

HOME *Sellers* GUIDE



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MY SERVICES

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 home selling process and achieve your goals.



PREPARING *your* PROPERTY FOR SALE



Before putting your property 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 HOME

STEPS TO PREP

DE-CLUTTER AND CLEAN

Remove personal items and excess clutter to create a clean, neutral space that allows potential buyers to envision themselves living in the property. A clean, neutral space photographs better and helps buyers picture themselves living there — which leads to faster offers.

MAKE REPAIRS

Fix any visible issues or damage, such as leaky faucets, cracked walls, or broken windows. Ensure that all systems, such as HVAC, plumbing, and electrical, are in good working condition. Fixing small issues upfront prevents them from becoming negotiation leverage — or deal-breakers — during the buyer's inspection.

STAGE THE PROPERTY

Consider the use of a professional stager or using virtual staging to showcase the property's best features and create a welcoming environment. Staged homes consistently sell faster and for closer to (or above) asking price because buyers connect emotionally with a move-in-ready look.

ENHANCE CURB APPEAL

First impressions matter, so make sure the property's exterior looks inviting and well-maintained. Add fresh landscaping, paint the front door, or replace outdated fixtures to improve curb appeal. Buyers form an opinion within seconds of pulling up — strong curb appeal gets more people through the door and more offers on the table.

YOUR HOME

STEPS TO PREP

INSURANCE & INSPECTIONS

- Consider a 4-Point Inspection & Wind Mitigation Report — Most Florida insurers require these before issuing a policy. Getting them done before you list means your buyer can get an insurance quote fast, which keeps deals from stalling at the finish line.
- Roof Age Matters — Many insurers won't write a policy on a roof over 15–20 years old. If yours is close to that age, get a roof certification in hand before listing so it doesn't become a surprise during inspection.
- WDO (Termite) Inspection — Florida's climate makes this a near-universal buyer request, especially if there was a history of treatment. Having a current Wood-Destroying Organism report ready builds trust and speeds up the contract-to-close timeline.

FLOOD ZONE & WATER

- Know Your Flood Zone — Buyers will ask. Have your flood zone designation and, if applicable, an elevation certificate ready. This alone can determine whether a buyer's lender requires flood insurance.
- Survey — An up-to-date property survey avoids delays during title work, especially when lot lines, easements, or shared boundaries are involved.

YOUR HOME

STEPS TO PREP

HOA / CDD DOCUMENTS

- Governing Documents Ready — If your property is in an HOA or CDD, buyers will want the rules, monthly or annual dues, and any upcoming special assessments before they'll write an offer.
- Estoppel Letter — Order this early. It confirms the HOA/CDD balance owed and can take days to weeks to process — a common closing bottleneck if not started early.

HURRICANE / STORM READINESS

- Impact Windows / Shutters Documentation — If the home has them, have permits or install records ready — this affects both insurance rates and buyer confidence.
- AC System Service Records — In Florida's heat, HVAC condition is a top buyer concern. Recent service records reassure buyers it's been maintained.

TAX & CLOSING

- Homestead Exemption Proration — If you have a homestead exemption, your real estate agent & title company should explain how property taxes will be prorated at closing so there are no surprises.
- Closing Costs Snapshot — A simple breakdown of typical Florida seller closing costs (title insurance, doc stamps, prorated taxes, HOA estoppel fee) sets expectations early (typically provided by title company.)

SELLER'S CHECKLIST

✓ Before You List

- Consider ordering a WDO (termite) inspection
- Confirm your flood zone designation
- Pull an updated property survey
- Gather HOA/CDD documents and request an estoppel letter (if applicable)
- Check roof age — get certification if near 15+ years
- Pull AC/HVAC service records
- Locate permits for any impact windows, shutters, or major renovations
- Review your homestead exemption status

✓ Preparing the Home

- De-clutter and depersonalize each room
- Complete minor repairs (leaks, cracked walls, broken fixtures)
- Service HVAC, plumbing, and electrical systems
- Consider professional or virtual staging
- Refresh landscaping and exterior curb appeal
- Clean or reseal pool deck / lanai / outdoor living spaces
- Pressure wash driveway, walkways, and exterior

✓ Marketing

- Confirm professional photography & video are scheduled
- Verify listing is syndicated to major real estate sites
- Plan open house dates
- Confirm listing will be shared across social media channels

✓ Offers & Closing

- Review all offers with your agent (not just highest price)
- Confirm HOA/CDD estoppel letter is in progress
- Prepare for buyer's inspection period
- Review prorated tax and closing cost estimates

MARKETING *your* PROPERTY

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



YOUR HOME MARKETING

1. HIRE A REAL ESTATE AGENT

A knowledgeable real estate agent can help you price your property, market it effectively, and negotiate with buyers. Choose an agent in the local market and who you trust to represent your interests. An agent who knows the local market prices your home accurately from day one, avoiding the slow price drops that make buyers suspicious.

2. PROFESSIONAL PHOTOGRAPHY

High-quality photos and videos can help showcase your property's best features and attract potential buyers. Your agent should use a professional photographer to create stunning visuals. Listings with professional photos get significantly more online views and showings than those without.

3. UTILIZE ONLINE LISTINGS

Most buyers begin their property search online, so make sure that your property is listed on popular real estate websites and social media platforms. Since most buyers start their search online, strong digital exposure means more eyes on your home in the critical first days on market.

4. HOST OPEN HOUSES

Hosting open houses can help potential buyers see the property in person and envision themselves living there. Work with your real estate agent to plan and promote open houses. Open houses create urgency and let multiple buyers experience the home in person — sometimes sparking competing offers.



NEGOTIATING *with* BUYERS



Once you receive offers from potential buyers, it's time to negotiate and close the deal. Here are some tips to help you negotiate with buyers:



YOUR HOME

NEGOTIATING WITH BUYERS

CONSIDER ALL OFFERS

Don't immediately dismiss offers that are lower than your asking price. Consider all offers carefully and work with your real estate agent to evaluate them. Looking past just the number — terms, contingencies, financing strength — often leads to a smoother, faster closing than chasing the highest price alone.

BE FLEXIBLE

Be willing to negotiate on price, closing dates, and other terms to find a mutually beneficial agreement with the buyer. Small concessions on dates or terms can keep a strong buyer at the table instead of walking away.

COMMUNICATE EFFECTIVELY

Open and honest communication with the buyer and their agent can help build trust and foster a successful negotiation process. Clear communication builds trust with the buyer's side, which reduces the chance of last-minute renegotiations.

PATIENCE IS KEY

Negotiations sometimes can take time, and the process can sometimes seem frustrating. Stay patient and avoid making impulsive decisions. Rushed decisions under pressure often cost sellers money, staying steady protects your bottom line.



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 selling your current property or buying your first home, 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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