILS /MONTH

TAILORED LOCAL ENGAGEMENT

- ✓ **HYPERLOCAL MARKETING**
- ✓ **Open Houses - Post Cards - Brochures**
- ✓ **Brochures - Meta Adds - Community Distribution**

JUST LISTED
\$835,000

Scan QR code for more photos, video and 3D tour.

Listing Specialist
Central Florida
tracy@tracysegura.com

Thinking about buying?

Tracy Segura
321-466-3505
tsegura@kw.com

See Active listings at www.tracysegura.com

SCAN NOW
Find out what your home is worth today - Scan Now or Call Me!

112 BRANDYWINE LN, LONGWOOD, FL 32779

OPEN HOUSE
SUNDAY, 01 FEBRUARY
START AT 01 PM - 5 PM

\$835,000 - 4 BEDS - 3 BATHS - 2,305 SQFT

Looking for the perfect place to call home? Don't miss this opportunity to tour this beautiful Florida pool home featuring modern upgrades, spacious living areas, and a private outdoor retreat.

- Private Pool & Outdoor Living
- Renovated Interior & Wood Floors
- RV / Extra Vehicle Parking - Large Yard

VISIT THIS SUNDAY | Contact Tracy (321) 278-0747

JUST LISTED POST CARDS

Targeted postcards are mailed directly to surrounding neighborhoods to generate local buzz and referral interest.



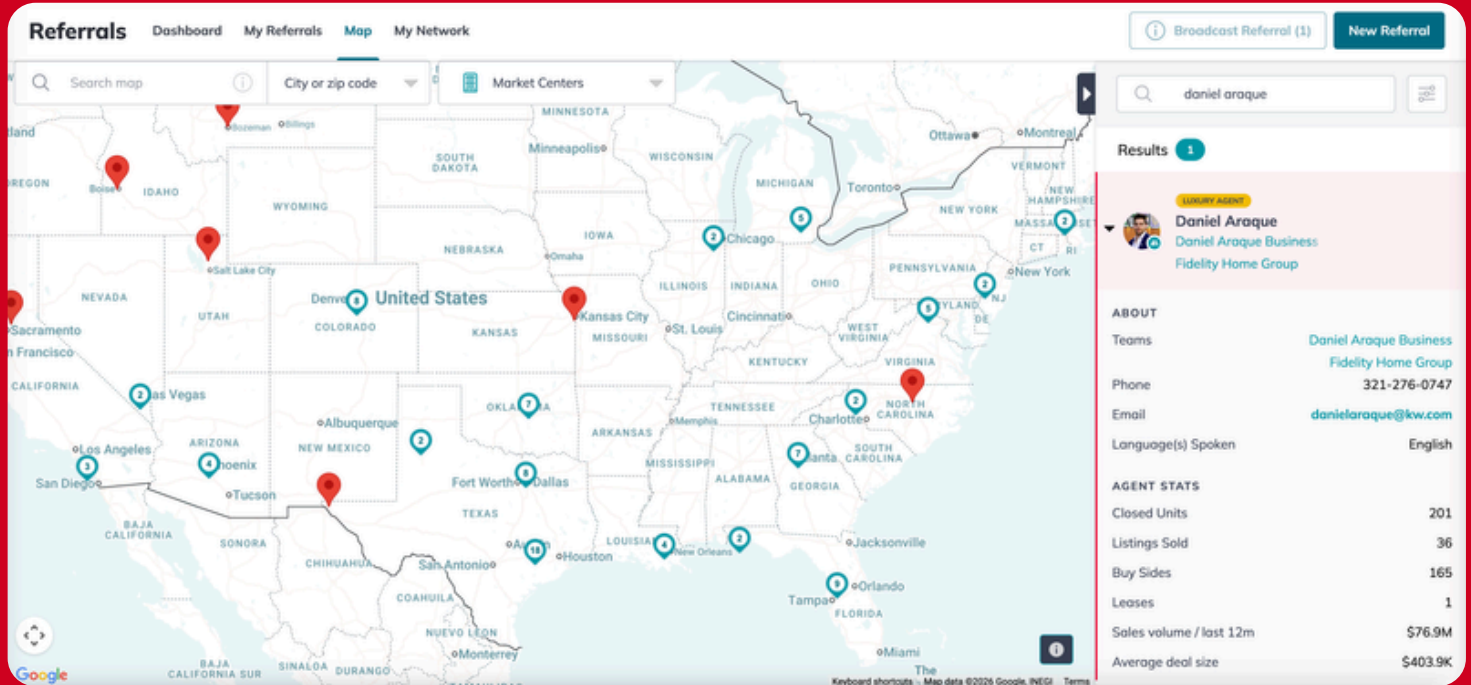
OPEN HOUSE SIGNAGE



OPEN HOUSE DAY

**Local Business.
Global Reach.**

nation wide **REFERRALS**



**“We share referral
Commissions on your listing
to attract more agents with
buyers”**

We're excited to share exclusive listing opportunities such as this listing and more: Orlando, Kissimmee, Davenport, Winter Garden — ideal for relocation, vacation, and investment buyers!

