



**SAM  
WINTER  
& CO.**  
REAL ESTATE

FOCUSED ON YOU

# Seller's Guide



We are a highly professional real estate company serving sellers and buyers in Mobile and Baldwin Counties. We have built a reputation as a leader in the local real estate profession, commended for our expertise, innovation, integrity, and community involvement.

## OUR CORE VALUES

### INNOVATE EVERYDAY

We're innovative. Founded by a thought leader in the local real estate industry, we are committed to reimagining and leaving a lasting impact on our profession and our community. We're known for bringing progressive sales and marketing strategies to the table that build value for our clients.

### THINK BIG – STAY SMALL

We're small—on purpose. For you, our size means access to one-on-one personal attention. Our team is adaptive to the local real estate market. We're attentive when it comes to the needs of our clients. Numbers don't matter to us nearly as much as you.

### GIVE YOUR FULL ATTENTION

We're focused on you, full-time. Helping you buy or sell a home is not a side hustle for us. It's our only hustle. A home is likely the largest purchase of your life, so it's crucial to have a loyal partner to guide you on the journey. We take this responsibility seriously and consider it a privilege. That's why you can always expect a high standard of client service here that you won't find anywhere else.

### KEEP IT SERIOUSLY LOCAL

We're seriously local. You'll find heaps of hometown pride here. From azalea bushes to street parties and the familiar boom-boom of a Mardi Gras parade, we unabashedly celebrate our city every chance we get. We consider ourselves champions of our hometown and its unique neighborhoods.

### MAKE AN IMPACT

We give back. Supporting the community we love is not just a corporate obligation but a way of life. Cultivating a healthy, thriving community is important to us, so we developed our charitable foundation, the Live Where You Imagine Impact. Through the foundation, we contribute to causes that strengthen our city's neighborhoods and enhance the quality of life for area residents.



# Our Team of Professionals



**BROKER / OWNER**  
**SAM WINTER**



**AGENT**  
**HELEN BENDER BAILEY**



**AGENT**  
**STEVE MAY**



**AGENT**  
**BRANTLEY ANNE SMITH**



**AGENT**  
**JAMES WAGONER**



**AGENT**  
**JACEY WILLIAMS**



**MARKETING &  
SOCIAL MEDIA DIRECTOR**  
**JENNIFER COOLEY**



**WEB & BRAND DESIGNER**  
**ERIN GRAVES**

## FOCUSED ON YOU

Here at Sam Winter & Co. we look forward to working with you on the journey of selling your home. We build value for our clients through our strategic sales and marketing approach, customized for each individual property, and we bring clarity and ease throughout the process. When it comes to working with sellers, our goal is trifold:

- 1** Help You Sell Your Property
- 2** Help You Meet Your Desired Time Frame
- 3** Make the Moving Process Easy for You

## INSIDE THE PROCESS

### EVALUATE

- Evaluate your needs and wants in selling your home.
- Set the right price based on a highest price analysis.
- Determine your time frame to move.
- List your property.
- Offer suggestions for preparing your property for sale.

### MARKETING SERVICES

Each of our listings receives a best-in-class marketing strategy, including industry leading marketing, advertising, interactive and graphic design components, customized for each client and each property.



### COMMUNICATE

- Show to potential buyers.
- Communicate showing feedback from agents for possible adjustments.
- Keep you updated on the neighborhood market activity.
- Communicate with you on a regular basis.

### NEGOTIATE

- Assist you with negotiating a satisfactory purchase agreement with attention to requirements of terms, inspections, repairs and timing.
- Monitor the closing process.

### FINE PRINT

- Stay in contact with all service providers involved.
- Follow up with closing company regarding loan payoffs, etc.
- Ensure all utility transfers are handled.
- Confirm all terms of purchase agreement have been met.

### MOVE

- Schedule a Final Walk-Through prior to closing.
- Coordinate the details of occupancy with Buyers.
- Schedule and attend closing with you.
- Move into the next home you have imagined!

# 7 Reasons to Work With a REALTOR®

## EXPERIENCE THE DIFFERENCE

REALTORS® aren't just agents. They're professional members of the National Association of REALTORS® and subscribe to its strict Code of Ethics. This is the REALTORS® difference for home buyers.

### 1 ETHICAL TREATMENT

Every REALTOR® must adhere to a strict Code of Ethics, which is based on professionalism and protection of the public. As a REALTOR®'s customer, you can expect honest and ethical treatment in all transaction-related matters.

### 2 AN EXPERT GUIDE

Buying a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best contract, and avoid delays or costly mistakes. Also, there's a lot of jargon involved, so you want to work with a professional who will make sure you understand the language.

### 3 OBJECTIVE INFORMATION & OPINIONS

REALTORS® can provide local information on utilities, zoning, schools, and more. They also have objective information about each property. REALTORS® can use that data to help you determine if the property has what you need. By understanding both your needs and search area, they can also point out neighborhoods you don't know much about but that might suit your needs better than you'd thought.

### 4 EXPANDED SEARCH POWER

Sometimes properties are available but not actively advertised. A REALTOR® can help you find opportunities not listed on home search sites and can help you avoid out-of-date listings that might be showing up as available online but are no longer on the market.

### 5 NEGOTIATION KNOWLEDGE

There are many factors up for discussion in a transaction. A REALTOR® will look at every angle from your perspective, including crafting a purchase agreement that allows enough time for you to complete inspections and investigations of the property before you are bound to complete the purchase.

### 6 UP-TO-DATE EXPERIENCE

Most people buy only a few homes in their lifetime, usually with quite a few years in between each purchase. Even if you've done it before, laws and regulations change. REALTORS® handle hundreds of transactions over the course of their career.

### 7 YOUR ROCK DURING EMOTIONAL MOMENTS

A home is so much more than four walls and a roof. And for most people, a property represents the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you.

# Digital Networks & Affiliates

## CONNECT & COLLABORATE

According to the NATIONAL ASSOCIATION OF REALTORS®, nearly 93% of all home buyers searched the internet during their decision-making process.

At Sam Winter & Co., we make it easy and convenient to search whenever, and wherever, you prefer. We place all of our listings on the Gulf Coast Multiple Listing Service (MLS) which puts your property in front of over 1,700 local REALTORS®.



**\$180,000,000**

In Sales from 2013 - 2023

**\$40K - 1.6 Million**

Lowest - Highest Sales Price

**650**

Transactions from 2013 - 2023

**100%**

Locally Owned & Operated

**1**

Office

**#1**

Boutique Real Estate  
Company in Mobile, AL

**3**

Nappie Awards  
2014, 2015 & 2016

**4**

Members of  
Support Staff

**7**

Agents

**11**

Years in Business

**20**

Years of Real Estate  
& Marketing Success

# Relocation Services

## MAKING THE MOVE

We've worked with many customers who moved to Mobile to be closer to family or for all the quality of life benefits our area has to offer.

We take great pleasure in introducing newcomers to our area. We've helped welcome customers from across the United States to our area. Below is a map illustrating the many places these new Mobilians once called home.

