

“SERVING OVER SELLING”

REAL ESTATE RESUME

Courtesy of:
Lessie Reyes
Realtor®



“SERVING OVER SELLING”

Lessie Reyes

Residential | Commercial | Investment Real Estate Expert

Lessie Reyes is a highly accomplished real estate professional recognized for her exceptional results, strategic expertise, and unwavering commitment to client success. With a powerful combination of market intelligence, advanced negotiation skills, and a strong background in Information Technology, Lessie delivers a sophisticated, data-driven approach to real estate that consistently produces outstanding outcomes for buyers, sellers, and investors alike. Specializing in residential, commercial, and investment real estate, Lessie brings a comprehensive understanding of market dynamics, property valuation, and strategic positioning. Her ability to analyze trends, identify opportunities, and craft winning negotiation strategies allows her clients to maximize value and make confident decisions in today's competitive market.

For Lessie, real estate is never just a transaction — it is a life-changing milestone. She approaches every client relationship with the philosophy of “Serving Over Selling,” ensuring that every buyer, seller, or investor receives unparalleled attention, guidance, and advocacy from start to finish. Her business is built on trust, integrity, and long-term relationships, which is reflected in her strong network of referrals and repeat clients who value her professionalism, transparency, and results-driven mindset. Lessie doesn't simply help people buy or sell properties, she helps them build wealth, create opportunities, and move forward with confidence.

Lessie's outstanding performance has garnered her many well-deserved recognition and prestigious awards. In 2008 & 2017, she was honored with the distinguished title of “Top Performing Agent” by her brokerage. Year after year, Lessie consistently ranks in the Top producers of Realtors in the Tampa Bay Area. Beyond her real estate expertise, Lessie is also a respected committee member of the Pinellas and Tampa Realtor Association Board. This involvement has deepened her understanding of the complexities of real estate law in Florida, allowing her to navigate the legal aspects of transactions with ease.

