



The 5 Secrets To Selling Your Home In Any Market



Desirée Avila
REALTOR®

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Dear Homeowner,

Chances are that if you are reading this, you are thinking about selling your home. I understand that the decision to sell your home can feel overwhelming, and I want to acknowledge the emotions that come with it. A home is not just a property; it's a place filled with memories, comfort, and meaning. It's only natural to have concerns about making such an important decision.

As a Realtor, my number one priority is to ensure that this process is as smooth and stress-free as possible for you. I want you to know that everything I do will be with your best interests in mind. From the initial consultation to the final closing, my goal is to guide you through each step, answer any questions you have, and address any concerns that may arise.

Selling a home is about more than just the transaction; it's about you, your goals, and your future. I am committed to understanding your needs and tailoring my approach to meet those needs. Whether you are looking to sell quickly, get the best possible price, or have any other specific goals, I will be here to ensure we work toward those objectives together.

Rest assured, I will be by your side every step of the way, providing expert advice and support throughout the entire process. Your comfort and confidence are my top priorities, and I'm here to make this experience as seamless as possible.

Thank you for considering me to help you with this important decision. I look forward to working with you and ensuring that your selling experience is a positive one.

Warm regards,



This brochure has been created for general informational purposes only and is not intended to solicit already listed properties or cause breach of existing agency relationships.



Preparing Your House For Sale

Before the sign goes up in front of your house and the listing live on the MLS, there is a lot of work that needs to be done. Your house is like a contestant in a pageant. When you enter a pageant you want your contestant to look as good as they can next to the other pageant contestants. In this case, the other houses for sale are your competition. If you want the judges (buyers) to give your house high scores so you win that pageant (sell your house for the best price possible) your house has to look its absolute best.

I cannot underscore enough how important it is for the house to be properly prepared for showings. I have prepared a list of 7 general suggestions that work for every house and that will help you get your home in tip-top showing condition.

Without further ado, let's get right into it!

“

You never get a second chance to make a good first impression.

”

**John Nista, Band Director
Fort Lauderdale High School**

Task #1 Clean, clean, clean



You have to clean your home like never before. Once cleaned you have to keep it clean the entire time you are living in it and trying to sell it. You may want to hire professional cleaners to do a deep cleaning the first time. You can maintain it yourself and have the professional cleaners come back as necessary.

Task #2 Declutter & Depersonalize



Buyers should be able to imagine what your home will be like when it is their home. Declutter as much as possible so they can appreciate the space. If necessary rent a storage unit and store all the excess in there until you move. Depersonalizing is also important because it gives the broadest range of buyers a feel for your home. Buyers want to see the house they may one day call home, not Mike and Adriana's family vacation photos. Make it look and feel like a hotel - neutral, clean and welcoming. Get the picture?

Task #3 Deodorize the House



It is unpleasant for buyers to walk into a home that may have an unusual smell. I have seen buyers do an about face and leave because of strong smells. For example, some people have pets and over time they have become desensitized to their pets' smells. When buyers that don't have pets come over for a showing, pet smells could leave them with a bad impression. Another example is cooking foods that have a strong smell. Avoid cooking those foods before showings. Cookies in the oven make a much better impression.

Take the time to deodorize the home and leave it fresh and clean smelling. Avoid scents that are particular and use scents that are one-size-fits-all like lemon or lavender.

Task #4 Landscape the Front & Backyard



Curb appeal is extremely important. If a house doesn't look good buyers can pass on it altogether. The outside must make them want to come in. Clean up the shrubbery, mow the lawn and add some nice potted plants and flowers to spruce up the outside. If you have pets and they leave landmines, make sure to clean those up. You don't want to imagine how a buyer will feel if they step in poop! Talk about leaving a bad impression! Make the back yard look clean and inviting. Stage it like the inside if necessary.

Task #5 Paint, Patch & Fix



Painting the house, especially if you move out before you sell, will make it look and feel fresh. Make sure to repaint in neutral colors. A fresh coat of paint and freshly painted door frames and baseboards will make the house look clean and give it a broad appeal. Consider painting the outside as well if it needs freshening up. At minimum, wash the outside of it.

Fix any little known issues, such as a sliding glass door that doesn't slide properly, a door knob that doesn't turn or a window that doesn't open, etc. You want everything to be in good working order when the buyer is looking at your home for the first time. These little repairs will convey to buyers that you are a homeowner that takes pride in their home. It gives them a good feeling about the condition of the house and how it has been taken care of over the years.

