

*It's All About
You!*
JULY 2021



@Home

with  DAVID DORMAN

And Just Like That...it's July!



As we move into the second half of the year, I am happy to see many more faces!

It's been a long go of it, but we are finally seeing some relief. So, after all of that with the masks and extra hand washing, I ended up with a nasty cold last month. Go figure! Luckily, my cold happened prior to my planned vacation with friends at the beach. I have been looking forward to this trip for so very long!

There are 11 of us and I get to cook 5 out of the 7 nights. To some that might not sound like much of a vacation, but those that know me, will tell you that I love it! This trip is all about making memories that will last a lifetime. I can't think of a better time for it to happen after

the last year. What's on the menu?

We've got it all...steak, chicken, tacos, pasta and ice cream Sundaes at least 2 nights! I foresee many naps, games of cards and perhaps an adult beverage or two! Most importantly, I get to reconnect with friends I have had to be distant from due to circumstances. I cannot wait!

Looking ahead to what the future holds, let me give you what you came for. Here is my take on the current market. I sold homes to multiple first-time buyers and was lucky enough to get their offers accepted. It took some creativity and pre-planning to make them the most attractive offer on the table.

There were several nail biters.

The current offer process requires that buyers put their best foot forward right out of the shoot. The days of offering below list and adding on top of that other seller restrictions, are over.

Today, the seller has most of the leverage. We as a company and me as a broker, have taken extra steps to not only protect the process but also make sure both parties are on the same page. There has been a disturbing amount of "unlicensed practicing of law" situations from agents and their clients.

I can't tell you enough how important it is to make sure you have the right people working on your behalf.

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We are looking for agents to join our office!

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Work Virtually or at our office

The independence of your own business combined with 50 years of the C21 brand

LIVE online and in-person training with no hidden costs

Availability of on-call real-estate attorney's

The ability to meet your clients in a professional setting at our location, a cornerstone of the Central Florida community for over 25 years

3 onsite brokers dedicated to the success of your business

Get treated like a person, not just 1 of thousands of agents in "virtual offices"

Work for a brand with a proven track record and numerous J.D. Powers awards

Have access to a global marketing platform and technology to position you and your clients for success!



IF YOU WISH TO BE REMOVED FROM OUR MAILING LIST, SCAN THE QR CODE OR E-MAIL DAVID@DAVIDDORMAN.COM

We are lucky enough to have on retainer, one of the very best real estate law firms, that are just a call away.

So what things am I talking about? Well, appraisals are a real problem these days with sellers and buyers agreeing to higher values, but the appraisals not meeting the amounts. Many agents create clauses that are not only unenforceable but can also cause financial harm to both parties. I've witnessed it too many times. We also have seen some serious issues with the new construction contracts, which are very much beneficial to the builder and not the buyers.

Now, more than ever, you need an agent with you to help you navigate the new home contract.

By the way, it doesn't cost you anything to have an agent. Take one!

WHAT'S WITH ALL THE BILLBOARDS?

Some of you may have noticed the new billboards being displayed around town for a new agent. I've certainly seen them and of course had a little concern at the beginning, but then I really started to read them. The messages are things like "get a guaranteed offer on your home" or similar. Here is the reality. The guy isn't offering anything that most other agents cannot.

It's a gimmick.

Reality, there are so many ways to sell your home and we have access to all of them. We can provide most sellers a cash offer within 24 hours. There is a very real reason why most people opt to list their home. In the current market, competition and adequate market exposure is critical to maximize your home sale. Despite knowing this, many sellers make the mistakes that lower their proceeds and opportunities.

For example, over the past 24 hours, I noticed an agent that listed on Sunday and said all offers had to be in by Monday at 3. **What?**

In what world is that reasonable? Most folks can't move that fast to get into the home. It's a bad move as a seller to not allow ample time for viewings. Same is true with accepting a cash offer from an ibuyer. These companies will offer you a lower value, sight unseen and then afterwards, request a lower price after inspections. They don't really have a choice because right after you sell it to them, it's going back on the market. How can they possibly make enough to make this sale worthwhile, if they don't offer below market value? Part of the way these things work is that they get their money up front from the seller.

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CALL AND SELL YOUR HOME TODAY 321.218.9100

RECENT AREA HOME SALES

CALL US TODAY TO DISCOVER YOUR HOME'S VALUE!



