



---

# Regina & Joy Home Team



## Seller's Guide

Joy: 904.318.8619  
Regina: 904.673.0608  
Email: [Hicks.Joy@icloud.com](mailto:Hicks.Joy@icloud.com)  
[Regina.Sooey@gmail.com](mailto:Regina.Sooey@gmail.com)

Website: [www.ReginaJoyHomeTeam.com](http://www.ReginaJoyHomeTeam.com)



---

## Who are we?

### **A Strategic Advantage:**

- Contract protection and negotiation strength
- Financial strategy focused on your net proceeds, not just sales price
- Clear, pressure-free guidance
- Expert marketing and positioning
- Complimentary professional staging consultation
- Investor and developer network access
- Deep local Jacksonville market knowledge



### **Why This Matters to You:**

#### **Selling a home can involve:**

- High-stakes negotiations
- Capital gains implications
- Complex negotiations of price or repairs
- Pricing a home correctly to best accomplish your goals
- Title and probate complexities
- Estate or trust considerations

#### **With our background in law and finance, you benefit from:**

- Fewer surprises
- Stronger contract safeguards
- Smarter pricing strategy
- Clear communication throughout



## LET'S WORK TOGETHER!

Hi! I am Joy Hicks and I have been resident of Jacksonville for over 30 years. I have an MBA in Finance and worked many years in Corporate Finance. For the past 18 years, I have been an experienced real estate investor, buying, remodeling, and selling historic homes in the San Marco area. On average, I've been able to fully renovate and sell my investment properties within 3 months of taking ownership. I take great pride in watching houses transform into cherished homes, and I feel a personal connection to each property with which I work. That experience has proved invaluable in helping my clients' make their homes stand out in this competitive market. I quickly identify the “biggest bang for the buck” projects and know how to stage, price, and market your home to achieve desired results. Despite any challenges, I'm here to guide you through every step of the process. You can always count on me to give 110% of myself to anything I put my name on and I'm excited to take this journey with you!





## LET'S WORK TOGETHER!

My name is Regina Sooeey, and I am a seasoned Realtor with 25 years of experience. I grew up watching my mother build her real estate career and always knew I'd follow in her footsteps. I began my professional journey in law, obtaining my JD from the University of Florida, and working as a criminal defense litigator for five years. I have lived in various parts of Jacksonville for the past 45 years but found my forever home here in Granada. I have enjoyed serving clients in Jacksonville's historic and established neighborhoods. Some days I cannot believe I get to do this career every day that I love so much. Every transaction has its own set of challenges, but work feels fun and satisfying most days. My in-depth understanding of contracts and our unique real estate market, combined with my extensive knowledge of the Jacksonville area, enables me to provide valuable guidance and support to you as a consumer.



  
**REGINA SOOEY**



## WHY RE/MAX??

---

### Agent qualifications and performance:

- **Highly productive:** RE/MAX agents average double the sales of other agents in large brokerages, a trend that has held true for years. This high productivity can translate to more experience and sharper skills.
- **Trusted professionals:** RE/MAX agents have been voted the most trusted real estate agents in the U.S. and Canada for several consecutive years, according to the BrandSpark® American Trust Study and Canadian Trust Study.
- **Extensive experience:** The brand has the highest number of professional designations compared to other real estate brands, indicating a commitment to advanced training and expertise.
- **Global Reach:** RE/MAX has an extensive global reach with over 140,000 agents operating in more than 110 countries and territories. As a premier international real estate network, it provides access to worldwide property listings, specializing in both residential and luxury markets. The brand is recognized as a top global franchise, leveraging a vast, interconnected network to facilitate international transactions.