Task #6 Improve Kitchens & Bathrooms



Kitchens and bathrooms are the single most important spaces in a home. Buyers place a very high importance on both of these. A complete remodel is not suggested, but you might want to think about doing some little things to make those spaces look better. For example, you might want to repaint those spaces in neutral colors like the rest of the house, refinish cabinets, paint tiles in the bathroom and add accessories that make them look fresher and newer.

Task #7 Let There Be Light!



For pictures and for showings it is important to have good lighting. If you have natural light great, maximize it! If you have good lighting in the house, turn them on. If your house is not well lit, then consider getting lights, they don't have to expensive. As long as the lights blend into your decor and brighten up the house.

Nail The Price!

Nailing the right price range is the single most important factor when selling a house. When selling a house, **pricing it wrong is one of the most common and most detrimental mistakes a seller makes.** If a house is priced incorrectly, a lot can go wrong with the sale of the home and it can cost the home seller.

If it is priced too high it will linger on the market, buyers won't come and people will wonder what is wrong with it. If it is priced too low you will leave money on the table. A house has an objective value. A house is not automatically worth what the neighbor's house sold for, nor is it worth what the Zestimate says, or how much a homeowner needs to make or what a homeowner feels it is worth.

The first step in determining the price is to create a CMA. I create the CMA for sellers by comparing similar properties and narrowing down a price range. This information is used to determine a sale price. And I have a wild card up my sleeve that I use to make sure that when it comes to price that we are always on the right track.

The first couple weeks a property hits the market are critical. It will be apparent that the price is right if showings are requested once it is listed. If they are not being requested, then the price should be adjusted within 2 to 4 weeks in today's market.

Speaking of today's market, that brings me to another intangible but important consideration that needs to be made : current market conditions.



Pricing Strategy

When considering the exact price at which to price your home for sale, it is very important to consider the prevailing market conditions. Is it a seller's market? Is it a buyer's market? Is it a balanced market?

- If it is a **seller's market**, then you can consider pricing the home on the higher end as the market conditions are in your favor.
- If the market is **balanced** consider pricing it more conservatively.
- If the market is **leaning in favor or buyer's** price it very conservatively, ahead of where the market is going so it doesn't linger. Also, be prepared to be flexible during negotiations.

Please note that if you overprice your home, in any market, you are doing a great disservice to the sale of your house.

On the other hand if you slightly underprice it you may generate a lot of interest and potentially provoke a bidding war. If used correctly this strategy can be very effective.

As far as pricing, whichever direction you choose to go in you will know if you have nailed it or not based on the response you get from buyers.

Be attentive to this and adjust accordingly. Whatever you do, don't persist in a strategy that is not working. Ultimately, persisting

in an unsuccessful strategy, only hurts the sale of your house and your bottom line, i.e. how much you end up with in your bank account.

“

As I mentioned in the beginning, selling a house is a team effort. We will work together from the start to help you thoughtfully determine a price for your house. You want to avoid the house staying on the market too long because it can ultimately affect the price for which it sells. Nail the price from the get-go to get it sold!

”

IS THE PRICE RIGHT?

Don't guess.

Work with a PSA.



When you're selling your house, you want to get the most from your investment. But determining the most accurate price for your home can be confusing.

That's why you need a REALTOR who is a Pricing Strategy Advisor (PSA).

A PSA adds valuable perspective to your sale by taking the guesswork out of pricing. They can find your accurate price by strategically building a thorough Comparative Market Analysis, or CMA.

Gain the confidence that your house is presented - and sold - at the most accurate price.

I'm a PSA, and I can help you determine the right price for your home.



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Your Trusted Local Real Estate Expert

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PSA Since 2020

Not intended to solicit already listed properties or cause a break in existing agency relationships.

Why I don't take Overpriced Listings

Price sells a house, the right price that is. Overpricing your home doesn't just slow down the sale, in the long run, it costs you.

I've built my business on a simple principle: I don't just list properties, I sell them. My reputation, my results, and the trust I've earned from homeowners interested in selling come from following one rule consistently—I don't take overpriced listings.

This isn't about being difficult. It's about being honest, strategic, and results-driven so your house sells rather than helping all the other houses sell. Let me explain :

Overpriced Homes Sit, and That Will Affect Your Bottom Line, i.e. Money in Your Pocket

When a home is priced higher than what the market will bear, it lingers. The longer it lingers, the less attractive it looks to buyers. They start wondering, "What's wrong with this property? Why hasn't it sold?"

