

YOUR COMPLETE GUIDE TO

Selling Your Home in Central Florida

From Pricing Strategy to Closing Day
Sell Faster, for More, and Without the Stress

FRANCISCO ORCHILLES

Lakeside Realty Windermere Inc.

(407) 925-4552 | frank@orchillesrealtygroup.com

franksellsorlando.com

WHAT'S INSIDE

- 01** Why Now Is a Great Time to Sell

- 02** The 7-Step Home Selling Process

- 03** Pricing Your Home Right

- 04** Preparing Your Home for Market

- 05** Marketing That Gets Results

- 06** Navigating Offers, Inspections, and Appraisals

- 07** Closing Day and Your Net Proceeds

- 08** Frequently Asked Questions

- 09** Why Sellers Choose Francisco Orchilles

WHY NOW IS A GREAT TIME TO SELL

Central Florida's real estate market continues to attract buyers from across the country. The combination of population growth, a strong job market, no state income tax, and year-round sunshine means demand remains strong — especially in desirable communities like Windermere, Orlando, Winter Garden, and Dr. Phillips.

Well-priced, well-presented homes are still attracting strong offers and competitive timelines. However, today's buyers are more informed and selective than ever. They expect professional photography, competitive pricing, and a home that shows well from the moment they walk in the door.

That's why having the right listing agent matters more now than at any time in the last decade. A strategic approach to pricing, preparation, and marketing is what separates homes that sell quickly at top dollar from those that sit on the market and require price reductions.

The Bottom Line: The market rewards sellers who prepare properly, price accurately, and market aggressively. Francisco's approach is built on all three.

THE 7-STEP HOME SELLING PROCESS

Selling a home involves far more than putting a sign in the yard. Here's the step-by-step process Francisco follows to get you the best possible result.

1 FIND OUT WHAT YOUR HOME IS WORTH

Pricing is the single most important decision you'll make as a seller. Price too high and your home sits on the market, becoming stale. Price too low and you leave money on the table.

Francisco prepares a Comparative Market Analysis (CMA) that evaluates recent sales of similar homes in your area, current competition, market trends, and your home's unique features. The result is a pricing strategy designed to attract serious buyers and maximize your return.

Start with a free instant estimate at franksellsorlando.com/evaluation, then schedule a walkthrough with Francisco for a precise, data-backed assessment.

2 PREPARE YOUR HOME FOR MARKET

First impressions drive offers. Francisco will walk through your home and recommend specific improvements that deliver the best return — and tell you what's not worth spending money on.

Common high-impact preparation includes decluttering and depersonalizing every room, deep cleaning carpets, windows, and grout, addressing minor repairs like leaky faucets, scuffed walls, and broken fixtures, freshening up landscaping and the front entrance, and neutralizing bold paint colors.

You don't need a full renovation. Strategic, targeted upgrades make the biggest difference.

Pro Tip: Homes that are professionally cleaned and decluttered before photography sell faster and for more money. It's the single highest-ROI preparation step you can take.

3 PROFESSIONAL MARKETING THAT GETS ATTENTION

Good marketing sells homes. Great marketing creates competition. Here's what Francisco provides for every listing:

- Professional HDR photography that makes your home look its absolute best
- Video walkthrough and aerial drone footage for properties that benefit from it
- Compelling listing descriptions written to highlight your home's strongest selling points
- MLS syndication to Zillow, Realtor.com, Redfin, Homes.com, and hundreds more
- Targeted digital advertising to reach active buyers in your area
- Open house strategy to generate foot traffic and multiple offers

Every listing gets a custom marketing plan — because a \$300,000 townhouse and a \$1.5 million lakefront estate require different strategies.

4 SHOW YOUR HOME TO QUALIFIED BUYERS

Francisco manages all showing requests and provides feedback after every tour. He pre-qualifies interested buyers so you're not wasting time on people who aren't ready to purchase.

He'll advise you on showing presentation — lights on, blinds open, pets out, and a clean, welcoming atmosphere that lets buyers picture themselves living there.

You'll receive regular showing reports so you always know how much activity your home is getting and what buyers are saying.