**612 DARKWOOD AVE
CROSS CREEK
3/2 Sqft. 1,675
SOLD \$352,175**



**1998 BENT GRASS AVE
VILLAGES/WESMERE
4/2/1 Sqft. 2,210
SOLD \$390,000**



**2010 BENT GRASS AVE
VILLAGES/WESMERE
4/2/1 Sqft. 2,373
SOLD \$371,000**



**11337 VIA ANDIAMO
BELMERE VILLAGE
4/2 Sqft. 2,181
SOLD \$440,000**



**3197 KENTSHIRE BLVD
WINDSOR LANDING
4/3 Sqft. 2,476
SOLD \$465,000**



**11745 VIA LUCERNA CIR
BELMERE VILLAGE
4/2/1 Sqft. 2,236
SOLD \$488,000**



**11738 VIA LUCERNA CIR
BELMERE VILLAGE
5/4/1 Sqft. 3,110
SOLD \$ 515,000**



**3470 KENTSHIRE BLVD
WINDSOR LANDING
4/3 Sqft. 3,148
SOLD \$ 601,000**



**231 COVERED BRIDGE DR
BROOKESTONE
3/2 Sqft. 2,048
SOLD \$375,000**



**11655 DELWICK DR
RESERVE AT BELMERE
4/3 Sqft. 2,927
SOLD \$628,500**



**137 BRAELock DR
WINDSOR LANDING
5/4/1 Sqft. 3,760
SOLD \$675,000**



**12525 SCARLETT SAGE CT
CAMBRIDGE CROSSING
4/3 Sqft. 2,529
SOLD \$385,000**

BASED ON INFORMATION FROM THE MY FLORIDA REGIONAL MULTIPLE LISTING SERVICE, INC. FOR THE PERIOD ONE MONTH PRIOR. THIS INFORMATION MAY OR MAY NOT INCLUDE ALL LISTED EXPIRED, WITHDRAWN, PENDING OR SOLD PROPERTIES OF ONE OR MORE MEMBERS OF THE MY FLORIDA REGIONAL MULTIPLE LISTING SERVICE.

JULY COMMUNITY CALENDAR

**WINDERMERE
FARMER'S MARKET
July 2 / 9 / 16 / 23 / 30**

**WINTER GARDEN
FRIDAY'S ON THE PLAZA
July 2 / 9 / 16 / 23 / 30**

**WINTER GARDEN
FARMER'S MARKET
July 3 / 10 / 17 / 24 / 31**

**4th of JULY
Happy Birthday, America!**

SOME EVENTS LISTED MAY BE CANCELED. PLEASE CHECK WITH YOUR LOCAL CITY WEBSITE.
FOR MORE INFORMATION, OR TO HAVE YOUR EVENT BE FEATURED IN OUR NEWSLETTER, VISIT DAVIDDORMAN.COM/EVENTS

DAVIDDORMAN.COM

FB.COM/DAVIDDORMANREALTOR

Their fees are higher than a traditional sale. They obviously can't resell so far over market value, because it won't appraise.

There is always a catch and while ibuyer deals sound too good to be true, I can assure you that they are not losing money on their end. In our current housing market, competition is a good thing! Now, if you really aren't down for selling your home on the open market and do want to take advantage of the cash offer, let me know.

We work with a company called RealSure. What I like about them, is that they make you a cash offer that is good for 30 days AND you can still put your house up for sale and try and sell it for more.

If at the end of 30 days you don't have a viable offer, you still have the cash option.

Their fees are lower, and it allows you to sell your home knowing you got the best possible price. Is it perfect? No, but it's a great option if you have to move and must have the proceeds to buy your next place. They even offer financing without the sale of your current home and can make you a very strong buyer!

So anyway, back to the billboards, radio and tv spots for the new guy in town. He's pretty everywhere.

Ask yourself this, in what way does his advertising benefit you as a consumer?

Answer is, it doesn't.

It's all about him and trying to find buyers and sellers for himself. Here's the real situation.

I'm guessing if you call that guy's number, you will not ever speak to him or meet him. He's a figurehead and at the end of the day, don't you want a person directly involved with your home sale and purchase? You know what my commercial says right? **"When you hire David Dorman, you GET David Dorman!"**

Don't let a gimmick fool you!

Buy and sell with a local agent who values your business on a personal level and not a spreadsheet.

Enjoy your July!



Creative Home Solutions
By Oliver LLC

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