---

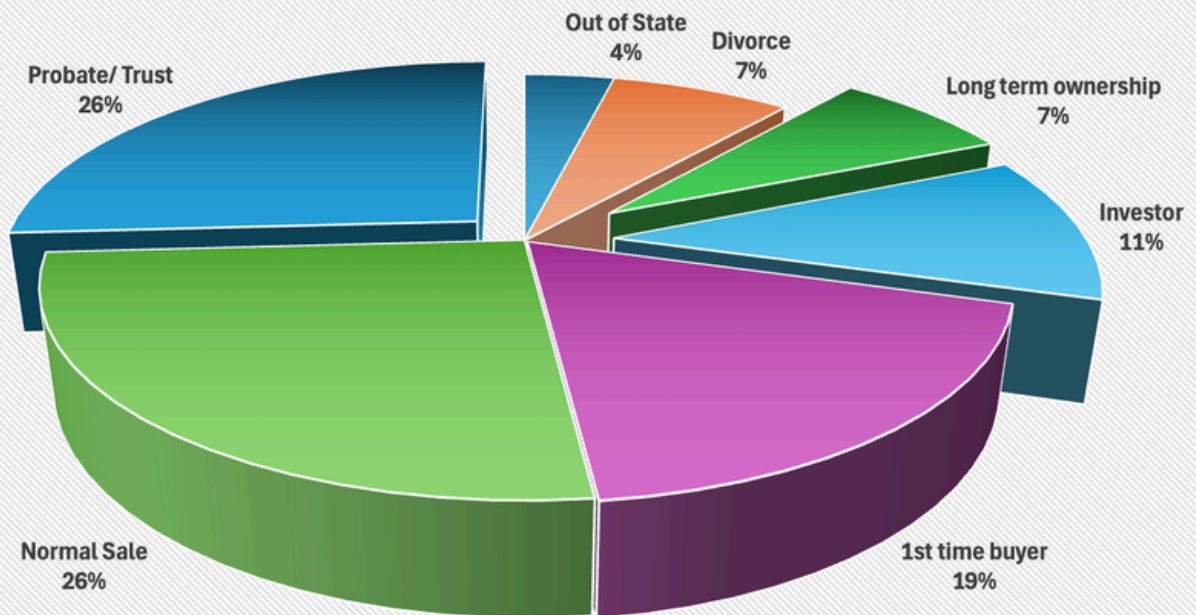
**Regina & Joy Home Team**



## REGINA AND JOY'S EXPERTISE

We have represented clients dealing with a myriad of unique real estate situations. We have assisted with homes in probate being split by heirs, divorces, investors, new home buyers, and long-term owners (30+ years). We are successful because of our expertise, even homes with great complexities we got to the closing table.

Demographics of Home Sale Types of the Regina and Joy Real Estate Team





---

# Financial Strategy

Protecting Value While Creating Demand

## Our 3-Part Strategy to Maximize Your Return

### Part I: Strategic Pricing

Positioned precisely to attract serious buyers quickly. Correct pricing creates urgency— and momentum creates leverage.

### Part II: Emotional Demand

Professional staging, elevated photography, and strategic storytelling. When buyers connect emotionally, value increases.

### Part III: Negotiation & Protection

We evaluate offers beyond price, structure strong terms, and manage contract risk — ensuring a smooth path to closing.

### Why It Matters

- Overpricing costs time.
- Underpricing costs money.
- The right strategy creates competition, strengthens terms, and protects your bottom line.

**Our goal isn't just to sell.**

**It's to sell well — with clarity and confidence.**

---

**Regina & Joy Home Team**



# Financial Strategy

Emotion Driven Demand = STAGING

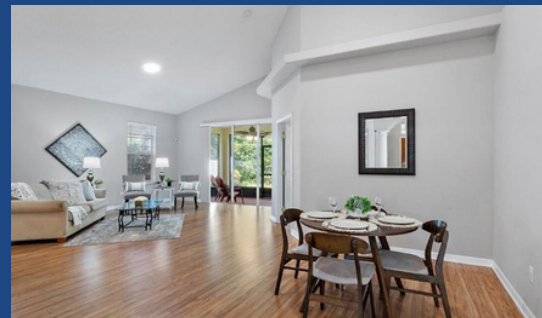
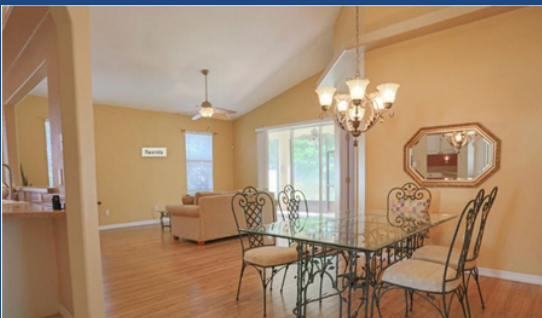
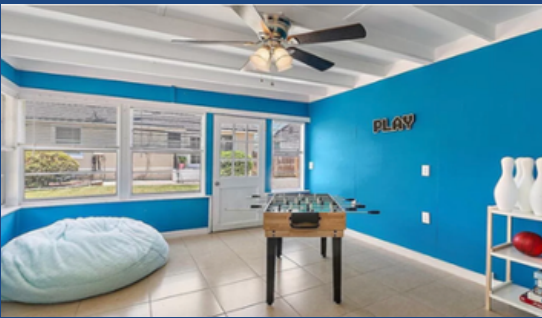
## Staging Services and Home Preparation

