

COMPASS



## Learn The Exclusive Way

Let Your American Dream TV Host  
Brian Scharick guide you home



FLORIDA  
EXCLUSIVE  
LIVING



The  
Florida Exclusive Living  
Experience

510+  
sales

\$600M+  
in closed transactions

In addition to being a full time realtor, Brian Scharick is pleased to have been selected as the Host of the Emmy Nominated TV show, The American Dream, which is syndicated on CNBC, MSNBC, CBS, AppleTV, ROKU, Amazon Prime and more!

It is not a reality show but rather one that highlights the lifestyle, culture, people and real estate that makes Fort Lauderdale and the surrounding areas such a great place to live and work.

If you (or a friend) would like your home, local business, interesting hobby or charity to be featured on an upcoming episode of The American Dream: Selling Ft. Lauderdale, please reach out to us.  
Airing all throughout 2023





## BRIAN SCHARICK

### Mission Accomplished

The road to finding one's passion and purpose is often long and winding. Only a lucky few know what they want for their lives early on, and many never make the leap of faith of truly going for their dreams. Brian Scharick, a top producer with Compass, took the long road, building his skills in the hospitality and retail industries across several states until he entered real estate in South Florida in 2011 and saw his career — and his dreams — take off.

## Real Producers

Exclusive **magazines** and events for your market's top-selling real estate agents. **Real Producers** brings the best in the industry together.

## Compass Concierge

**Sell your home faster, at a higher price, without spending upfront on home improvements.**

Industry experts know that decluttering, cleaning, and staging are the best ways to get the most money for your home.

Our Concierge program helps you easily prepare your home for sale by fronting the cost of home improvement services, so you can sell it faster and for more money.

- Staging
- Deep-cleaning
- Decluttering
- Landscaping
- Painting
- Pest control
- Cosmetic renovations
- Custom closets
- Roofing
- Impact windows
- A/C replacement
- 100+ more services





# Florida Exclusive Living Sellers Guide

## Step One

- Introduce Compass and the marketing tools that agents use
- Meet to understand your needs regarding timeline to sell
- Walk the property to know its history, details and special features
- Understand what the seller fell in love with when purchasing the residence
- Present market comparable sales and what is currently listed to know market activity

## Step Two

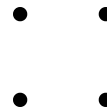
- Present Compass Concierge; if necessary concerning staging and curb appeal
- Review the list price to sales price ratios; discuss the triangle of price to sale, discuss contract to list terms
- Schedule video and photo shoot; explain timeline for print materials
- Explain Coming Soon and the benefits to market the property with Compass tools
- Brochure design, distribution and targeted mailings

## Step Three

- Broker open and preview
- Open House; neighborhood exposure
- Extensive networking with local and nationally based agents
- Social media exposure; electronic and internet advertising, and print media exposure
- Report market activity and updates, share and review feedback from showings, open house, and marketing efforts.
- Adjusting and repricing if necessary due to market changes

## Step Four

- Negotiate the offer from the buyer and manage expectations
- Create a timeline to honor all contractual contingencies
- Oversee the inspections, maintain contact and updates with the buyer's agent regarding financing and appraisal
- Assist with storage or moving company contracts
- Review closing statement and disconnect all utilities
- Schedule final walk-through prior to closing
- Closing!



**Brian Scharick**

Realtor®

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