

The Florida Home-Selling Process

Selling a home is much more than putting a sign in the yard and waiting for an offer. A successful real estate transaction involves careful preparation, marketing, negotiation, coordination, documentation, inspections, title work, financing, and countless details behind the scenes. Our job is to guide you through each stage, keep you informed, help you understand your options, and coordinate with the many people involved in the transaction. While every transaction is unique, the following provides a general overview of what you can expect when selling a home in Florida.

WE START WITH YOUR HOME

Property Walk-Through & Consultation

The first step is for us to meet with you at the property and take a detailed look at your home. During this visit, we will discuss your goals, desired timeline, the property's condition, improvements you have made, and any circumstances that could affect the sale. We will also explain our services and how we will represent and assist you throughout the transaction. **This is a great time to ask questions!** Whether you want to know more about our services, current market conditions, the potential value of your home, the selling process, or simply have questions about what to expect, we are here to provide information and guidance so you can make informed decisions about your next steps. **There is no need to have everything figured out before we meet.** Our goal is to give you the information you need to feel comfortable, prepared, and confident moving forward.

Determining Market Value

Now that we have information about the property, we will research comparable properties, current competition, recent sales, market conditions, property characteristics, and other relevant factors to help determine an appropriate market value for your home. Our goal is not simply to choose a number that sounds appealing. Pricing is an important part of the overall marketing strategy and can affect how quickly your property attracts attention from qualified buyers.

Listing Price & Marketing Strategy

Once we have discussed the property's market value, we will work with you to determine an appropriate listing price and marketing strategy.

We will discuss factors such as:

- Current market conditions
- Comparable sales
- Competing properties
- Your desired timeline
- Property condition and improvements
- Buyer expectations
- Potential pricing strategies

Estimated Proceeds

We will also provide an estimate of what you may receive from the sale based on the anticipated sales price and estimated transaction expenses. This may include items such as mortgage payoff, commissions, taxes, title-related expenses, HOA/condo fees, credits, prorations, and other applicable costs. **Please remember:** Estimated proceeds are not a final settlement statement. Actual closing figures can change as the transaction progresses.

⚠️ Identifying Potential Hurdles

Before going on the market, we will discuss potential issues that could affect the transaction. Depending on the property, these may include repairs, insurance concerns, permits, title issues, HOA requirements, appraisal concerns, survey questions, financing considerations, or other property-specific matters. Identifying potential hurdles early can help us prepare for them rather than being surprised later.

2 📄 FINALIZING THE LISTING

📄 Listing Documents

We will prepare and finalize the necessary listing documents and disclosures based on the property and transaction. We will review the documents with you, answer questions, and make sure you understand what you are signing.

🔥 Documents Are Executed

Once the listing documents have been reviewed and executed, we can move forward with activating the property for sale. At this point, the marketing, photography, MLS information, pricing, property details, showing instructions, and other listing information are finalized.

3 ✨ PREPARING YOUR HOME FOR MARKET

🔪 Getting the Property Ready

Before professional photography and the listing launch, we will discuss how to present your home in the best possible light. Depending on the property, preparation may include:

- Decluttering
- Depersonalizing
- Deep cleaning
- Minor repairs
- Touch-up painting
- Improving curb appeal
- Staging or rearranging furniture
- Removing unnecessary items
- Making the home show-ready

Not every home needs the same preparation. We will help you determine which improvements are likely to provide the greatest benefit.

📸 Professional Photography & Marketing Materials

Once the property is ready, professional photography will be scheduled. Depending on the property and marketing plan, additional marketing materials may include:

- Professional interior and exterior photography
- 🚁 Drone photography or aerial video
- 📐 Floor plans
- 🎥 Property videos
- Other marketing materials designed to showcase the home's features

Our goal is to make a strong first impression online, where many prospective buyers will see your property before ever stepping through the front door.

YOUR HOME GOES ON THE MARKET

MLS Activation & Yard Sign

Your property will be entered into the appropriate MLS and made available to other real estate professionals and prospective buyers. A yard sign will also be placed at the property when appropriate. The MLS listing serves as an important source of information for buyer agents and helps distribute your property to the broader real estate marketplace.