Research shows that a properly staged home sells faster and for more money than one that is not. We work with our sellers to utilize their pieces and bring pieces in that compliment and showcase the home. Also featured below are punch list items (decluttering, paint and lighting) that cost minimaly compared to the results.

**BEFORE**



**AFTER**



Regina & Joy Home Team

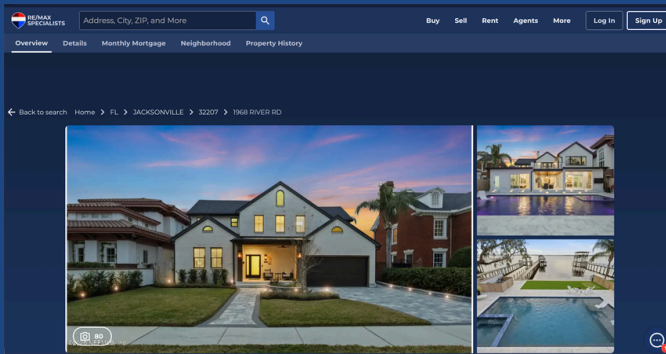
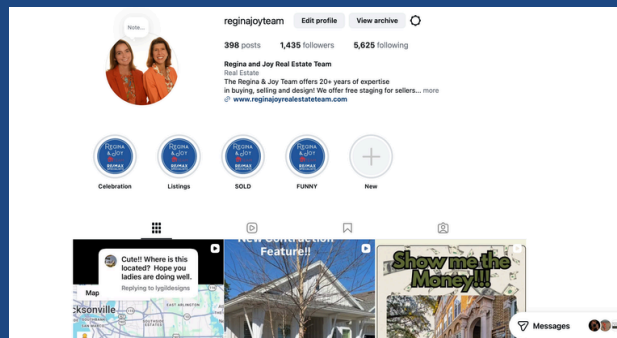


# Full-Service Marketing Plan

Professional, Thoughtful, Effective

## Digital & Online Exposure:

- Featured on RE/MAX.com
- Syndicated to Zillow, Realtor.com, Redfin, and hundreds of sites
- Targeted social media campaigns reaching approximately 5,000 followers weekly
- Email and Direct mail marketing to 500 potential buyers
- Digital boosts to appear in top search engine searches once per month



[www.ReginaJoyHomeTeam.com](http://www.ReginaJoyHomeTeam.com)



Regina & Joy Home Team



# Full-Service Marketing Plan

Professional, Thoughtful, Effective

## Professional Media:

- High-end professional images with top Real Estate Photographer
- Aerial drone professional imagery
- Cinematic video walkthrough
- Floor Plan/ Property Composition



## Story Telling Descriptions:

Stories engage buyers much more than just specifications. Potential homeowners aren't merely searching for a structure; they desire a lifestyle that aligns with their dreams. They need to picture themselves in that space, Emotions heavily influence their decisions making it crucial to incorporate their feelings into the home's narrative. A captivating story can hold potential buyers' interest far longer than basic details like square footage. It helps them envision how they will treasure and enjoy the home, transforming it into a cherished part of their lives.

Regina & Joy Home Team



# Full-Service Marketing Plan

Professional, Thoughtful, Effective

## Agent & Buyer Outreach:

- Direct outreach to top Jacksonville buyer agents
- Broker previews
- Open houses- strategically timed, not just “for traffic”
- Collaboration with top-selling agents in the area.