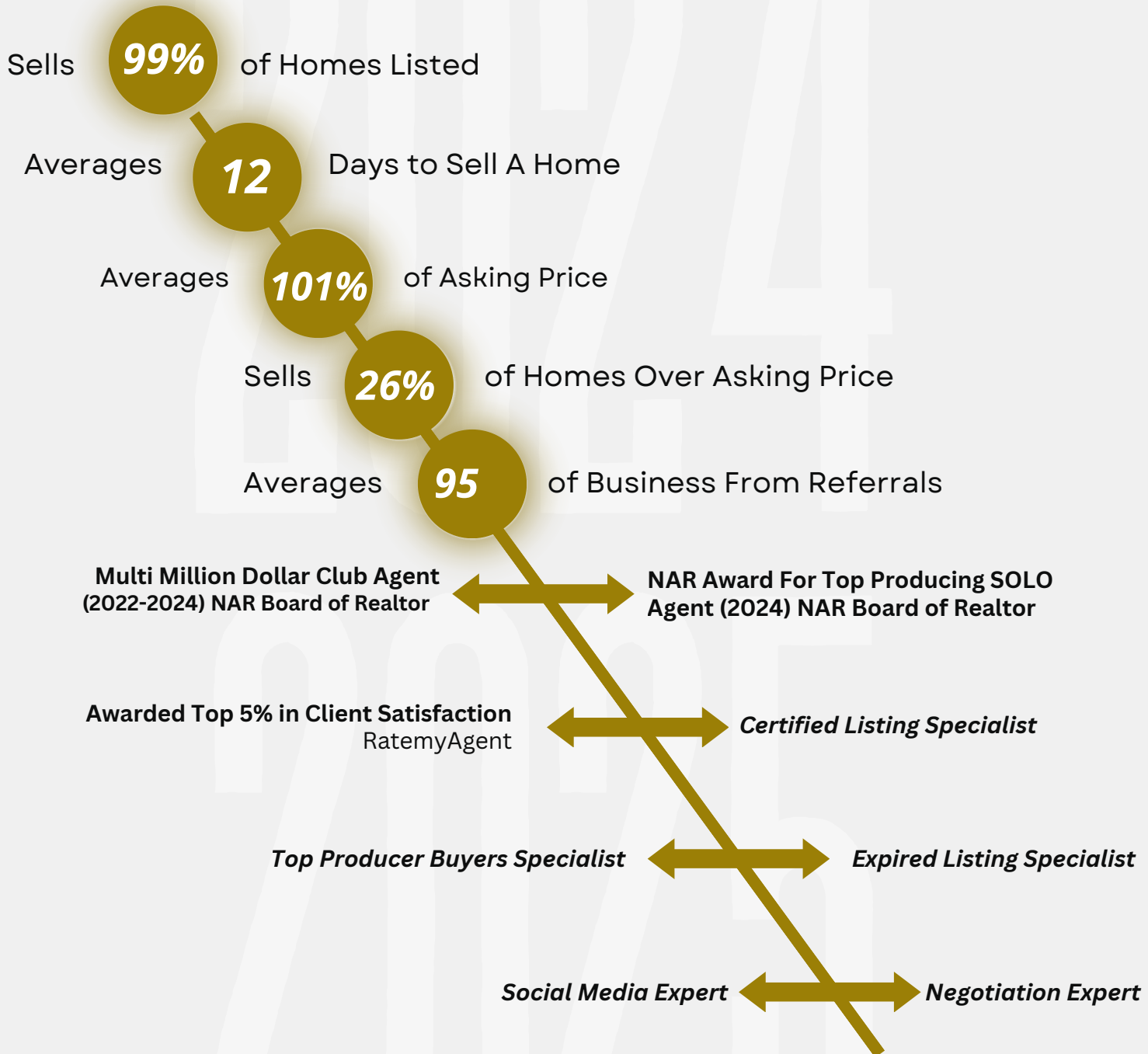
Whether guiding first-time buyers, representing luxury home sellers, advising commercial investors, or helping homeowners maximize equity, Lessie approaches every opportunity with strategic precision and unmatched commitment. Beyond her success in real estate, Lessie is deeply devoted to the community she proudly calls home. She serves as a Board Member of the Design Review Committee for the HOA in the prestigious Cory Lake Isles community, where she helps preserve the architectural excellence, beauty, and integrity of the neighborhood. Lessie also demonstrates her passion for giving back as a Team Leader for Miles for Moffitt, actively helping raise critical funds for cancer research and supporting the mission of the Moffitt Cancer Center. Her commitment to service extends far beyond real estate transactions — it reflects a genuine dedication to making a meaningful difference in the lives of others.

Lessie is a results-driven real estate professional specializing in residential, commercial, and investment properties, known for helping clients maximize equity and unlock the full value of their real estate assets. As a top-performing agent, she continually expands her business to better serve homeowners, investors, and business owners through strategic marketing, strong leadership, and an unwavering commitment to exceptional client service. Driven by innovation and market expertise, Lessie focuses on positioning every property for maximum exposure, securing the highest possible sale price, and identifying opportunities that build long-term wealth. With a clear mission to provide clients with the best options when selling or investing, she ensures every transaction delivers maximum profit and an elevated experience that consistently exceeds expectations in today's competitive market.



“SERVING OVER SELLING”

2008 - 2025



EXPIRED LISTINGS SPECIALIST

Over time, Lessie has honed his expertise in selling homes that other agents struggled to move. Through meticulous attention to detail and strategic positioning of every listed home, Lessie consistently achieves exceptional success rates for her clients. Employing a personalized approach, she effectively showcases these properties to the right buyers, often commanding premium prices through strategies underutilized by others in the field.

Lessie's impressive track record speaks volumes, having successfully sold numerous homes that previously lingered on the market, consistently surpassing her clients' expectations. However, beyond mere statistics, Lessie places paramount importance on people. He takes pride in delivering outstanding client service by actively listening, communicating clearly, and fostering collaboration to fulfill her clients' objectives. Recognizing the stress that can accompany selling a home, particularly after prior unsuccessful attempts, Lessie's empathy for homeowners in such situations is palpable.