- **Referral-Friendly Culture** — We honor referral commissions from **35% to 50%**, depending on the buyers level of qualification and handoff.
- **Seamless Client Experience** — As one of the top agents in Central Florida, referral partners from all over the world think of my team and I when referring buyers to the area.
- **Proven Referral Sales** — 165 Buyer side referrals from KW referral partners since 2017.

320+

MARKET CENTERS
Across the United States

1,100+

GLOBAL OFFICES
On multiple continents

300,000+

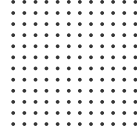
AGENTS WORLDWIDE
Largest real estate franchise

6

CONTINENTS
North America, Europe, Africa, Asia,
Oceania & more

KW
KELLER WILLIAMS
WORLDWIDE

Albania	Cayman Islands	Dubai, UAE	Honduras	Malaysia	Paraguay	Saudi Arabia	Suriname
Argentina	Colombia	Egypt	Hungary	Maldives	Philippines	Scotland	Thailand
Aruba	Costa Rica	El Salvador	Ireland	Monaco	Poland	Serbia	Turkiye
Bahamas	Croatia	France	Israel	Mongolia	Portugal	Singapore	Turks and Caicos
Belize	Curaçao	French Polynesia	Italy	Nicaragua	Puerto Rico	Sint Maarten	United Kingdom
Bermuda	Cyprus	Germany	Jamaica	North Macedonia	Qatar	Slovenia	Uruguay
Bolivia	Czech Republic	Greece	Japan	Northern Cyprus	Romania	Southern Africa	Uzbekistan
Bonaire	Delhi NCR, India	Guatemala	Luxembourg	Panama	São Paulo, Brazil	Spain	Vietnam
Bulgaria	Dominican Republic	Guyana					



THE POWER BEHIND MY ZILLOW SHOWCASE AND REALTOR.COM PRO MEMBERSHIP

Sell faster and for more money

Unlock your home's selling potential with Showcase

Showcase is a premium listing experience on Zillow that offers your home powerful marketing exposure with **dedicated emails** to interested buyers and **prioritized placement** in search results. The elevated, media-forward design features a **virtual tour** and an **interactive floor plan**, helping buyers engage with your listing.



17
REALTOR ASSOCIATIONS
MFRMLS — Across Florida

320+
MARKET CENTERS
KW offices nationwide

382
ZILLOW REVIEWS
5-star rated agent

1,200+
SALES CLOSED
\$450M+ sales volume

TOP MEMBERSHIPS · NATIONWIDE NETWORK · WORLDWIDE BROKERAGE



LISTING REEL — LONGWOOD, FL



PROPERTY TOUR REEL — HEY LONGWOOD

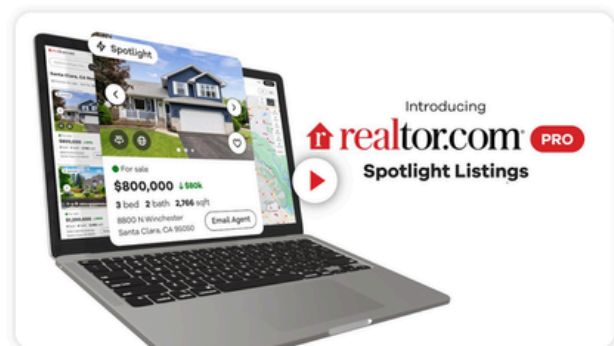
Short-form video content created to reach buyers on social media and generate buzz around the listing.

⚡ Spotlight Listings

Get up to 2x more eyes on your listings — without extra legwork*

Put your properties in premium placement on Realtor.com so motivated buyers find you first.

Get started ▶



SCAN TO PREVIEW THE SPOTLIGHT ADVANTAGE

Always In The Know

Every 15 days, you receive a comprehensive seller report that breaks down exactly how your home is performing online, which buyers are viewing it, where they're coming from, and how market conditions are shaping your sale.

THE 15-DAY REPORTING CYCLE

Data-Driven Decisions, Every Step of the Way

Unlike agents who go silent after listing your home, I deliver a detailed performance report every 15 days. Each report pulls live data from multiple platforms and translates it into clear, actionable insights—so you never have to wonder how your listing is doing.