Before long, even if the price is reduced, the momentum is lost. Instead of creating excitement, the home feels like old news and to become attractive again the price will have to come down.

Overpricing Costs Money, Not Just Time

Many sellers think starting high leaves "room to negotiate." But if there is too much room, buyers will conclude the seller is unreal-

istic. Today's buyers have access to lots of information. They know what similar homes are selling for and will compare yours to others. If your property is overpriced, instead of even attempting to see it, most buyers will opt not to see it.

And we all know that the longer it sits, the more carrying costs add up—mortgage payments, insurance, taxes, maintenance. A price correction months later rarely recoups those losses and chances are it will sell for less than if it had been priced realistically in the first place.

Skills, Experience, Knowledge, and Strategy That Sell !

My system for selling is founded on Skills, Experience, Knowledge, and Strategy, S.E.K.S.™ if you will. Each piece is essential, and none of it works if the house is priced incorrectly.

Protecting My Clients and My Reputation

When I sit down with a seller, I have two responsibilities: to protect their best interests and to deliver on my promise of results. Taking an overpriced listing does neither.

I won't put my clients through months of stress and disappointment just to "see what happens." That's not strategy—that's wishful thinking. And it's not fair to the seller.

Why I don't take Overpriced Listings

At the same time, my reputation as an agent is built on results. Buyers' agents know I price realistically, and they trust my listings. That credibility helps me bring stronger offers to my clients. If I filled my portfolio with overpriced listings, that trust would disappear—and so would the results.

The Right Price Creates Opportunity

When a home is priced correctly from the start, something powerful happens: buyers compete. Competition creates urgency, urgency creates offers, and offers create leverage. Instead of chasing the market down with reductions, sellers find themselves in a position to choose the best offer—often with stronger terms or even above asking.

That's the outcome every seller wants, and it only comes from aligning the price with the market from day one.

The Bottom Line

I don't take overpriced listings because I'm not in the business of listing properties. I'm in the business of selling them. My Skills, Experience, Knowledge, and Strategy only work when the foundation is strong, and that foundation is always the right price.

If you're serious about selling your home and not just putting it on the market to see what happens then let's work together to position it strategically, market it effectively, and get it **SOLD!**

Beware of agents that overpromise.

One word of caution, beware of agents that tell you your house can fetch a price that is not in tune with the market. Unfortunately, it is not uncommon for agents to tell homesellers that their house is worth a lot more than it is so the homeseller signs a listing agreement with them. They bank on the fact that once the papers are signed the homeseller is locked in. In the end, if the price is too high it will linger on the market and probably end up selling for much less than if it was priced right in the first place.

A Tale of Two Listings

A Dickens-esque Tale of real estate sales

It was the best of listings, it was the worst of listings. It was the spring of picky buyers and lowball offers, it was the summer of stale listings and dwindling sales. It was the season of condos galore on the market, termite tents, tart-tongued inspectors, and occasionally a quick sale. In short, Broward County's real estate market moved with a rhythm all its own—ravenous and radiant, fickle and forlorn.

Let us begin, dear reader, in Old Pompano, that storied heart of the city of Pompano Beach where banyan trees spread their roots like ancient guardians and the past still lingers in weathered porches and pastel paint. Here, a man by the name of Doug Prentice had lived for the better part of three decades. Once a bohemian graphic designer, now a semi-retired feng shui consultant with an Etsy store, Doug resided in a small mid-century bungalow just east of Dixie Highway minutes from downtown Pompano or the beach in either direction.

His home was charming, yes, in the way a rotary phone is charming. Coral stone façade, original terrazzo floors, and a back patio strewn with wind chimes and citronella torches. The kitchen, had not been touched since Bill Clinton's first term, and the master bath featured a curious blend of lavender tiling and gold fixtures—"regal," he insisted. "Gatsby would've loved it."

With dreams of moving to Asheville for

"mountains and mushrooms," Doug summoned Roxie Morales, a veteran real estate agent whose gold hoop earrings caught the sun from blocks away and whose sharp eye could appraise a property faster than a compass could find north.

"I'm thinking \$1.2 million," Doug announced with a sunhat flourish, presenting his home as one might unveil a vintage convertible. Roxie blinked. "You're thinking what?"