As a frontrunner in the industry, Lessie remains at the forefront by embracing cutting-edge marketing techniques, refining negotiation skills, and pursuing continuous education. He adeptly leverages every available resource to attract qualified buyers and ensure a successful sales outcome.



MY 10 COMMITMENTS TO YOU

1 I will always provide you with expert advice and consulting so that you're able to make the best decision for yourself and your family.

2 I will always be 100% forthcoming about the price of your home, its condition and what it will take to get it sold.

3 I will always give you the truth regardless of the situation.

4 I will always do what is right and in your best interest.

5 I will fight to ensure you get the most money for your home in the shortest amount of time.

6 I will always use the most effective strategies to market your home.

7 I will always communicate with you proactively.

8 I will always return your phone calls, e-mails, and text messages with urgency.

9 I will pro-actively spend every day aggressively searching for qualified buyers for your home.

10 I will never lock you down to a long-term contract.

“SERVING OVER SELLING”

MY MISSION STATEMENT

My mission is to ensure that when we're at the closing table, you feel the trust, comfort, and confidence that comes with securing a real estate agent for life. I truly believe that putting your heart into what you love is one of life's greatest joys. That's why I strive to offer some of the most professional, loyal, and valuable service in the industry.

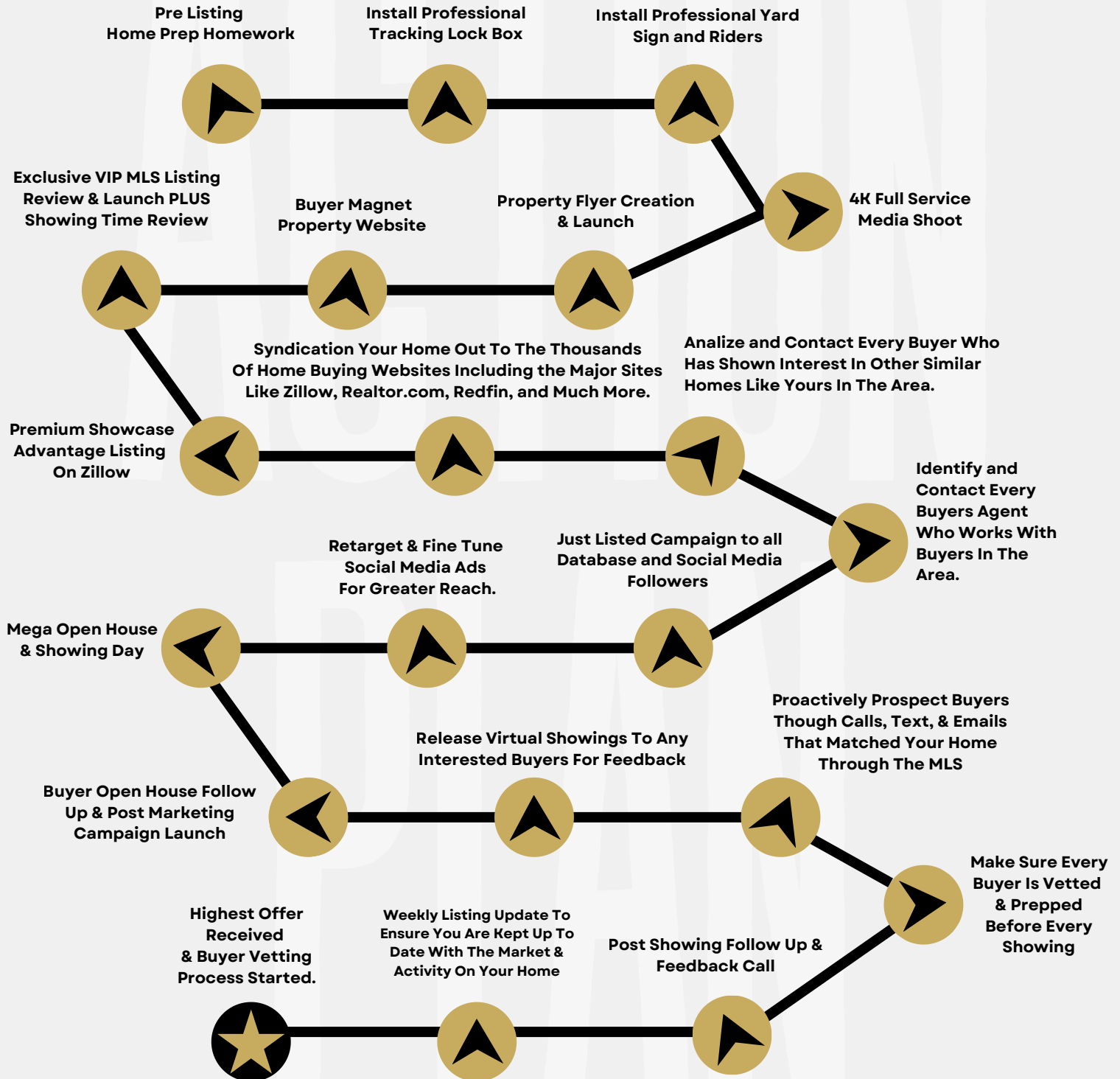
Above all, I prioritize my clients' best interests, aiming to cultivate long-term relationships and earn referrals from those they cherish most. I've dedicated myself to creating systems and strategies that consistently proven to increase my clients' success rates in buying and selling properties. My dream is to build a referral-based business founded on the experience, integrity, and work ethic that I bring to each client.