Marketing Begins

Once the property is active, the marketing process begins in earnest. This may include:

- MLS exposure
- Online real estate platforms
-  Social media marketing
-  Direct lead follow-up
- Property-specific marketing campaigns
-  Networking with other real estate professionals
- Other appropriate promotional efforts

LEADS, QUESTIONS & SHOWINGS

Responding to Buyer Leads

As inquiries begin coming in, we will respond to and follow up with prospective buyers and/or their agents. We will answer questions about the property, provide additional information when appropriate, and work to turn interest into an actual showing.

Coordinating Showings

We will coordinate showing requests according to the showing instructions established for your property. Depending on the property and circumstances, showings may involve buyer agents, prospective buyers, tenants, or other authorized individuals. We understand that having people come through your home can be disruptive. Our goal is to coordinate showings as efficiently as possible while maximizing opportunities to find the right buyer.

More Leads & Ongoing Marketing

Marketing doesn't stop after the listing goes active. We continue monitoring activity and following up with leads. If buyer activity is slower than expected, we can evaluate what may be affecting interest and discuss whether adjustments to pricing, presentation, or marketing strategy may be appropriate.

OFFERS BEGIN TO ARRIVE

Receiving and **Reviewing the Entire Offer**

When a buyer decides they want to purchase your home, their agent will submit an offer. An offer is **much more than just the purchase price**. We will review the offer with you and help you evaluate the complete package.

Important terms may include:

- Purchase price
- Financing type
- Down payment
- Earnest money deposit
- Closing date
- Inspection period
- Home warranty requests
- Financing and appraisal contingencies
- Seller-paid closing costs or concessions
- Repair requests or credits
- Personal property included in the sale
- HOA/condo requirements
- Other contingencies and special terms

A higher offer price is not necessarily the strongest offer if it comes with less favorable terms, greater uncertainty, or additional costs. Our role is to help you understand the terms so **you can make an informed decision about which offer best fits your goals.**

Accept, Reject or Counter

After reviewing the offer, you may choose to accept it, reject it, or negotiate by submitting a counteroffer. We will facilitate the negotiation and communicate with the buyer's agent throughout the process.

Executing the Contract

Once both parties agree to the terms, the necessary documents are executed and the transaction moves forward. At this point, important contractual deadlines begin to drive the remainder of the transaction.

7 AFTER THE CONTRACT IS SIGNED

Once the contract is fully executed, our role becomes one of **transaction coordination, communication, negotiation, and deadline management.** There are many moving pieces happening simultaneously.

Lender & Title Company

We will provide the appropriate contract information to the buyer's lender and title/closing company and remain in communication with them throughout the transaction. The buyer's lender will begin or continue the financing process, while the title/closing company begins working on the title and closing requirements.

Escrow Deposit

The buyer is generally required to deliver the escrow deposit according to the terms and deadlines of the contract (usually within 3 days). We will follow up as appropriate to confirm that the required deposit has been received and that the transaction is progressing as expected.

8 INSPECTIONS & DUE DILIGENCE

Buyer Inspections

The buyer will schedule inspections according to the terms of the contract (usually the inspection period lasts between 3 and 15 days). A buyer may choose to have a general home inspection and may also elect to have additional inspections performed, such as:

- Roof, HVAC, Plumbing, Electrical, Structural, Pest, Pool, Septic, Well, Mold, Other specialized inspections

Some inspections or certifications may also be required by the buyer's lender, insurance company, or other parties involved in the transaction.

Reviewing Inspection Findings

Inspection reports can identify anything from routine maintenance items to significant concerns. If the buyer makes requests based on inspection findings, we will discuss those requests with you and help you understand the potential options. Depending on the contract and circumstances, negotiations may involve:

- Repairs, Seller credits, Price adjustments, Replacement of an item, No adjustment, Other mutually acceptable solutions

Our job is to help you navigate the negotiation while keeping the terms of your contract and your goals in mind.

TITLE, HOA & OTHER BACKGROUND WORK

While inspections and negotiations are taking place, several important processes are happening behind the scenes.

Title Work

The title/closing company will conduct the necessary title search and work toward clearing any title issues that could affect the sale. This may include reviewing ownership records, liens, judgments, mortgages, easements, and other matters affecting title. If a title issue is discovered, we will work with the appropriate parties to help facilitate its resolution.

HOA/Community Requirements

If the property is located within an HOA or other managed community, the appropriate applications, approvals, estoppels, disclosures, and other required documents may need to be completed. These processes can take time, so they are typically started as early as practical.