"It's mid-century! Original. Authentic!"

"It's also got window units and a cast iron sewer line. And your 'Zen garden' is mostly crabgrass and rocks."

"But it's Old Pompano! Lots of development!"

"Old Pompano or new Pompano, it will only sell if you price it right," Roxie sighed. "List at \$899,000 and we'll have a bidding war. List at \$1.2 million, and this house'll be for sale longer than a Palm Aire timeshare."

Doug refused. "I watched a TikTok where a woman sold her house for double the Zestimate!"

Roxie rolled her eyes when she heard the word Zestimate, *the proverbial diviner of home values* she thought *ugh*. A Zestimate is not the same as the opinion of a seasoned local agent she wanted to scream. But instead she said "And I watched a TikTok where a man married a raccoon. Doesn't mean it's a business model."

Still, out of loyalty and perhaps morbid curiosity, Roxie listed it at \$1.2 million, despite her gut feeling that they would be playing a waiting game.

The listing went live on a Thursday. By Friday, it was being discussed on the Living in Pompano Beach Facebook Group. By Saturday, it was the subject of memes.

Sunday's open house yielded five guests: three curious neighbors, one confused Uber Eats driver, and a man who just wanted to pet the cat.

"Where's the central AC?" one asked.

"Those are vintage Westinghouse wall units," Doug replied proudly. "Very collectible." No offers came. The house lingered like an uninvited guest at a garden party, wilting in the Florida heat.

Meanwhile, in Oakland Park, just two ZIP codes away, Giovanna and Marco Rivera were preparing to list their 3-bed, 2-bath home near Floranada Road. Teachers by trade and practical by nature, they had bought it as a foreclosure a decade ago and renovated it with love and porcelain tile flooring amongst other upgrades. They had raised their family there and alas, while the house was full of memories, they were ready to downsize and move to a condo on the beach before their kids could move back.

Their agent, Diana Poitiers, young, intuitive, and possessed of spreadsheet skills rivaled only by her charm, gave a straightforward valuation.

"List at \$850,000," she advised. "Updated, clean, new roof, no flood zone. You'll be under contract in 72 hours, max."

The Riveras agreed and set about readying the house. They vacuumed, decluttered, and baked banana bread before showings. Diana

hired a photographer with a drone and a knack for capturing just the right angle so the neighbor's boat-on-blocks stayed cropped out.

The listing went live Tuesday morning. By Wednesday, there were 14 showings. By Thursday, there were six offers. And by Friday afternoon, the Riveras accepted a full-price cash deal from a nurse and a dentist relocating from New Jersey.

Less than two months later, the Riveras were enjoying life in their new oceanfront condo off Galt Ocean Mile and making plans for their future travels sans children. "Paris, Rome, Madrid - oh where shall we go Marco?" Giovanna joked and laughed while they enjoyed wine on their new ocean view balcony.

Meanwhile, back in Old Pompano, Doug stewed.

He refreshed the MLS hourly. He lit sage in the kitchen and rearranged his succulents for "money flow." He asked Roxie to add "incredible potential!" to the listing description and sent Roxie some new photos of the old kitchen "to enliven the listing some."

"It's not the photos," Roxie replied flatly. "It's the price and possibly the iguana nesting in your gutter."

Still, he refused to drop below seven figures. "I'm firm. I know what I have."

"You have an old house that smells like incense and expired cat food."

She eventually convinced him to host a twilight open house, hoping a little darkness might disguise the cracked tiles and dubious ceiling stain in the laundry room. It didn't work.

A couple from Pompano looked for thirty seconds and fled. A man from Miami dared not walk in.

By month three, the cat had scratched the staging rug, the jasmine plant was dead, and the neighborhood had begun calling the house “the museum.”

By month four Doug began talking to his plants. “Do you think it’s the price?” he whispered to a withering spider fern.

The plants said nothing but the market, while silent, spoke volumes.

Eventually, the silence grew so loud he listened and he agreed to lower it but to Roxie’s dismay, not enough. First he lowered it to \$1.05 million, then begrudgingly to \$975K, but nada - no showings, no offers. Finally, with the sigh he dropped it to \$899K.

Within a week, nothing happened. Confounded, Doug asked Roxie what was happening, why hadn’t the price decrease yielded any ready and willing buyers, “you said we would have a bidding war at that price?!”.

Cool as a cucumber Roxie responded “We are still behind the market, \$899K is what the price should have been three months ago”.