1

DAY 1 — LISTED

2

DAY 15 — FIRST REPORT

3

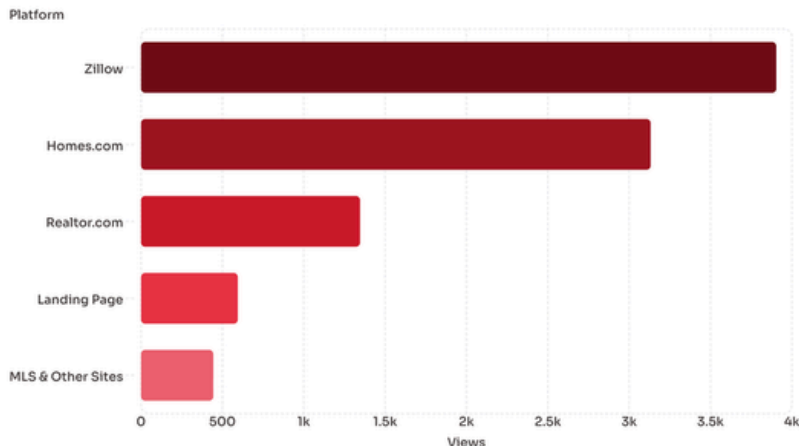
DAY 30 — MARKET REVIEW

4

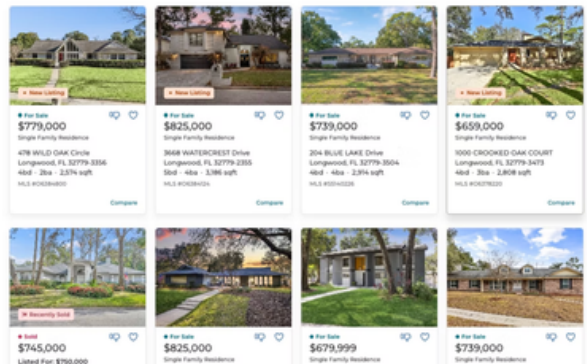
DAY 45+ — STRATEGY
ADJUST

Buyer Traffic by Platform

Your home is receiving **strong national exposure** across every major real estate marketplace. Zillow leads with the highest view count, while Homes.com and Realtor.com deliver consistent daily engagement.



☐ **Key Insight:** The pricing may be slightly above the threshold where buyers feel compelled to act, given the home's size relative to what else is available in this segment.



Your listing is generating **strong, above-average visibility** across all major real estate platforms. Here's a snapshot of your property's performance at a glance.

6,145

Total Online
ViewsAcross all major
platforms

595

Landing Page
Views

Custom marketing page

12

Showing
Requests

Buyers requesting tours

8

Confirmed
ShowingsIn-person tours
completed**SAMPLE SELLER REPORT**

SERVICES INCLUDED

What the Seller Is Receiving

This makes the launch tangible. Instead of a seller only hearing that the home will be marketed, they can clearly see each service layer that goes into the listing campaign.

POSITIONING STATEMENT

We do not simply place a listing on the market. We build a launch strategy designed to create exposure, credibility, and momentum from the beginning.

Professional HDR Photography

High-quality imaging for first impressions

Zillow Showcase Package

Enhanced visual presentation and platform positioning

3D Matterport Tour

Immersive buyer experience from anywhere

Social Media Video Content

Short-form exposure across major channels

Agent Walk-Through Video

Built for remote, out-of-state buyer engagement

Two Dedicated Landing Pages

One for local print/QR traffic, one for digital ad traffic

MLS + Major Portal Launch

Broad online distribution across key real estate sites

8,000+ KW Referral Partner Exposure

Agent-to-agent reach across the U.S.

Flyers, Postcards & Community Placement

Neighborhood-level awareness strategy

Digital Ad Campaign Buildout

Targeted online reach to qualified audiences

THE POWER BEHIND

1200+ SALES

382+ 5 STAR REVIEWS

17 REALTOR ASSOCIATIONS

320+ MARKET CENTERS

12+ YEARS EXPERIENCE

VALUE BREAKDOWN

Why This Matters

- 1 Every task requires coordination, media planning, vendor management, writing, design, distribution, and follow-through.
- 2 The strategy is layered so the property is not only listed — it is launched with purpose.
- 3 The goal is to create momentum locally, digitally, and through agent networks at the same time.
- 4 This process helps sellers understand that strong launch execution is a true service, not just a listing input.

Your home deserves more than exposure.
It deserves a launch plan.

Our objective is to combine media quality, digital reach, local distribution, platform visibility, and referral network promotion into one coordinated strategy that elevates the presentation of your property from day one.



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