TREASURE COAST · FLORIDA

The Seller Guide

How your home is prepared, priced, presented, and negotiated — to protect your equity and your timeline.

PREPARED BY
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LICENSE
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Selling well is a matter of *preparation*, not luck.

Thank you for considering me to represent your home. Whether you are moving up, moving on, or releasing an investment, the goal is the same: the strongest possible outcome, achieved with as little disruption to your life as possible.

Most of what determines a sale happens before a single buyer walks through the door — how the home is prepared, how it is priced against real comparable sales, and how it is presented in the first seventy-two hours on market. This guide explains each of those decisions, and the ones that follow.

You will always know where you stand. Expect straight answers about condition, pricing, and every offer that arrives — including the ones I would advise you to decline.

Aynura Aghenii

REAL ESTATE ADVISOR · EXP REALTY

WHAT YOU CAN EXPECT

- A written pricing analysis, with the reasoning behind every figure
- Professional photography, video, and refined preparation
- Weekly reporting on activity, feedback, and market shifts
- Every offer presented, evaluated, and negotiated in writing
- One advisor from listing through closing — and after

MARKETS SERVED

Stuart · Palm City · Hutchinson Island · Port St. Lucie · Jupiter · Palm Beach

DISCRETION

Your reasons for selling, and your bottom line, stay between us.

STRATEGY

Price is set by evidence and demand, never by hope.

STEWARDSHIP

The relationship continues long after the closing table.

CONTENTS

What's *inside.*

The market sets the price. We set the *strategy*.

A home priced correctly in week one almost always nets more than the same home reduced in week six.

WHAT GOES INTO THE ANALYSIS

- **Closed comparable sales** — recent, nearby, and genuinely similar in size, condition, age, and view.
- **Active competition** — what a buyer can choose instead of your home, today.
- **Expired and withdrawn listings** — the clearest evidence of where the market said no.
- **Absorption rate** — how many months of inventory your price band is carrying.
- **Condition and improvements** — adjusted honestly, not aspirationally.

THE APPRAISAL REALITY

If your buyer is financing, an appraiser will independently value the home. A price the data cannot support tends to surface later as a renegotiation — usually at the least convenient moment.

THE COST OF OVERPRICING

- **Week 1–3 is your peak.** Every ready buyer watching that price band sees the home immediately. That attention does not come back.
- **Showings drop, days accumulate.** Buyers read high days-on-market as a defect and open with lower offers.
- **You sell the competition.** An overpriced listing makes the correctly priced home down the street look like a bargain.
- **Reductions compound.** Chasing the market down typically ends below where a correct price would have landed.

WHAT DOES NOT SET PRICE

What you paid, what you owe, what you need for the next home, the cost of your renovation, or what a neighbor says they were offered. These matter to your plan — but no buyer will pay for them.

Where preparation actually *pays.*

Not every improvement returns its cost. These are the ones that consistently do.

1 **Clean, and then clean again**

Deep cleaning, windows, grout, air vents, and pressure-washed exterior surfaces. The highest return per dollar in the entire process, without exception.

2 **Declutter and depersonalize**

Clear roughly a third of what is in the room, plus closets and countertops. Buyers measure storage by what they can see, and imagine themselves only in space you have made available.

3 **Neutralize and brighten**

Fresh paint in current neutrals, consistent warm-white bulbs at full wattage, and blinds open. Light and neutrality photograph well and show even better.

4 **Handle the small defects**

Sticking doors, running toilets, torn screens, dead landscaping, dated hardware. Individually minor; collectively they tell a buyer the home was not maintained.

5 **Address the big three early**

Roof, HVAC, and any active moisture issue. In Florida these drive both buyer confidence and insurability — and they are the items most likely to reopen negotiations later.

6 **Stage the first impression**

Entry, main living space, primary suite, and outdoor living. Partial staging of these areas carries most of the visual impact for a fraction of a full stage.

Worth considering: a pre-listing inspection. Knowing what a buyer's inspector will find lets you price it in, fix it on your terms, or disclose it up front — instead of negotiating against a surprise while under contract.

Presented with *intention.*

01

Photography & video

Professional stills, walkthrough video, and aerial coverage where the setting deserves it. The photography is the showing for the majority of buyers who will never see the home in person.

02

Positioning & copy

Every listing leads with what makes the property distinct — not a recitation of room counts. The description is written to attract the specific buyer most likely to pay for what this home is.

03

Syndication

MLS distribution across the major consumer portals and brokerage networks, with accurate data, complete fields, and correct mapping — the details that determine whether a home surfaces in a search.