Horrified, Doug writhed at what he had just heard. “You mean, I have to price it for even less than \$899K?”

“Yes,” Roxie said. “We are in a declining market, and to get ahead of it, your pricing should be in the \$800K-\$825K range.”

Doug felt sick at the thought of it, but he had found a place in North Carolina and did not want to miss the opportunity to buy it.

“Ok, lower the price to \$825K.”

Within ten days, a charming retiree from Toronto submitted an offer: \$775K, cash, no inspection, 21-day close.

“He likes the wall units,” Roxie said. “He thinks they’re ‘retro cool.’”

Doug hesitated. “Should I counter? Should I hold out for backup?”

“No, Doug. You’ve already missed a season, and those months during which you held out cost you \$50K or more. Take the offer and don’t look back.”

He wept as he signed the contract. And finally after nearly 6 months of showings and no offers Doug was finally headed to his Carolinian mountain.

So let this be a cautionary tale for home sellers in Broward County and beyond.

One listing, overpriced and one realistic. One flew from the market like a beach towel in a breeze. The other, trapped by ego and lavender grout, withered under the tropical sun until the market, tired of waiting, forced its hand lower than it ever expected.

Let it be known: granite alone does not a fortune make. An asking price too bold may lead to a listing too long and prices lower than law allows. Even in paradise, timing and humility are worth more than gold bathtubs and haunted koi ponds.

As in life, in real estate, fortune favors the grounded. And perhaps—just perhaps—it favors those who install central AC.

YOU DESERVE THE BEST.

**When it comes to the biggest investment of your life,
EXPERIENCE MATTERS.**

As a Florida Realtors® Board Certified Professional, I deliver a high level of service based on industry knowledge, skills, a strong moral compass and a deep connection to our community.

Not every real estate agent has earned this prestigious endorsement from Florida Realtors, the largest trade organization in the state. In fact, less than 0.1% can claim this distinction.

Why work with a Realtor who is a Board Certified Professional? It's simple, because you deserve to work with the Best of the Best!

—Desiree Avila, Next Home Realty Professionals

Learn more at : FloridaRealtors.org/TheBest



**BOARD CERTIFIED
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Easy Access

In order for people to want to buy your house they have to see it. In order for them to see it, it is essential we provide easy access to it.

On all my listings I provide secure access through SUPRA. If a buyer calls me and they don't have an agent, as long as they can provide pre-qualification, their identification and sign a buyer brokerage agreement, I will show them the property.

On your end it is important to keep the house ready. If a qualified buyer calls it is important to allow access as soon as possible.

Together we will create a plan that works for you and your schedule. Some showings may require flexibility because of buyers that are in town for a short period or buyers that drove by the house and are in the area and want to see the house.

The key is structure with a reasonable amount of flexibility built in.



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Marketing Your Property

Good marketing is essential when trying to sell your property because it helps you reach the right audience. In today's digital age, a large portion of potential buyers starts their search online. Without effective marketing, your property could be overlooked by the people who are actively looking for a home. By using high-quality photos, virtual tours, detailed listing information and leveraging the power of Zillow, you can showcase your property in the best light possible and make sure it stands out in a competitive market.

Another key reason marketing is important is that it helps create a sense of urgency and desire among buyers. A well-crafted marketing strategy can generate interest and even create a buzz around your listing. The right mix of advertising, from social media

posts to email campaigns and open houses, can make potential buyers feel like they might miss out if they don't act quickly. This sense of urgency can lead to faster decisions and, in some cases, a bonafide offer.

Finally, good marketing allows you to highlight the unique features of your property that could differentiate it from others in the market. Whether it's a beautiful backyard, recently renovated kitchen, or proximity to key amenities, having a marketing plan that effectively communicates these selling points ensures buyers understand why your property is the right choice for them. This not only helps attract more qualified leads but also boosts the overall perceived value of your home.