PRE-CERTIFIED LISTING SERVICE 0.5%
(PRE-LISTING HOME INSPECTION & APPRAISAL)



“SERVING OVER SELLING”

MARKETING PLAN OF ACTION



“ S E R V I N G O V E R S E L L I N G ”

PROACTIVE STRATEGY OUTLINE

PLAN BREAKDOWN	
Full Service Exclusive MLS Listing + Thousands of Home Buying Websites	✓
ListHub Global - Complete Exposure Nationwide & Multiple Other Countries	✓
Flexible Compensation Plan to Ensure You NET The Most Money Possible	✓
Premium Property Positioning	✓
Daily Proactive Buyer Prospecting Calls, Emails, Texts, Direct Messages, & Direct Mail	✓
High End 4K Media (Photos, Drone Photos, Video, 3D Virtual Tour, Floorplan, Ect)	✓
Buyer Adoption Strategy For Your Home	✓
Designated Property Marketing Running 24/7	✓
Bullseye Buyer Targeting System (Direct Response Marketing)	✓
Consistent Social Media Ads & Video Marketing	✓
Coming to Market Pre-Live Strategy to Increase Urgency	✓
Neighborhood Direct Farm Marketing For Your Home	✓
Proactive Property Presentation to Evoke Higher Desirability & Urgency	✓
No Handcuff Agreement - Cancel at Anytime	✓
Live Competition Updates and Analysis Planning Every Week	✓
Dedicated & Personal Support Team From Start to Finish	✓
Mega Public Open House	✓
Coming To Market Neighborhood Open House	✓
Savvy Seller Option (Still Sell On Your Own)	✓
Scarcity Showing Strategy To Influence A Buyers Willingness To Offer Above Asking	✓
Buyer Pre-Approval Verification Prior to Showings	✓
Complete Buyer Offer Vetting Process To Ensure Financial Strength and Ability To Close	✓
Savvy Bandit Sign Marketing To Attract Buyers Without Representation	✓
Pre-Certified Listing Service 0.5% (Pre-Listing Home Inspection & Appraisal)	✓



MY **VALUE** PROPOSITION

No Handcuff Agreement

I am a firm believer that I need to EARN your business every single day. So, at ANY time while I have the home listed, you feel that I am not doing my job, you will have the ability to fire me (AND VISE VERSA).

Communication Guarantee

This is an important one! You will always be kept informed at all times with constant communication and personalized weekly listing reports to ensure you know exactly what is going on with your home in the selling journey. Including market readings, feedback submissions, and game plans moving forward. The days of being left in the dark are over.