5 REVIEW OFFERS AND NEGOTIATE THE BEST DEAL

When offers come in, Francisco breaks down every component — not just the price, but financing type, contingencies, closing timeline, earnest money deposit, and any special requests. Sometimes the highest offer isn't the strongest offer.

He'll advise you on whether to accept, counter, or hold for additional offers. In multiple-offer situations, Francisco knows how to create urgency and competition among buyers to drive up your final sale price.

6 NAVIGATE INSPECTIONS AND APPRAISAL

After accepting an offer, the buyer will conduct a home inspection. Francisco helps you anticipate what inspectors typically flag in Central Florida homes — roof age, HVAC, stucco, plumbing, and termite/WDO findings are the most common.

He'll prepare a strategy for responding to repair requests: which items to fix, which to offer credits for, and which to push back on.

If the buyer's lender orders an appraisal that comes in below the contract price, Francisco has extensive experience negotiating appraisal gaps and knows when and how to challenge a low appraisal with additional comparable sales data.

7 CLOSE AND CELEBRATE

Francisco coordinates with the title company, buyer's agent, and lender to keep everything on track through closing. He'll make sure all deadlines are met, documents are in order, and there are no last-minute surprises.

On closing day, you'll sign the paperwork, hand over the keys, and walk away with your proceeds. It's that straightforward when you have the right agent managing the process.

PRICING YOUR HOME RIGHT

The right price attracts buyers, generates showings, and creates competition. The wrong price does the opposite — and the damage compounds over time.

What Happens When You Overprice

Overpricing is the most common and most costly mistake sellers make. Here's the reality: the first two weeks on the market are when your home gets the most attention. Every buyer and agent in the area sees the new listing and makes a judgment call. If the price is too high, they move on — and they rarely come back, even after a price reduction.

Homes that sit on the market develop a stigma. Buyers assume something must be wrong with the property. What starts as an ambitious listing price often ends in a final sale price that's lower than where you should have started.

How Francisco Prices Your Home

Francisco's pricing strategy is based on data, not emotions. His Comparative Market Analysis evaluates:

- Recent closed sales of comparable homes (within 3–6 months, similar size, condition, and location)
- Active listings you'll be competing against right now
- Pending sales that indicate current buyer demand and price tolerance
- Expired or withdrawn listings that reveal where the market said "no"
- Your home's unique features, upgrades, condition, and lot characteristics
- Seasonal trends and current buyer activity in your specific neighborhood

Francisco's Philosophy: "I'd rather have three buyers fighting over your home in week one than zero buyers looking at it in week six. The market tells us what your home is worth — my job is to position it so buyers compete for it."

UNDERSTANDING YOUR SELLING COSTS

Before listing, it's important to understand what you'll net from the sale. Francisco provides a detailed net sheet so there are no surprises. Here are the typical costs:

Cost Item	Typical Range	Notes
Agent Commissions	Negotiable	Discuss directly with Francisco
Title Insurance	~0.5–0.6%	Seller pays in most FL counties
Documentary Stamps	\$0.70 per \$100	Florida transfer tax on deed
Mortgage Payoff	Varies	Remaining balance + any prepayment fees
Repairs / Credits	Varies	Based on inspection negotiations
Prorated Taxes	Varies	Your share of property taxes through closing
HOA Estoppel Letter	\$150–\$500	If applicable

What You'll Walk Away With: Francisco provides a detailed estimated net sheet before you ever sign a listing agreement. You'll know exactly what to expect at closing — no guesswork, no surprises.

HOME PREPARATION CHECKLIST

Use this checklist to prepare your home before photography and showings. Francisco will walk through your home and customize this list based on your specific property.