24 Ways I Will Market & Service Your Listing

- 01 Help you determine a fair market value in order to price your home competitively
- 02 Suggest and advise on any changes to make the property more marketable
- 03 List in MLS
- 04 Professional pictures (all listings)
- 05 Social Media Video (Full Service +)
- 06 360 degree tour (Full Service +)
- 07 Zillow Showcase your listing to reach more qualified buyers (Full Service +)
- 08 Bi-lingual For Sale Sign on Property (if For Sale sign permitted)
- 09 Custom domain address :
www.YourAddress.com (Full Service +)
- 10 A custom designed features and info sheet so buyers can quickly see all the features your property offers (example attached, all listings)
- 11 Infobox on For Sale Sign with info and features sheet or brochure
- 12 Syndication on the internet on different property websites including but not limited to Realtor.com, Trulia, Zillow and hundreds of others.
- 13 Automated scheduling of showings
- 14 Electronic, secure lockbox
- 15 Negotiate offers for you per your direction, and I can do so in 5 languages!
- 16 Respond to all inquiries timely and professionally
- 17 Follow up with potential buyers
- 18 Arrange for showings to allow the largest number of qualified buyers to see it.
- 19 Provide you with updates of showings and buyer feedback
- 20 Professionally designed flyers
- 21 QR codes on advertising for easy access to info about your home
- 22 Public Open House
- 23 Promotion on Social Media (Facebook and Instagram)
- 24 Complete all paperwork for a successful closing (attorney/ title company will be needed to complete Seller's side closing paperwork, cost is separate).

*Services may vary and can change without notice.



Choosing An Agent

The State of Florida has over 225,000 licensed agents. As a result, the level of professionalism, experience and knowledge varies widely. When you are looking to hire a real estate agent to facilitate the sale of your most important asset, your home, it is important to choose wisely. It is essential you choose a real estate agent that is exceptional. With a competent agent by your side the quality of your real estate experience is certain to be a good one.

This article contains a list of 8 qualities you should look for in a real estate agent.

Quality #1 - Communicative & Accessible

It is important that the agent you choose is communicative and accessible. Your agent should maintain the lines of communication, with you, open at all times. Additionally, it is important that your agent communicate well with others. The person you hire is representing you and your interests. You want to make sure that they communicate well with the other people involved in the transaction in order to bring your deal to a successful closing.

Good, solid, clear communication is an art and is especially important during a real estate transaction. Accessibility is also essential because in real estate time is of the essence.

Quality #2 - Organized

A real estate transaction has a lot of moving parts. Some transactions have more of those moving parts than others. A missed deadline, for example, can jeopardize your deal or worse

cost you money. Your real estate professional of choice must be organized and know what is happening at all times.

In my case, I have a professional transaction coordinator on my team so your transaction is as smooth as it can possibly be.

Quality #3 - Ongoing Professional Development

Imagine going to a doctor for surgery and that your doctor was not informed of the latest cutting edge techniques. Instead of performing the latest state of the art surgery which is less invasive and less painful they operate on you using techniques that are old. The difference between the techniques used is in how much professional development that doctor does. And while REALTORS® are not going to operate on anyone, they are charged with selling your most important asset. Do you want the professional you hire to use old, tired techniques or do you want them to use the latest techniques to help you sell for as much as possible?

A REALTOR® that consistently professionally develops themselves is on top of the latest developments and trends. An agent that continually professionally develops themselves in order to be the best professional they can be is one that is serious about what they do : selling your house.

An agent that doesn't take ongoing professional development seriously is like a doctor that uses techniques from decades ago, they are not up to date with the latest trends, rules and law and that could potentially affect your transaction.

Who do you want in your corner?

Désirée Ávila is one of only 35 REALTORS® in Florida certified by the Florida Board of REALTORS® out of over 250,000 licensed agents in Florida. In order to earn this distinction exclusive distinction Désirée had to provide proof of on-going professional development that went above and beyond regular continuing education.

Quality #4 - S.E.K.S.I.™

Is your agent S.E.K.S.I.™ - Skilled, Experienced, Knowledgeable, Strategic and Informed ?

In today's market, a S.E.K.S.I.™ agent is imperative to the successful sale of your house.

Their skills ensure your house is marketed properly, negotiated with confidence, and that the countless moving parts of a sale are kept under tight control.

Their experience will get you through the ups, downs, and surprises – nothing rattles them. Their experience has taught them in every challenge they face, their is a solution to be found and they will find it!

A knowledgeable agent understands market trends, pricing strategies, and buyer behavior. They arm you with insights that help you make the best decisions.

A strategic agent will have a proven strategy designed to put you ahead of the competition and get your house sold.

An informed agent will be aware of market changes, the will keep up with local data, buyer trends, and industry shifts so you know what is going on.

In short make sure you choose a S.E.K.S.I.™ agent so the sale of your house is smooth from listing to closing.