SELLER PREPARATION FOR CLOSING

Schedule Your Move

Once you have a fully executed contract (or as soon as the inspection period expires) you should begin planning your move. Do not wait until the week of closing to arrange movers, utilities, storage, travel, or other moving-related services. Your contract establishes an anticipated closing date, but circumstances can occasionally cause a closing date to change.

Appraisal & Survey

If the buyer is obtaining financing, the lender will generally order an **appraisal** to determine the property's value for lending purposes. The appraisal is conducted by an independent, licensed appraiser. A **survey** may also be ordered to identify property boundaries and other matters affecting the property. Although these items are commonly associated with financed transactions, buyers in **non-financed (cash) transactions** may also choose to obtain an appraisal, survey, or both as part of their due diligence.

Appraisal Results

Once the appraisal is completed, the buyer's lender will receive the results. If the appraisal supports the contract price, the transaction generally continues toward closing. If an appraisal comes in below the

contract price, the parties may need to address the difference. Depending on the circumstances and contract terms, possible solutions may include renegotiating the purchase price, adjusting seller concessions, bringing additional funds to closing, disputing the appraisal, or another mutually acceptable solution. We will discuss any appraisal concerns with you and help facilitate the necessary communication and negotiations.

FINAL PREPARATIONS

As closing approaches, there are still numerous details to complete. The buyer's lender is working toward final loan approval. The title/closing company is preparing the closing documents and final figures. Outstanding inspection, title, HOA, appraisal, lender, and contractual requirements are being addressed. We will continue communicating with the parties involved and monitoring the transaction through the remaining deadlines.

Final Walk-Through

The buyer will typically conduct a final walk-through of the property shortly before closing. The purpose is generally to confirm that the property is in substantially the agreed-upon condition, that agreed-upon repairs have been completed when applicable, and that items included in the contract remain at the property. The home should be left in the condition required by the contract and ready for the buyer to take possession.

CLOSING DAY

The Finish Line

Closing is the final step in the transaction. The title/closing company coordinates the signing of the necessary documents and handles the financial and title aspects of the closing. Depending on the transaction, the parties may sign documents electronically, remotely, or in person. Once all required documents have been executed, funds have been received and the closing requirements have been satisfied, the transaction can be completed.

Seller Proceeds

After closing and once the title/closing company has completed its required disbursement process, the seller's proceeds will be distributed according to the final settlement statement and closing instructions. The final amount you receive may differ from the original estimated proceeds because actual expenses, prorations, payoffs, credits, repairs, taxes, HOA charges, and other transaction costs can change during the process.

YOUR ROLE AS THE SELLER

While we handle and coordinate many of the details, your cooperation is an important part of a successful transaction. Throughout the process, you may be asked to:

Before Listing

- Complete recommended preparations
- Provide requested property information and disclosures
- Review and execute listing documents
- Keep the property clean and show-ready

After Receiving an Offer

- Promptly review offers and proposed changes
- Make decisions regarding negotiations
- Execute required documents in a timely manner

During the Contract Period

- Allow access for inspections, appraisal, survey, and other authorized appointments
- Complete agreed-upon repairs when applicable
- Provide requested documentation
- Maintain the property
- Keep utilities on as required
- Begin making moving arrangements

Before Closing

- Complete your move
- Leave the property in the condition required by the contract
- Complete any agreed-upon repairs or obligations
- Make sure keys, remotes, access devices, and other required items are available as instructed
- Review final closing figures and documents

WE'RE HERE TO GUIDE YOU

A real estate transaction involves many people and moving parts: sellers, buyers, real estate agents, lenders, inspectors, appraisers, surveyors, title companies, HOA representatives, attorneys, contractors, insurance professionals, and others. Our role is to help coordinate the process, communicate with the parties involved, keep you informed, help you understand your options, and work to keep the transaction moving toward a successful closing.

Our goal is to make the process as organized, transparent, and manageable as possible—while helping you make informed decisions at every important step along the way.

Every Transaction Is Different

This guide provides a general overview of a typical Florida residential real estate transaction. The exact steps, deadlines, documents, and requirements will vary depending on the property, contract, buyer's financing, title requirements, HOA requirements, and other circumstances. Your specific purchase contract and applicable Florida law will control the transaction. When legal, tax, insurance, lending, title, or other specialized advice is needed, we recommend consulting the appropriate licensed professional.