04

Agent-to-agent outreach

Direct outreach to agents with active, matching buyers, and to the brokerage network. A meaningful share of Treasure Coast sales begin as a conversation between two agents.

05

Social & digital

Reels, story coverage, and targeted digital placement aimed at relocation buyers from the Northeast and Midwest — consistently the strongest source of demand in this region.

06

Showings & open houses

Scheduled around your household, with qualified buyers, controlled access, and structured feedback collected after every visit.

THE FIRST SEVENTY-TWO HOURS

A listing goes live only when photography, copy, disclosures, and access are all ready. Launching early with placeholder photos spends your best three days of exposure on an incomplete presentation — and no reduction later buys that attention back.

A clear path from consultation to *closing*.

1 **Consultation & pricing analysis**

Walk the property, review comparable evidence, and agree on price, timing, and strategy.

APPROXIMATE TIMING · WEEK 1

2 **Preparation & presentation**

Repairs, cleaning, staging, photography, and disclosure paperwork completed before launch.

APPROXIMATE TIMING · WEEKS 1–3

3 **Launch & active marketing**

Live on MLS and every portal, agent outreach, showings, and open houses. Weekly activity reporting begins.

APPROXIMATE TIMING · WEEKS 3–6

4 **Offers & negotiation**

Review, compare, and counter. Price, terms, buyer strength, and timeline all weighed together.

APPROXIMATE TIMING · WEEKS 4–8

5 **Due diligence**

Inspection period, appraisal, association documents and estoppel, title work, and any repair negotiation.

APPROXIMATE TIMING · WEEKS 6–11

6 **Closing & handover**

Final walkthrough, signing, funding, and keys. Utilities transferred and the property released.

APPROXIMATE TIMING · WEEKS 10–12

Timelines vary with price band, season, condition, and buyer financing. Cash buyers frequently close in two to three weeks; financed purchases commonly run thirty to forty-five days from executed contract.

The market answers *quickly*. We listen.

READING THE SIGNALS

- **Few showings, few online views.** A price problem. Buyers in your band are not even clicking.
- **Strong views, few showings.** A presentation problem — photography, copy, or the first image.
- **Steady showings, no offers.** A value problem: buyers see the home, and something about condition or price does not reconcile.
- **Repeated identical feedback.** Whatever three separate buyers say independently is true, whether or not we like it.

WHEN TO ADJUST

We agree in advance on review points — typically at two and four weeks — with defined activity thresholds. Adjusting early and meaningfully outperforms a series of small, late reductions.

SHOWING PREPARATION CHECKLIST

- ✓ All lights on, blinds and curtains open
- ✓ Counters, sinks, and floors clear
- ✓ Beds made, bathrooms reset, trash emptied
- ✓ Pets and pet items out of the home
- ✓ Valuables, medications, and documents secured
- ✓ Thermostat comfortable — Florida buyers notice
- ✓ Sellers away; buyers speak freely without you there

WEEKLY REPORTING

Each week you receive showing counts, online activity, written buyer feedback, new competing listings, and any closed sale that changes the comparable picture.

The highest number is not always the best *offer*.

WHAT WE EVALUATE

- **Buyer strength** — cash with proof of funds, or a full underwritten pre-approval rather than a courtesy letter.
- **Escrow deposit** — size and release timing signal how committed the buyer really is.
- **Inspection period** — length, and whether it is a genuine review or a second negotiation.
- **Financing & appraisal terms** — including whether the buyer will cover an appraisal shortfall.
- **Closing date** — and whether you need occupancy after closing.
- **Contingencies** — particularly a sale-of-home condition, which is a second transaction attached to yours.

YOUR THREE RESPONSES

- **Accept** — the terms meet your objective.
- **Counter** — on price, dates, deposit, repairs, or any combination.
- **Decline** — and continue marketing, with the reasoning documented.

MULTIPLE OFFERS

When more than one offer arrives, every buyer is treated consistently and given the same deadline to submit their best terms. We compare offers side by side on net proceeds and probability of closing — a strong offer that falls apart in week three costs you far more than a lower one that closes.

You decide. My role is to make certain you are deciding with complete information and a written comparison in front of you.

From accepted offer to *closed.*

1

Escrow & timelines

The executed contract goes to the title company and the buyer's deposit is placed in escrow. Every contract deadline begins counting immediately.

2

Inspections

Expect a general inspection plus, depending on the property, wind mitigation, four-point, WDO, roof, septic, seawall, or pool inspections. Access is arranged for a single coordinated window wherever possible.