Quality #5 - Professional

When you choose an agent be sure to choose a person that presents themselves professionally. Remember they are representing you and your interests so choose someone that conducts themselves professionally.

Quality #6 - Honest

Choose a professional that is honest and willing to tell you what you need to hear even if it is not what you want to hear. It is hard to tell a seller that their house is worth \$50K or a \$100K less than they expected. However, if you are serious about selling your house, these are things

that you need to hear.

An honest real estate professional will level with you, even at peril of losing your business. They do this because they are sincerely interested in helping you sell your house not just listing it.

Quality #7 - They are a full-time real estate professional

Choose a real estate professional whose business is real estate and not just their part-time side hustle. A full time real estate professional is in tune with the industry and dedicated to the profession. A part-timer checks in and out. Consequently, it is highly unlikely they will be S.E.K.S.I™.

Quality #8 - They are a REALTOR® and not just an agent

REALTORS® are real estate agents that

are part of the National Association of REALTORS® (NAR). NAR holds industry professionals to a higher ethical standard. Therefore, it is important to discern if potential candidates are just a real estate agents or a REALTOR®.

A note on Family & Friends real estate agents

Because of the ease of getting a real estate license Florida too many agents. Chances are someone you know has a license. Before you consider using them, consider if they have the above qualities and if working with them is in your best interest. Remember you are looking for a professional to help you with the purchase or sale of your most important asset - is your cousin Vinny the best option?

Final Thoughts

Buying and selling real estate is a serious business transaction, perhaps one of the most important in your lifetime. The real estate agent you choose will define the experience you have and the ultimate outcome of that experience.

Do not take this choice of real estate professional lightly. Using the qualities outlined above, do your homework, select candidates, evaluate them and choose the candidate you feel will do the best job for you and your family. The choice you make will make all the difference, so choose well!



My Risk Free Listing Program

No Handcuff Listing Agreement

My listing agreement has no cancellation fee or penalty. Life happens and sometimes plans change. I also want you to feel confident in hiring me. For this reason you can opt to terminate without penalty.

Savvy Seller Program

While the home is listed with me, the option for you to find a buyer is always there. If you do, you get a nice discount on the commission.

Topnotch Marketing

Marketing materials created for your listing will be of a professional caliber. Best of all you don't pay for anything. It is all included as part of my listing service.

Superior Servicing

When a property is listed for sale different people will have different questions about it. Those questions will be answered timely and thoroughly to all interested buyers.

Flexible Compensation Scale

I have a tiered compensation scale so that you can choose how much compensation to pay.

Performance Based Compensation

I make the initial investment up front in time and money and you time and money. You only pay when your home is sold. That's right you pay absolutely **ZERO** until your closing is completed.

People love it!



“

If you are thinking about buying or selling a property don't do it without Désirée Ávila. Reliable, trustworthy, knowledgeable, efficient, effective and all these qualities together and more wouldn't do justice to Désirée's performance. She is the best choice I could have made. You will love her just as I do. Patient, always available. Making the stressful moments that sometimes are normal in the process feel like a breeze. I would recommend her without any reservation.

R. Dahma, Coconut Creek



Your Real Estate Team - The Best of the Best !

I am the face of the business, so to speak, but I would not be able to do what I do as thoroughly, without the team of seasoned professionals who support me and you when selling your home.

Desiree Avila - 1 of 35 Board Certified REALTORS in Florida

Bilingual Assistant - English & Spanish

Professional Photography & Video Team

Rachel Bivens - highly experienced transaction coordinator

Legal Team - Access to a team of board certified real estate attorneys from PeytonBolin law firm, as well as attorneys in other areas of law such as

Title Team - The title companies we work with have been carefully selected for their competence and

Inspectors - We have fostered relationships with inspectors that are the top in their field.

Appraisers - Access to a number of highly experienced appraisers at the ready to answer

Accountants - Experienced accountants to help understand the tax implications of real estate

In addition to this primary team of professionals that are needed throughout the sale of your home, I have solidified relationships with professionals in other fields, so that if needed, questions can be answered by a trusted professional.



