ELITE GROUP
REAL ESTATE
REAL ESTATE. INVESTMENT. RESULTS.

The Greater Orlando Home Seller Guide

A clear plan to price your home, reach buyers, and protect what you take home at closing.



Elite Group Real Estate

START HERE

Sell your home with a clear plan

Our goal at Elite Group is to make selling easier for you and help you keep as much as possible from the sale. We build the plan around your timing, the work your home needs, and what you want to walk away with.



1. Evaluate and price

See the comparable sales, the homes competing for buyers today, and an estimated net at different prices.

2. Prepare and launch

Prioritize the work that matters, then launch with Zillow Showcase, Google, and targeted social media marketing.

3. Review and negotiate

Compare offers by what you could keep, how the terms affect you, and what needs to happen for each offer to close.

4. Manage the contract and close

We track deadlines and coordinate with the buyer's agent and closing team so you know what needs your attention.

HOME EVALUATION

How we price your home

You'll see the evidence behind our recommended list price and how changes in price could affect your estimated proceeds.

What has actually sold?

We look for recent sales that mirror your home's location, size, condition, and features. A renovated kitchen, newer roof, pool, lot, or water view can change which homes make the best comparisons. We explain which differences matter and where the data is thin.

What will buyers compare it with today?

We review current listings, pending activity, days on market, and price reductions. Where new construction competes for the same buyers, we consider builder incentives alongside resale asking prices. We also consider property-specific costs buyers may weigh, such as association dues and assessments.

What could you keep at each price?

We prepare a comparative market analysis and estimate what you could receive at different sale prices. The net sheet includes applicable items such as estimated mortgage payoff, negotiated brokerage compensation, seller-paid closing costs, prorations, and potential buyer credits.

> **What you'll get before you list**
>
> A supported price range, a recommended list price, and estimated proceeds at multiple price points. The market analysis guides your listing strategy. Your closing team will confirm the final settlement figures.

PREPARATION

Where to spend before you list

We walk through your home with you and prioritize what may improve buyer appeal, support your price, or reduce surprises once you're under contract.

Start with the work buyers will notice

A clean entry, clear surfaces, good lighting, and easy-to-walk rooms help buyers see the space in photos and in person. We'll flag minor repairs and discuss whether a larger project is likely to justify its cost and delay.

Gather records early

Pull together roof, HVAC, and major repair records, permits, warranties, and any survey you have. If there's an HOA or condo association, gather dues, assessment notices, governing documents, and contact details. If the home is rented, have the lease and renewal terms handy.

Prepare the applicable disclosures

Florida sellers generally must disclose known facts that materially affect a home's value when the buyer doesn't already know them and they aren't readily observable. Florida also requires a residential flood disclosure at or before contract execution. Federal lead-based paint disclosure rules apply to most homes built before 1978.

> **Before photos and showings**
>
> Decide what stays with the home, secure valuables and sensitive documents, and agree on a showing plan that works for your household.

LISTING LAUNCH

How buyers will find and explore your home

We plan the launch around what makes your home worth seeing. Every Elite Group listing is offered Zillow Showcase, Google marketing, and targeted social media promotion.

Zillow Showcase

Buyers can explore the layout with an interactive floor plan and virtual tour, alongside high-resolution photography. This gives them a clearer sense of how rooms connect before they schedule a showing.

Google marketing

We promote your property through Google to help buyers find listing details as they search for homes in the area. Campaigns use targeting options permitted for housing ads.

Targeted social media marketing

We highlight the home's features through listing photos, short-form content, and promotion across social channels. We apply platform housing-ad rules to campaign targeting.

MLS, showings, and updates

We publish the listing with accurate details, coordinate access, and monitor available views, inquiries, showings, buyer feedback, and nearby competition. We'll tell you what that activity suggests and when it may be time to revisit price, presentation, or terms.

> **What we look for after launch**
>
> Online activity tells us how buyers first respond. Showing activity and offer terms help us decide which adjustments are worth considering.

OFFER REVIEW

Negotiating for what you keep

We compare offers side by side, calculate the impact of each request, and recommend where to hold firm or counter based on your priorities.

Illustrative comparison	Offer A	Offer B
Offer price	$610,000	$600,000
Requested seller credit	−$15,000	−$3,000
Other estimated seller costs[1]	−$30,000	−$30,000
Estimated mortgage payoff	−$250,000	−$250,000
Estimated proceeds at closing	**$315,000**	**$317,000**

[1] Illustrative figures. Other seller costs are held equal to show the effect of credits. Actual costs, prorations, and payoffs vary.

Offer B leaves the seller with $2,000 more in this example. The right decision also depends on financing, deposit, inspection and appraisal terms, and whether the closing date works for you.

Where we negotiate

We negotiate price, credits, repairs, timelines, and contingencies. If an inspection or appraisal leads to a new request, we review the contract, ask for the supporting details, and show you what each response could do to your net and closing timeline.

CONTRACT TO CLOSE

What happens after you accept

We coordinate with the buyer's agent and closing team, track contract deadlines, and keep you informed when there's a decision to make.

Confirm the dates

We map out the deposit, inspection, financing, appraisal, and closing milestones that apply to your contract. We also confirm the move-out and possession plan.

Work through inspection, appraisal, and title

We'll explain how a repair request, appraisal shortfall, or title issue affects your options and what you may need to provide. The title company or closing attorney coordinates payoff figures, title work, and settlement documents.

Review the settlement statement

We compare the closing figures with the agreed terms and your most recent net estimate. We confirm signing arrangements, the walkthrough, and how keys, remotes, and access codes will be handed over.

> **Verify payment instructions directly**
>
> If you receive instructions about wiring funds or changes to the way you'll receive proceeds, confirm them with the closing team by calling a number you already know is theirs.

YOUR NEXT STEP

Book a free seller consultation

Even if you're still deciding when to sell, we can help you understand what your home could sell for, what you might keep after expenses, and what's worth doing before you list.

- ☐ Share your property address and ideal timeline.
- ☐ Tell us about recent upgrades, repairs, and any association or lease details.
- ☐ Bring your questions about pricing, marketing, and what you could net.

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Call to request a free consultation

(407) 216-1215

SOURCES & RESOURCES

Pricing and preparation	NAR: Pricing Your Home · NAR: Preparing to Sell
Marketing and ad policies	Zillow Showcase · Google Housing Ads · Meta Special Ad Categories
Seller disclosures	Florida Realtors · Florida Statute § 689.302 · EPA Lead Disclosure
Offers and closing	NAR: Multiple Offers · NAR: Seller Concessions · CFPB: Closing Scams