EXTERIOR / CURB APPEAL

- Pressure wash driveway, walkways, and exterior walls
- Mow, edge, and refresh mulch in all landscaping beds
- Trim overgrown bushes and tree branches away from the house
- Add fresh potted plants or flowers near the front entrance
- Clean or replace front door hardware, house numbers, and mailbox
- Touch up exterior paint where needed
- Clean pool and pool deck (if applicable)

INTERIOR — EVERY ROOM

- Declutter surfaces, shelves, and countertops
- Remove personal photos, awards, and religious items
- Deep clean floors, baseboards, and ceiling fans
- Clean windows inside and out
- Replace burnt-out lightbulbs with bright, warm-toned LEDs
- Touch up scuffs, nail holes, and paint chips on walls
- Organize closets (yes, buyers open every closet)

KITCHEN

- Clean appliances inside and out, including the oven
- Clear countertops — leave out only 1–2 decorative items
- Organize under-sink cabinet and pantry
- Fix dripping faucets and update hardware if dated

BATHROOMS

- Re-caulk tubs and showers if discolored or cracking
- Replace worn shower curtains and towels
- Clean or replace grout
- Fix running toilets and dripping faucets

BEFORE EVERY SHOWING

- Open all blinds and turn on every light
- Set thermostat to a comfortable temperature

- Remove pets and pet bowls/beds
- Light a subtle candle or use a mild diffuser (nothing overpowering)
- Take out trash and put away dishes

FREQUENTLY ASKED QUESTIONS

How much is my home worth?

Start with a free instant estimate at franksellsorlando.com/evaluation. For a more accurate valuation, schedule a walkthrough with Francisco — he'll prepare a full comparative market analysis that accounts for your home's condition, upgrades, and location.

How long will it take to sell?

In Central Florida, well-priced homes in good condition typically go under contract within 15–30 days. Factors like seasonality, price point, and neighborhood affect timing. Francisco will give you a realistic timeline during your listing consultation.

Should I make repairs before listing?

Some repairs offer a strong return; others aren't worth the investment. Francisco will tell you exactly which improvements will help your sale and which won't move the needle. Focus on the items that affect a buyer's first impression and inspection results.

What happens if my home doesn't appraise?

If the buyer's appraisal comes in below contract price, there are several options: the buyer can cover the gap, you can reduce the price, you can meet in the middle, or you can challenge the appraisal with additional comparable sales data. Francisco has navigated this situation many times.

Can I sell while still living in the home?

Absolutely. Most sellers do. Francisco will create a showing schedule that works for your life, and he'll give you tips for keeping the home show-ready without turning your daily routine upside down.

What if I need to buy and sell at the same time?

This is more common than you'd think, and Francisco manages both sides of this process regularly. He'll help you coordinate timelines, explore bridge financing or rent-back options, and structure offers that protect you on both transactions.

Do I need to stage my home?

Not always. If your home is well-furnished and in good condition, professional cleaning and decluttering may be enough. For vacant properties or homes with dated decor, staging can significantly improve how the home photographs and shows. Francisco will advise based on your specific situation.

WHY SELLERS CHOOSE FRANCISCO ORCHILLES

Francisco doesn't just put a sign in the yard and hope for the best. He runs a full marketing campaign for every listing — because that's what it takes to sell for top dollar in today's market. Here's what sets him apart:

- **Proven pricing accuracy.** His listings sell close to asking price because they're priced right from day one — based on data, not guesswork.
- **Full-service marketing.** Professional photography, video, digital ads, and MLS syndication for every listing. No exceptions.
- **Constant communication.** Weekly updates, showing feedback, and market insights so you always know where things stand.
- **Expert negotiation.** From multiple-offer scenarios to difficult inspection negotiations, Francisco protects your bottom line.
- **Problem-solver mentality.** Title issues, appraisal gaps, difficult buyers — he's handled it all and knows how to keep deals on track.
- **Range of experience.** He's closed everything from \$250K starter homes to \$1.7M luxury properties across Windermere, Orlando, College Park, Dr. Phillips, and Winter Garden.

“Frank was our realtor for our recent sale of our home in College Park. Frank was amazing and so helpful through the process. He went above and beyond to make sure everyone knew our home was for sale. His communication is incredible.”

— Kara M., Seller

Thinking About Selling? Let's Talk.

Get a personalized market analysis and a clear plan to sell your home for the best possible price. No pressure, no obligation.

**(407) 925-4552 | frank@orchillesrealtygroup.com
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