3

Repair requests

Buyers may request repairs, credits, or a price adjustment. We respond with evidence — contractor quotes rather than estimates — and negotiate from what the work actually costs.

4

Appraisal

I provide the appraiser with comparable sales, improvement records, and access. If value comes in short, options include renegotiation, a buyer contribution, or dispute with supporting data.

5

Title, association & permits

Title search, lien and open-permit review, survey where applicable, and — for association properties — the estoppel certificate and document delivery.

6

Walkthrough & closing

The buyer confirms condition and agreed repairs. You sign, funds disburse, and keys, remotes, codes, and warranties transfer.

WIRE FRAUD WARNING

Sale proceeds are a target for fraud. Never send or confirm wire instructions based on email alone. Verify by calling the title company at a number you independently confirmed, and confirm receipt afterward.

What’s genuinely *different* here.

Six items that shape Florida closings — and that derail sales when they are discovered late.

01

Your duty to disclose

Florida sellers must disclose known material defects that are not readily observable and that affect value. Disclosing early is protective; concealment is the single most common source of post-closing disputes.

02

Roof age & insurability

An aging roof can limit which buyers can obtain insurance — and therefore financing. It is often the quiet reason an otherwise attractive listing sits. Know your roof’s age and documentation before listing.

03

HOA, condo & estoppel

Association properties require an estoppel certificate and document delivery, both of which take time to order. Fees are regulated by Florida law. Pending special assessments must be addressed in the contract.

04

Open & unpermitted work

Permits left open by a prior contractor surface during title review and can halt a closing. If work was done without permits, it is far better to identify and resolve it before you are under contract.

05

Closing costs & doc stamps

Documentary stamp tax on the deed is customarily a seller cost in most Florida counties, and who pays for the owner’s title policy varies by county. Both are negotiable and set in the contract.

06

Tax considerations

Primary-residence sales may qualify for a capital-gains exclusion; investment sales may suit a 1031 exchange; sellers who are foreign persons face FIRPTA withholding. If you are buying again in Florida, homestead portability may carry part of your assessment benefit forward.

Rules, thresholds, and deadlines change. Confirm current requirements with your closing agent, association, insurer, and a licensed tax professional before relying on them.

What selling actually *costs.*

You will receive a written net-proceeds estimate before listing, and an updated one with every offer.

TYPICAL SELLER COSTS

- **Brokerage compensation** — agreed in writing in your listing agreement, including any compensation you choose to offer a buyer's agent.
- **Documentary stamp tax** — on the deed, customary to the seller in most counties.
- **Title & settlement fees** — allocation varies by county and is negotiable.
- **Association estoppel & document fees** — where applicable.
- **Property tax proration** — through the closing date.
- **Mortgage payoff** — principal, accrued interest, and recording of the release.
- **Negotiated repairs or credits** — from the inspection period.
- **Preparation costs** — cleaning, staging, photography, and pre-list repairs.

ESTIMATE WORKSHEET

Expected sale price	
Less mortgage payoff	
Less brokerage fees	
Less taxes & title costs	
Less association fees	
Less repairs & credits	
Less prep costs	
Net proceeds	

Figures are estimates until the closing statement is final. Nothing here is tax advice — please confirm your position with a licensed tax professional.

Tell me about the *home.*

Complete this before our consultation. It sharpens the pricing analysis and surfaces anything we should address before launch.

THE ESSENTIALS

Year purchased

Ideal closing date

Roof age / last replaced

HVAC age

Water heater age

HOA / condo dues

Annual property taxes

STATUS

- ☐ Owner-occupied ☐ Vacant
- ☐ Tenant-occupied ☐ Seasonal use
- ☐ Buying again locally ☐ Leaving Florida
- ☐ Mortgage payoff outstanding

IMPROVEMENTS MADE

KNOWN ISSUES TO DISCLOSE

ITEMS THAT WILL NOT CONVEY

You're all set — here's what happens *next.*

- **Review this guide.** A few minutes now makes every step that follows clearer.
- **Complete your Property Profile.** Page 12 — send it back or bring it along.
- **Schedule the walkthrough.** I'll see the home and prepare your written pricing analysis.
- **Agree on price, timing, and preparation.** Including what is worth doing and what is not.
- **Go to market prepared.** Photography, copy, and disclosures ready on day one.

Not ready to list yet? That's a good reason to talk sooner rather than later. The most valuable conversations usually happen months before a sign goes in the yard.

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