**SAN MARCO OPEN HOUSES**  
Take a tour of our San Marco Listings at 3 different price points!

**Saturday 3.15.25 12-2pm**

**921 Oriental Gardens Road**  
Offered at: \$899,000

**4305 Landover Road**  
Offered at \$565,000

**4622 Birchwood Ave**  
Offered at \$330,000

**COMMUNITY SHOWCASE**

SATURDAY, OCTOBER 25<sup>TH</sup> - 12-2PM  
HISTORIC JOHN GORRIE CONDO  
5 UNITS AVAILABLE  
2525 COLLEGE STREET

**OPEN HOUSE**

**904-318-8619**

Regina & Joy Team  
**RE/MAX SPECIALISTS**

You receive corporate-level marketing reach with boutique-level care and attention.

Regina & Joy Home Team



# Full-Service Marketing Plan

Professional, Thoughtful, Effective

## Pre-Listing Preparation:

- Detailed property walkthrough
- Recommendations for cost-effective improvements
- Declutter recommendations and staging services
- Vendor coordination of repairs if needed

### PUNCH LIST EXAMPLE

#### REGINA & JOY HOME TEAM

##### Punch List

*Disclaimer: This is a list of recommendations. You are the homeowner and have final say on what you would like to do. These are just the items we feel will best set your home apart from others. Please feel free to do as many or as few as you like*

ADDRESS: 4004 San Jose Blvd

##### Front of House

- Pressure wash home/ walkways/ pavers
- Add new mulch to front beds
- Fresh plant/ plants at entry

##### Foyer

- Remove any clutter and clean
- Add period chair next to telephone niche

##### Living

- Arrange furniture to showcase architecture
- Touch-up paint/ repair plaster wherever possible
- Add lamps to brighten and lighten

##### Dining area

- Add table and chairs if available
- Update lightbulbs

##### Breakfast nook

- Showcase as butler pantry
- Repair plaster and paint.
- Nail flooring down to subfloor

##### Kitchen

- Remove unnecessary items/ declutter
- Stage to showcase space and historical beauty
- Reduce stuff on counters to minimal amount to give visual of abundant countertop space

##### Master

- Remove desk/ any unnecessary items
- Add lamps and nightstands

##### Main Bath

- Add white towels and plants to highlight space
- Repair ceiling

### VENDOR LIST EXAMPLE

#### VENDOR LIST

*Disclaimer: The list of vendors provided includes companies we have collaborated with, yet we have no affiliation with them. We do not gain any advantages or incentives from our suggestions, and we hold no responsibility for the tasks they perform on your behalf.*

##### Handyman:

- Arelis Lopez (904) 614-2538
- Drew Martin (904) 439-6764

##### Plumbers:

- Celtic Plumbing (904) 396-6757
- Justin the Plumber (904) 514-8188

##### Painters

- Chuck Leake (904) 803-9342
- Maribel Sooley (904) 707-3791

##### Roofer

- Alan Thrift Roofing (904) 237-2131
- Safe Haven Roofing (904) 838-5388
- Stuard Roofing (904) 786-9573

##### Electrical

- B&C Electric (904) 629-7665
- John Cowan (904) 403-1632

##### Pool

- Clean Safe Pools (904) 625-0738
- Accurate Leak Detective (904) 548-7443

##### Movers

- Zach Movers (904) 260-8889

##### Landscape Clean up

- Julio (904) 476-9194

##### Septic

- Darryl Crews Inspection (904) 923-1241
- Nolan Septic Installation (904) 783-4321

##### Pressure Washing

- Sparkles (904) 473-0221
- Perfect Vision (904) 269-8080

##### Tile

- Tile Market (904) 854-0747

##### Cleaners

- Move Out Specialists (904) 707-3791
- Arelis Lopez (904) 614-2538
- Katie Connell (904) 333-0572

##### Inspectors

- True Home (904) 657-5577
- Bold City (904) 914-9452
- WDO - Russel Pest (904) 868-7378

##### AC

- Oliver Ernest (310) 986-7616
- Bob Custom Cool (904) 716-6250

##### Window Repair

- Ace Windows (904) 351-9369

##### Hardwood Floor Refinishing

- Florin Floors (904) 716-1672

##### Bathtub Refinishing

- James Saigh (904) 424-8687

##### Insurance

- Brightway (904) 399-1000
- Ricci Jessica Gould (941) 952-8483

##### Title Company

- Home Guard (904) 880-6905
- J. Riley Williams (904) 425-0040

##### Lender

- Angela Pariso (904) 955-8502
- Robert Fleischmann (904) 239-8308

Your home will be intentionally presented to your most ideal buyers.



