

CONDO *Seller's* GUIDE



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Realtor®

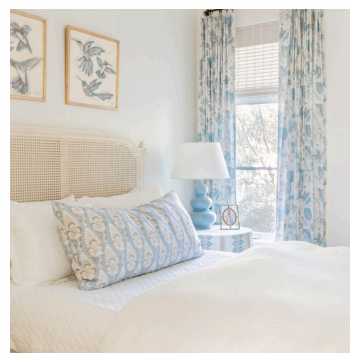
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SELLER'S GUIDE



Congratulations on deciding to sell your property! Selling a home can be a challenging and complex process, but with the right preparation and guidance, it can also be a rewarding experience. This guide is designed to help you navigate the condo selling process and achieve your goals.



PREPARING *your* PROPERTY FOR SALE



Before putting your condo on the market, it's essential to prepare it for sale. Read along for some of my top tips to ensure your home is ready for success on the market.



YOUR CONDO

STEPS TO PREP

DE-CLUTTER AND CLEAN

Remove Personal Items: Take down family photos, personal collections, and unique decor to help buyers envision themselves in the space.

Declutter: Clear out excess furniture, knickknacks, and clutter to make rooms feel spacious. Consider renting a storage unit for items you don't need during the sale.

Organize Storage Areas: Tidy up closets, cabinets, and storage spaces, as buyers often inspect these areas.

MAKE REPAIRS

Fix Minor Issues: Address small repairs like leaky faucets, cracked tiles, or scuffed walls.

Consider Upgrades: Minor updates, such as fresh paint in neutral colors, new light fixtures, or updated cabinet hardware, can modernize the space without breaking the bank.

Inspect Major Systems: Ensure appliances, HVAC, and plumbing are in good working order. Buyers may request inspections, so address issues proactively.

CLEAN & STAGE

Deep Clean: Hire professional cleaners to thoroughly clean carpets, windows, floors, and appliances. A spotless condo signals good maintenance.

Stage the Condo: Work with a professional stager or your realtor to arrange furniture and decor to highlight the condo's best features. If staging isn't feasible, focus on neutral, minimalist furnishings.

Highlight Amenities: Showcase shared amenities (e.g., gym, pool, or rooftop deck) in your listing. If possible, ensure your realtor includes photos or mention access in marketing materials.

ENHANCE CURB APPEAL

Balcony or Outdoor Space: If your condo has a balcony or terrace, stage it with clean outdoor furniture or plants to make it inviting.

Common Areas: While you can't control shared spaces, ensure your realtor highlights well maintained lobbies, elevators, or hallways in marketing.

MARKETING *your* PROPERTY

To attract potential buyers, you need to market your condo effectively. Here are some marketing tips to help you sell your property



YOUR CONDO MARKETING

1.

SET THE RIGHT PRICE

Work with Your Realtor: Use the CMA your realtor prepared to price your condo competitively. Overpricing can deter buyers, while underpricing may leave money on the table.

Consider Market Conditions: In a seller's market, you may price slightly higher, while in a buyer's market, a competitive price can attract more interest.

Account for Fees: Factor in condo fees, transfer costs, and realtor commissions when calculating your net proceeds.

2.

MARKET YOUR CONDO EFFECTIVELY

Professional Photographer: High quality photos and virtual tours are essential, as most buyers start their search online.

Create a Compelling Listing: Work with your realtor to craft a description that highlights unique features, such as views, upgrades, or proximity to amenities (e.g., public transit, shopping, or parks).

Leverage Online Platforms: Ensure your condo is listed on major real estate websites (e.g., Zillow, Realtor.com) local MLS, and promoted on social media or through your realtor's network.

Host Open Houses and Showings: Coordinate with your realtor to schedule open houses or private showings. Be flexible with your schedule to accommodate buyer visits.

3

NAVIGATE OFFERS AND NEGOTIATIONS

Review Offers Carefully: Your realtor will present offers, including price, contingencies (e.g., financing or inspection), and proposed closing dates. Evaluate each based on your goals.

Negotiate Strategically: Be prepared to counteroffer on price, closing costs, or repairs. Your realtor can guide you on market appropriate concessions.

Understand Contingencies: Common contingencies include home inspections, financing approval, or appraisal. Be ready to address concerns (e.g., agreeing to minor repairs) to keep the deal on track.

YOUR CONDO MARKETING

4

COMPLETE REQUIRED DISCLOSURES AND INSPECTIONS

Provide Disclosures: Most states require sellers to disclose known issues (e.g., past water damage, pest problems). Check local laws and provide accurate information to avoid legal issues.