Meet Désirée Ávila, REALTOR®

Board Certified | Award Winning

Formerly an award winning teacher, still a teacher at heart

Awards & Recognition

- 1 of only 35 REALTORS® in Florida to have Board Certification, top .014% in the state
- Voted Best Real Estate Professional in Oakland Park 2023
- Top Producer Millenium Club Sapphire Club
- Featured in The Buy Side from the Wall Street Journal, U.S. News and World Report, Yahoo! Finance, Business Journals and more

Earned Real Estate Designations and Certifications

- GRI - Graduate REALTOR® Institute
- SRS -Seller Representative Specialist
- SRES - Senior Real Estate Specialist
- SFR® - Short Sale and Foreclosure Resource
- RENE®- Real Estate Negotiation Expert
- PSA®- Pricing Strategy Advisor
- CPS®- Certified Probate Specialist
- ABR - Accredited Buyer's Representative
- e-Pro
- At Home With Diversity (AHWD)
- C2EX - Commitment to Excellence endorsed by the NAR
- CPS - Certified Probate Specialist

Leadership & Community Roles

- Planning & Zoning Board Member for the City of Oakland Park
- Founder & former publisher of LivingInOaklandPark.com
- President of the Oakland Park Business Association
- Member of Oakland Park Kiwanis, former Board Member

Education

- International Relations, B.A., Latin American Studies, M.A.
- Completed doctoral studies in Educational Technology
- Fluent in Spanish, Portuguese, French and Italian



Number of houses
that I listed that
didn't sell =
ZERO

WOW!

More homes sold
in Oakland Park
in 2025 than any
other agent!



Client Reviews



Selling your “home” is definitely an emotional experience, to say the least! Desiree knew exactly what that experience would feel like. She was there by our side every step of the way. Responsive is an understatement throughout our journey. Even after we had an accepted offer and were getting ready to pack everything up, she was asking us “Is there anything I can do to help?” She and her team, particularly Rachel are amazing and made us feel like family! Thank you, thank you, Desiree for your guidance and support! We love you.

-Rosi & Sharon, Oakland



Desiree was just absolutely wonderful to work with. My husband and I live in another state, and Desiree went above and beyond to assist us with anything and everything we needed to do in order to get our home prepped for sale. Additionally, she got us the best deal, one which we didn't even imagine we could get! If I were to ever have any more real estate dealings in Florida I wouldn't hesitate to work with Desiree again. She's incredibly knowledgeable about the area, is thorough and helpful, and made us feel so comfortable and worry free about selling our home!

- Amanda H., Oakland Park



I recently sold my house with Desiree and she made the process so very easy. Desiree went above and beyond to help me. She explained every step clearly, so I always knew what was happening. Desiree always answers her phone & responds to texts almost immediately. She's super easy to get in touch with and is always pleasant & professional not to mention extremely knowledgeable. I couldn't have asked for a better realtor and I highly recommend her.

- Lisa Edwards, fort Lauderdale



If you are looking to buy a home or sell a home, I highly recommend my friend, Desiree Avila. If you are looking for communication, integrity, honesty, ethical, availability, trustworthy, negotiation skills, experience, attention to detail, knowledgeable, reliable, responsive, prompt, proactive, persistent & professional...She's your Realtor. I had to sell my childhood home. She made a very difficult situation, much easier. If you want to feel that your agent has your best interest ahead of their own. She's your Realtor.

-Tammy Crowell, Fort Lauderdale

I USE S.E.K.S™ TO SELL HOMES

S
E
K
S

SKILLS

Selling a home takes more than just listing it online. It requires positioning, expert negotiation, clear communication with all parties, marketing finesse and more to attract serious buyers and maximize your sale price in this market.

EXPERIENCE

With 10 years of experience selling homes, I've guided homeowners through every type of sale and my experience can guide you too. My experience means fewer surprises, more creative solutions and stronger results.

KNOWLEDGE

Pricing correctly, understanding market shifts, positioning and presenting your property correctly and navigating contracts are critical to a successful sale. My knowledge will keep your deal moving toward the closing table.

STRATEGY

Strategy is where the skills, experience and knowledge come together to create a tailored and strategic plan to showcase your property, reach the right buyers, and position your home to sell—even and especially when the market is challenging.

If you are thinking of selling your home, make no mistake, S.E.K.S™ is essential for the successful sale of any home. After all, everyone knows that S.E.K.S. sells and it can even cause bidding wars!



Scan to schedule an appointment to talk about S.E.K.S.™ or call me at 954-853-7048





Désirée Ávila
REALTOR®

Trusted Local Real Estate Expert | Board Certified

Using S.E.K.S.™ to successfully sell homes since 2015.

DesiAvila.com | SeksSells.com | 954-853-7048



NextHome®

REALTY
PROFESSIONALS



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