# Clear Communication

## Clear, Concise, Consistent

We believe that good communication is essential for a successful sale. You should always be informed about the work we are doing to sell your home and how it is performing in the market. To keep you updated, we provide a seller's report every Monday. After we have a contract, we share our checklist to make sure we don't overlook any steps that could delay or jeopardize the sale.

### Seller's Progress Report



DATE: 3/17/25

PROPERTY: 921 Oriental Gardens Rd

#### STATISTICS:

- Days on Market: 3
- Zillow Views (30 days): 633
- Zillow Saves (30 days): 31
- Homes.com: Total views 127
- Showings: 8 / 1 Open House
- Social media: 789 views
- Offers: 0
- Price Reductions: 0

#### WORK HAPPENING ON LISTING:

- Social media and digital advertising roll-out

#### SUGGESTIONS

- Nothing at this time. Just listed!!

#### BUYER FEEDBACK/ FINDINGS

- So far positive feedback on spaciousness, light and bright, great pool, great street (all the things you know and love). Traction is VERY good for this early of a start.

Regards,

*Regina & Joy*  
Regina and Joy Team

### Under Contract Check List



DATE: 4/21/25

PROPERTY: 921 Oriental Gardens Rd

#### UNDER CONTRACT TO DO'S:

- Chose closing agent
- Send closing agent contact and loan information.
- Prep house for inspection—super clean, polished and show ready.
- Receive repair requests from buyers
- Get estimates on repairs
- Negotiate repair requests with buyers to finalize contract
- Appraisal—If possible, keep home staged and clean. If moving out and house will be vacant, make sure it is clean.
- Lender notifies us within 2-5 business days usually if appraisal comes in at value and with no repair stipulations.
- Title company contacts you for information to prepare closing paperwork.
- Repairs completed receipts send to Regina and Joy to present to buyer's agent
- Await Clear to close from title company.
- Review of final numbers.
- Complete pre-signing
- Move out: remove all possessions, clean home, cut lawn, schedule date to end utilities. Cancel cable, internet, pest control. Provide copies of termite bond or other warranties.
- Buyer's walk through—usually day before or day of closing.
- Leave all keys, garage opener, gate cards, amenity cards in home or with us.
- Closing and monies disburse after buyers close.
- Ensure your lender has forwarding address for escrow.
- Cancel homeowners' insurance.

Regards,

*Regina & Joy*  
Regina and Joy Team

Regina & Joy Home Team



# Net Proceeds Analysis

## Evaluating and Understanding the Money

This is a net sheet that is based on comparative pricing and our pricing strategy. Closing costs and fees are included to highlight the net amount to you in yellow. This dynamic document shows a range of market prices from our research, leaving the final price determination to you.

When we receive an offer, we will update this net sheet and send it back to you, including the offer(s) and proposed counteroffers for your review. This way, you'll have a clear picture of all financial details to help you make informed decisions.

### Estimated Net Proceeds to Seller(s)

2408 Stockton Drive

**NOTE: All figures are approximated.**

Quick Data:	
Suggested Price	\$ 750,000.00
Price Spacing	\$10,000.00
Mortgage:	\$681,000.00 <i>PLEASE CONFIRM YOUR MORTGAGE PAYOFF WITH YOUR BANK!!</i>
Commission	5.5%
Monthly Tax Cost	\$442.42
# of months to pay tax	10 <i>Depends on month sold</i>
HOA Estoppel	\$ 250.00
Closing Cost Assist	0% <i>Negotiated</i>
Home Repairs inspection	\$0.00 <i>Negotiated</i>
Home Warranty	\$0.00 <i>Negotiated</i>