Facilitate Inspections: Buyers may request a home inspection or condo association review. Be prepared for requests to address issues found during inspections.

Obtain Association Approval: Some condo boards require approval of the buyer or review of the sale. Provide necessary documents promptly to avoid delays.

5

CLOSE THE SALE

Review all documents with Title Company: Ensure they have what they need before closing.

Sign Closing Documents: Work with your realtor and attorney (if applicable) to complete paperwork, including the deed, title transfer, and association documents.

Pay Outstanding Fees: Settle any remaining condo fees, assessments, or transfer costs at closing.

Hand Over Keys: Once the sale is finalized, provide keys, fobs, or access codes to the buyer or their agent.

YOUR CONDO PLAN YOUR MOVE

Coordinate Moving Logistics: Schedule movers in advance and notify your condo association of your moveout date to comply with building rules (e.g., reserving elevators).
Update Your Address: Notify utilities, banks, and other services of your move. Transfer or cancel condo specific services like internet or parking permits.
Leave the Condo in Good Condition: Clean the condo before handing it over to the new owner to maintain goodwill and comply with any association rules.

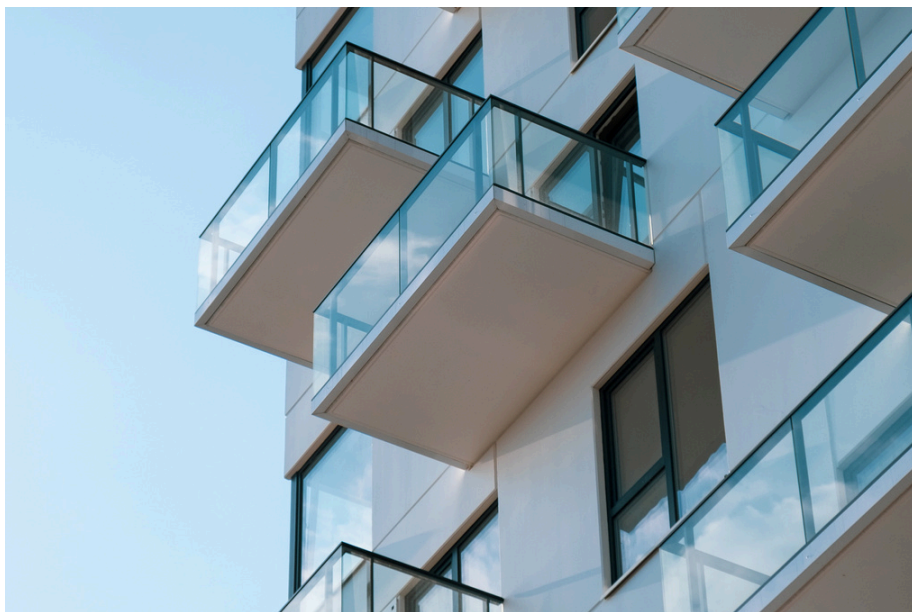
ADDITIONAL TIPS FOR CONDO SELLERS

Highlight Lifestyle Benefits: Emphasize the low maintenance condo lifestyle, access to amenities, or proximity to urban conveniences in your marketing.
Be Transparent About Fees: Disclose monthly condo fees and what they cover (e.g., utilities, maintenance, or amenities) to set clear expectations for buyers.
Work with an Experienced Realtor: Condo sales involve unique considerations, such as association rules or shared spaces. A realtor familiar with your building or area can streamline the process.
Stay Flexible: Be prepared for unexpected delays, such as association approvals or buyer financing issues, and maintain open communication with your realtor.

PATIENCE IS KEY

Selling your condo requires preparation, market knowledge, and attention to detail. By following these steps—researching the market, preparing your property, pricing competitively, and navigating the sale process, you can achieve a successful sale. Partnering with a skilled realtor and staying proactive will help you attract buyers and close the deal efficiently.

For personalized guidance, please contact me to facilitate the sale of your condo with confidence!



Dear Seller,

As a Realtor® in the Tampa Bay area, I have a deep understanding of the local real estate market and a passion for helping clients achieve their real estate goals. Whether you're buying your first home or selling your current property, I am committed to providing you with exceptional service and guiding you through the process every step of the way.

My focus is on customer service and attention to detail. I take the time to listen to my clients' needs and work tirelessly to ensure that their expectations are exceeded. I believe that communication is key, and I pride myself on keeping my clients informed and up-to-date throughout the process.

Questions?

Please do not hesitate to reach out.

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