



THE SOLD PLAYBOOK

YOUR HOME SELLING GUIDEBOOK



Dear Homeowner

Selling your home is a big move. You're in the right place. This guide walks you through every phase of the sale. What to ask. What to fix. What to expect. I built it to keep you a step ahead the whole way.

Mike Vein



Mike Vein | Winter Garden REALTOR®



Seller's Roadmap

- 04 _____ Choose Your Agent
- 05 _____ Prepare Your Home
- 07 _____ Strategic Pricing
- 09 _____ Staged vs. Vacant
- 10 _____ Modern Marketing
- 11 _____ Showing Your Home
- 13 _____ Closing Process

STEP ONE

Choose Your Agent

What to look for in a real estate agent

The right agent knows your goals. Knows your market. And has the track record to prove it. You want someone who can find the right buyer at the price and terms you want.



Interview your agents. Make sure they fit

- How long have you been selling, and how many homes?
- What's your average sale to list price ratio?
- How will you price my property?
- What should I do to prepare it?
- How will you market it?

STEP TWO

Prepare Your Home

Consider home repairs

Most buyers want move-in ready. Handling repairs before you list boosts your price and keeps the sale moving once a buyer is interested.

Walk the property

Your agent should walk the property with you and call out what's worth fixing before you list. Look at your property the way a buyer will.

Small improvements, big difference

- Deep clean
- Declutter and depersonalize
- Make minor repairs
- Spruce up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds." Barbara Corcoran

Listing Preparation Checklist

DEEP CLEAN

- Vacuum carpets, sweep and mop floors, wipe down surfaces
- Clean windows, inside and out
- Clean appliances, inside and out
- Wipe down cabinets, counters, tables, backsplash
- Scrub sinks, showers, tubs, toilets
- Kill odors with baking soda and open windows

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and extra decor
- Organize closets, cabinets, and the garage
- Donate or store extra furniture
- Pull fridge magnets and personal mementos

CURB APPEAL

- Lawn: mow, trim bushes, weed, clear debris
- Landscaping: add fresh plants and flowers
- Power wash the driveway, walkways, siding, deck
- Front door: repaint or clean, clear cobwebs, polish hardware
- Gutters: clear downspouts of debris

REPAIRS & MAINTENANCE

- Minor fixes: patch holes, fix leaky faucets and creaky doors
- Paint: refresh walls and trim in neutral colors
- Lighting: replace dead bulbs, fix fixtures
- HVAC: change filters, confirm it runs right
- Appliances: confirm all are clean and working
- Hardware: tighten loose knobs and pulls

Strategic Pricing

01

—————
Your property gets the most attention the week it hits the market.

02

—————
Priced right from day one, it usually sells for more.

03

—————
Overpriced properties sit. Then they cut. Then they sell for less.



Your agent should study the market hard and price your property where it actually moves.

PRICING STRATEGIES P PRICING STRATEGIES P



BELOW MARKET VALUE

- + Generates fast interest
- + Quicker sale
- + Can drive multiple offers
- Risk: may leave money on the table



AT MARKET VALUE

- + No appraisal issues
- + Buyers see a fair price
- + Shows up in more buyer searches



OVER MARKET VALUE

- Takes longer to sell
- More buyer hesitation
- May not appraise for the lender

Staged vs. Vacant

Win the first impression

Staging helps buyers picture themselves in your space. But a clean, move-in ready vacant property can land just as hard.

There's no single answer. I work it case by case based on your property and your situation.

Together we'll create a space buyers want to be in. Staged or vacant.

WHEN STAGING HELPS

- The property is empty and rooms feel small or hard to read
- Layouts are awkward to picture furnished
- Higher price point where buyers expect polish
- Listing photos need to stand out online

WHEN VACANT WORKS

- The property is updated and move-in ready
- Strong light and clean, modern finishes
- Great bones that speak for themselves
- Buyers who want a blank canvas



My rule:

Stage the rooms buyers fall for first. The living room, primary bedroom, and kitchen do most of the work. You rarely need to stage every room.

Modern Marketing

My job is to bring you a buyer at the price and terms you want. That takes both digital and traditional marketing.

01 Digital Marketing

Your first showing is online. That's where most buyers meet your property, so that's where the work goes.

- Professional photos and video
- A listing video pushed across YouTube, Google, and social
- A 360 virtual tour buyers can walk anytime
- Targeted social ads to active buyers in your market
- Syndication across Zillow, Realtor.com, and the major portals

02 Traditional Marketing

The old playbook still works when you run it right:

- Open houses and showings
- Broker previews
- Postcards to the neighborhood
- Yard sign, HOA permitting

When it's done right, here's what happens next.