	Fastest Sale List Price 1	List Price 2	SUGGESTED List Price 3	List Price 4	Pushes Market List Price 5
<b>SELLING PRICE</b>	<b>\$ 730,000.00</b>	<b>\$ 740,000.00</b>	<b>\$ 750,000.00</b>	<b>\$ 760,000.00</b>	<b>\$ 770,000.00</b>
EXISTING MORTGAGES (+)	\$681,000.00	\$ 681,000.00	\$ 681,000.00	\$ 681,000.00	\$ 681,000.00
ACCRUED INTEREST (+)					
<b>TOTAL EST. EXPENSES (=):-</b>	<b>\$ 735,744.17</b>	<b>\$ 736,414.17</b>	<b>\$ 737,084.17</b>	<b>\$ 737,754.17</b>	<b>\$ 738,424.17</b>
<b>EST. NET TO SELLER</b>	<b>\$ (5,744.17)</b>	<b>\$ 3,585.83</b>	<b>\$ 12,915.83</b>	<b>\$ 22,245.83</b>	<b>\$ 31,575.83</b>
STAMPS ON DEED	\$ 5,110.00	\$ 5,180.00	\$ 5,250.00	\$ 5,320.00	\$ 5,390.00
TITLE INS. POLICY (OWNER'S)	\$ 3,725.00	\$ 3,775.00	\$ 3,825.00	\$ 3,875.00	\$ 3,925.00
TITLE INS. ENDORSEMENTS	\$ -	\$ -	\$ -	\$ -	\$ -
ATTORNEY/SEARCH FEES	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00
R/E BROKERAGE %	5.5%	5.5%	5.5%	5.5%	5.5%
R/E BROKERAGE FEE	\$ 40,150.00	\$ 40,700.00	\$ 41,250.00	\$ 41,800.00	\$ 42,350.00
BROKERAGE FEE	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
TAX PRORATION	\$ 4,424.17	\$ 4,424.17	\$ 4,424.17	\$ 4,424.17	\$ 4,424.17
HOME WARRANTY	\$ -	\$ -	\$ -	\$ -	\$ -
SELLER PAID CLOSING COST	\$ -	\$ -	\$ -	\$ -	\$ -
HOME REPAIRS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MUNICIPAL LEIN SEARCH	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00
ESTOPPEL	\$250.00	\$250.00	\$ 250.00	\$ 250.00	\$ 250.00
<b>EST. CLOSING EXPENSE (+)</b>	<b>\$ 54,744.17</b>	<b>\$ 55,414.17</b>	<b>\$ 56,084.17</b>	<b>\$ 56,754.17</b>	<b>\$ 57,424.17</b>



---

## Our Commitment

Honest pricing  
Aggressive marketing  
Clear communication  
Strong advocacy  
Respect for your home's legacy  
Global Corporate exposure  
High ethical standards  
Local Jacksonville expertise  
Personal, hands-on service

### **Big-brand reach with small-team care.**

This home has served your family well. Now it deserves professionals who will honor that legacy—while fulfilling your goals regarding their invaluable family home.

**We would be honored to represent you!**



**Regina & Joy Home Team**

---



## Education:

Regina Sooy: Graduated with Honors with a Bachelor's in Economics  
Juris Doctorate - University of FL College of Law

Joy Hicks: Graduated with Honors with a Bachelor's in Business and Psychology  
Master's of Business Administration with a concentration in Finance

## Real Estate Experience

Regina Sooy: 5 Year Lawyer/ Florida Bar Member since 1996  
25 Years as Licensed Realtor

Joy Hicks: 10 Years in Corporate Finance  
18 Years Home Renovation and Redesign Company Owner  
2 Years Licensed Realtor

## Awards

- Top Rookie - 2002
- Summit Club 2003
- Silver Pinnacle Club - 2003-2015
- Platinum Club 2018-2022
- Top 50 Florida Realtors 2024
- 100% Club 2023-2025

***10 Year Average Home Sales Volume: \$9.44 Million***

## Philanthropy

We think service is the foundation of leadership. The organizations we invest time and resources in are listed below:

- PACE for Girls
- Marathon High
- Friends of Hendricks
- Friends of Landon
- Friends of Wolfson
- FREED to Run
- Leukemia- Lymphoma Society
- National MS Society
- Nite to Shine
- Sombrero Running
- Veteran Housing
- Happy Brew
- Fostering Hope
- Operation Shoebox
- Children's Miracle Network
- Habitat for Humanity/ HabiJax