Strategic Perceived Value Positioning

Strategic Perceived Value Positioning uses price bracketing, buyer analysis, and supply and demand data to position a home in a way that increases its perceived value. By applying these strategies and understanding buyer psychology, it helps create an emotional response that makes the home feel more desirable. This emotional connection encourages buyers to make higher offers.

Direct Buyer Benefit

While your home is listed with me, you will ALWAYS have the option to sell the home on your own and save thousands.

Proactive Marketing & Prospecting

I will NEVER just list your home and wait for another agent to bring a buyer. I proactively will search every single day for the right buyer that is willing to pay the highest price with the best terms possible. Through a direct outbound approach, I not only market your home at a high level, but I proactively prospect every buyer who matches your home online and through my MLS system. Doing this ensures that we maximize every penny of your return.

Performance Based Compensation

My affordable compensation is based on a performance model on how the buyer is generated to ensure you will always NET the most money possible at closing.



MOST COMMON QUESTIONS

Q: How much will my home sell for?

A: The price of what a home will sell for directly depends on how we position the home on the marketplace. I take a very strategic approach when pricing and position the home in a way that will have buyers willing to pay more for your home than the any of the other homes you are competing against.

Q: How long will it take to sell my home?

A: This will solely depend of how you choose to price the home. If you choose to price it higher than what buyers are willing to pay, then the longer it will take to sell and the more price adjustments will have to be made before securing a buyer.

Q: What will you do to market my home?

A: Marketing is key when exposing the property and increasing demand, so I implement a variety of marketing tactics and systems that will out market all of our competition. Although keep in mind, it increases demand & likelihood of getting the highest price possible, but marketing does nothing if the price is not in line with the market value.

Q: What other fees are associated with selling a home besides agent compensation?

A: This will depend on the price of your home but I always tell my clients to bet on around 1-2% of the purchase price for seller closing costs.

Q: How many homes have you sold?

A: Depending on the time of reading this, that number will change, but I consistently am at the top of my company month in and month out with sold volume and client satisfaction in Pinellas, Hillsborough, & Pasco counties.

Q: What if I want to I cancel my contract?

A: I never charge a cancellation fee to any of my clients because I believe if I am not doing my job or following through with what I promised, you should have the right to fire me at anytime.



PAST CLIENT TESTIMONIALS

★★★★★

Highly likely to recommend

Leonilyn Slater

Sold a Single Family in 2025 in Land O Lakes, FL

Local Knowledge: ★★★★★
Process Expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation Skills: ★★★★★

Lessie is truly a gem to this industry due to the fact that her heart is not to earn a sum amount of money but to be a willing vessel of God to help her clients that are struggling and in need. I opened my heart and my goals to her and she listened intently and genuinely. Lessie used all her marketing knowledge and wisdom, experiences and computer skills to sell my house in just 2 weeks. Amazingly impressive right? Such a blessing to choose her as my realtor agent. God sent indeed!

★★★★★

Highly likely to recommend

Ryan Garl

Sold a Single Family Home in 2025 in Tampa, FL

Local Knowledge: ★★★★★
Process Expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation Skills: ★★★★★

Lessie has assisted my wife and I through 7 real estate transactions in the last 10 years and we could not ask for a better agent. Lessie, is extremely knowledgeable about the buying and selling process and is able to give excellent advice when needed. She is very prompt and pays great attention to detail. She was great during out 8 month short sale purchase and then she sold our house on 1 day for over full price! Simply amazing. We will continue to work with Lessie as long as possible. Highly recommended!

★★★★★

Highly likely to recommend

Milani Zabala

Sold a Single Family Home in 2023 in Tampa, FL

Local Knowledge: ★★★★★
Process Expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation Skills: ★★★★★

We would like to take this opportunity to flex and thank our realtor Lessie Reyes who did a phenomenal work in selling our home and starting the highest comp in our neighborhood. Lessie nailed it from showcasing our home, to closing and to continue to assist us in our new home search. Her passion and dedication in her work is evident from the start to completion of the home sale. We can't ask for a better realtor to represent us. She is a blessing to many!



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How Can I Serve You?

If there is anything at all that I can do to help you, please do not hesitate to reach out.



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