Showing Your Home

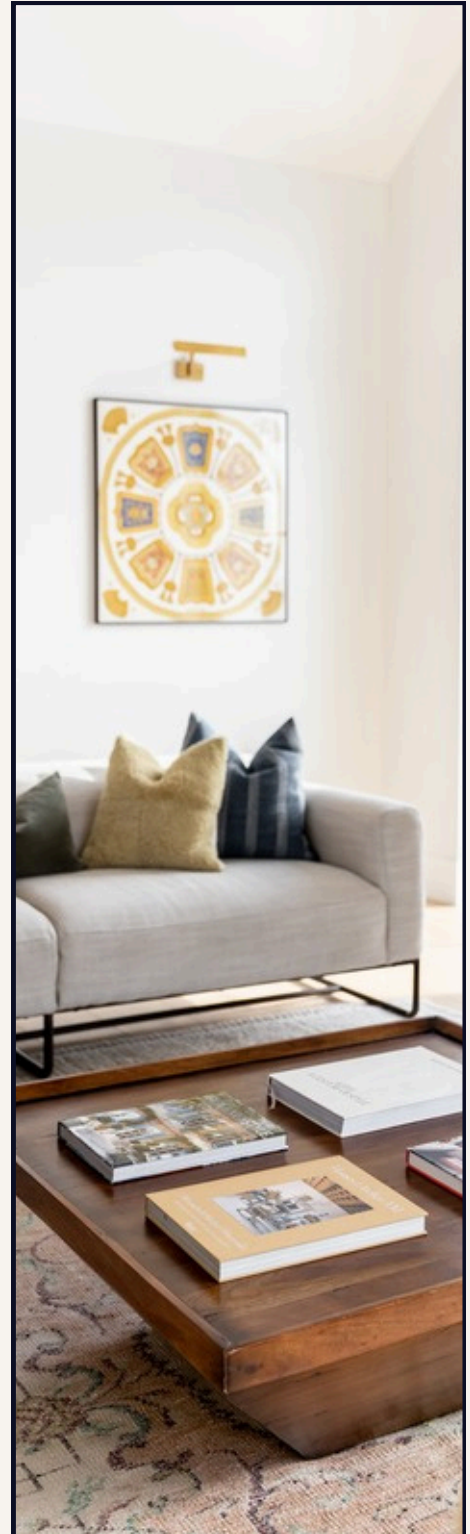
Showing time

Together we'll set the rules for letting buyers into your property.

You get an electronic lockbox to hold the keys. Every time it's opened, we're notified.

Best practices for showings

- Electronic lockbox in use
- Pre-qualified buyers only
- 30-minute tours
- Owner steps out
- Pets secured or gone
- Feedback gathered and shared with you



Showing Preparation Checklist

Interior

- Remove personal items and extra decor
- Wipe counters, tables, surfaces
- Vacuum, sweep, mop all floors
- Turn on lights, open blinds
- Open windows briefly to clear odors
- Go easy on candles and scents
- Set a comfortable temperature

Exterior

- Mow, trim bushes, clear weeds
- Sweep the porch, clean doors and hardware
- Clean windows, inside and out
- Clear leaves and debris
- Arrange patio furniture
- Clean outdoor areas
- Move cars out of the driveway

Get Granular

Living Room

- Fluff pillows and cushions
- Fold blankets or store them
- Stash remotes and clutter

Kitchen

- Clear and wipe countertops
- Put away dishes, empty the sink
- Take out the trash
- Clean appliances, inside and out
- Hide sponges and dish soap

Pet Prep

- Remove beds, toys, food bowls
- Kill pet odors

Bedrooms

- Make all beds
- Put away laundry and clothes
- Clear nightstands and dressers
- Open blinds and curtains

Bathrooms

- Close toilet lids and shower curtains
- Wipe mirrors and counters
- Hang clean towels
- Put away personal items
- Empty trash

Final Touches

- Turn on all lights
- Open all blinds and curtains
- Store and secure valuables

Closing Process

Priced and marketed right, the offers come in. In Florida, most homes sell on the As-Is contract. Here's how it moves from accepted offer to keys.

01

Escrow Deposit

The buyer puts a good faith deposit with a neutral party, usually the title company. It's held until the deal closes or cancels.

02

Inspection Period

The buyer's window to inspect the property. On the As-Is contract they can cancel for any reason in this window and get the deposit back. You're not required to make repairs. They can ask for a credit or a price change, and you can say yes or no. Once the period ends, that exit closes.

03

Loan Approval

If the buyer is financing, they have a set period to lock in loan approval. The lender orders the appraisal as part of that.

04

Title and Closing Prep

The title company runs the title search, clears anything outstanding, and prepares the file to close. This runs in the background while financing comes together.

05

Final Walkthrough

Right before closing, the buyer walks the property to confirm it's in the same condition.

06

Closing Day

The buyer signs and funds the deal. The deed records. You get your proceeds.

ABOUT ME

What You Can Expect Working With Us

Curious

I want a clear read on your goals, who you are, and what this home means to you.

Committed

I bring our A-game to every deal and push for the best possible outcome.

Proactive

I stay a step ahead, spot the roadblocks early, and solve them before they cost you.

Personal

I build real relationships with my clients. That's what gets the best results.



Mike Vein

I spent 25 years in HR, six as an executive at eXp Realty, where I led the company to Glassdoor Best Place to Work six years running. That taught me to read people fast and negotiate hard. I also brings 20+ years as a real estate investor, so I know what makes a deal work. My job is simple. Get you the best price and terms with no surprises, for local and international clients on both the buy and sell side.

What's Next?



Know your home value

Get a market analysis built for your home and your neighborhood. See what comparable homes are selling for across Orlando, and what buyers here actually want.

Ready to list now?

Let's build a custom strategy to sell fast and for top dollar. We'll set a competitive price and run a proven marketing plan made for your home.

Not selling yet?

That's fine. I'm a resource either way. Questions, anytime, reach out.

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