



Florida Homes
Realty & Mortgage

FROM LISTED TO SOLD

Seller

handbook



TANYA CASON
FLORIDA HOMES REALTY AND
MORTGAGE



Florida Homes
Realty & Mortgage

Seller

handbook

FROM LISTED TO SOLD

TANYA CASON
FLORIDA REALTY HOMES AND
MORTGAGE

TABLE OF CONTENTS

1. INTRODUCTION

About Me/Us	4
Seller FAQ's	6
Phases of home selling	7

2. YOUR CURRENT HOME

Pricing Right	9
Your Property	10
Comparables	11

3. OUR STEPS TO SOLD

Steps to sold	13
Preparing your home	14
Staging your home	15
Marketing your property	17
Showing Checklist	23

4. THE OFFER AND CLOSING

Negotiating the offer	26
The offer process	28
Final Steps	29
Scheduling your move	30
What to bring to Closing	31

5. WHY US?

Our Promise	34
Testimonials	35

Thank you!

As a real estate agent, I promise to work tirelessly to market and sell your home for the best possible price.

I'll keep you informed every step of the way and ensure that the selling process is as smooth and stress-free as possible.

Your satisfaction is my top priority and I'm committed to delivering outstanding service throughout the entire transaction.

TANYA CASON

C: +407-419-1277

O: +321-420-1412

307 Cranes Roost Blvd Ste 1000

Altamonte Springs, FL 32701

Tanya.Cason@tanyacason.com

www.graceonegroup.com

[@tanyaflrealtor](#)



SELLER FAQs

HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. Your real estate agent can guide you through the process.

4 STAGES OF HOME SELLING

PRELISTING

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Direct mail campaign launched
- Email campaigns started
- Open House scheduled

ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood door knocked

OFFER AND CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to us!

A modern dining room interior featuring a round table with a textured, ribbed pedestal base. The table is surrounded by upholstered chairs with dark legs and gold-colored tips. In the center of the table is a vase of pink roses. Above the table are three wire-mesh pendant lights with warm-toned bulbs. The background includes a dark wall and vertical wooden slats. The floor is made of light-colored wood planks.

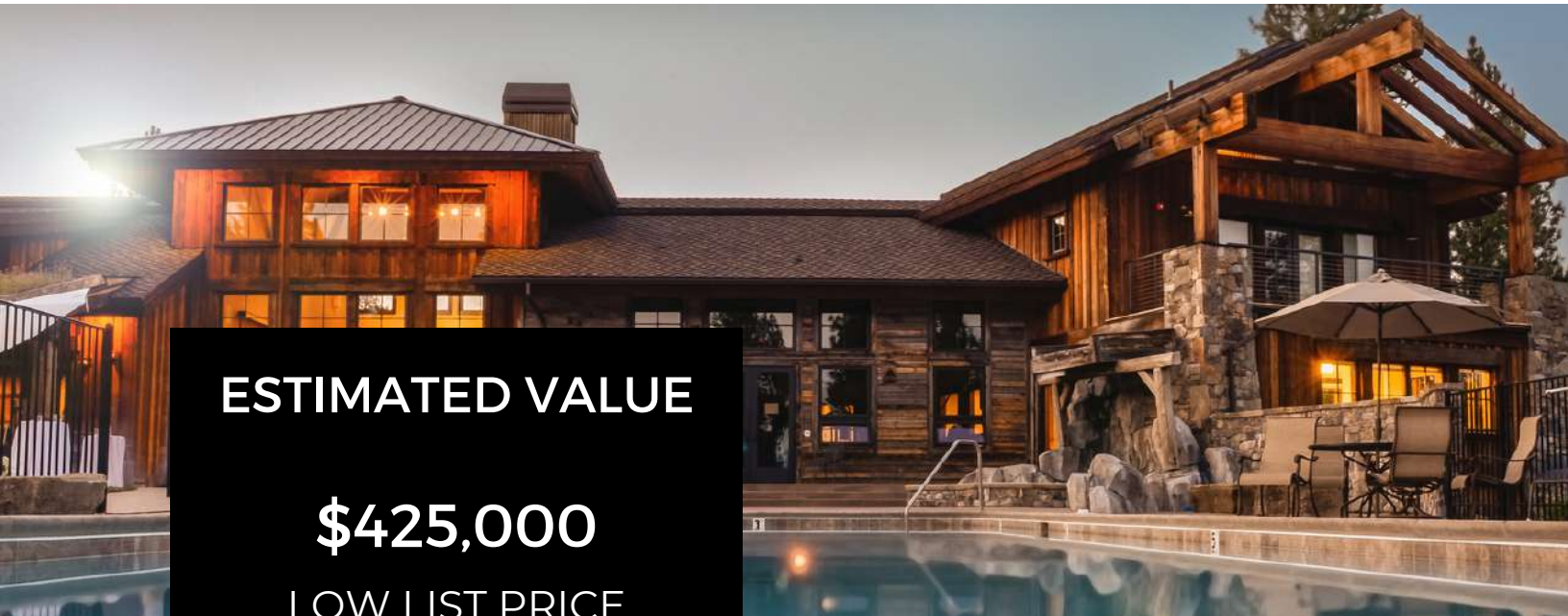
your
current home

PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.



YOUR PROPERTY



ESTIMATED VALUE

\$425,000

LOW LIST PRICE

\$605,000

HIGH LIST PRICE

\$520,000

RECOMMENDED
LIST PRICE

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool

PROPERTY DETAILS:

Type: Single Family
Style: Colonial

Year Built: 1972
Taxes: \$15,045

Lot Size: 0.4 acres
Basement: 780 Sq Ft

COMPARABLE LISTINGS



123 Anywhere St., Any
City, ST 12345

List Price:

\$520,000

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
- Stainless Steel Appliances
- Custom Closets



15 Days on
Market



123 Anywhere St., Any
City, ST 12345

List Price:

\$520,000

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
- Stainless Steel Appliances
- Custom Closets



15 Days on
Market



123 Anywhere St., Any
City, ST 12345

List Price:

\$520,000

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
- Stainless Steel Appliances
- Custom Closets



15 Days on
Market

A modern interior space, likely a living and dining area, featuring large windows, a glass dining table with white chairs, and a kitchen area in the background. The text "our steps to sold" is overlaid in white, with "our steps" in a serif font and "to sold" in a script font.

our steps
to sold

OUR
**EIGHT
STEPS**
TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK

PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

67%

of top agents say that home staging helps a seller fetch more money for their house resale

40%

of top buyers agents cited that a home staging had an effect on most buyers view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

STAGING TIPS

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster
than homes with
amateur
photography

Have a 50%
higher asking
price per square
foot

Get 403% more
inquiries when
paired with listing
videos

OUR
**ONLINE
MARKETING**
BLITZ

REALTOR.COM

ZILLOW.COM

LUXURY ESTATE DIGITAL

TARGETED ONLINE CAMPAIGN

TARGETED EMAIL CAMPAIGN

PINTEREST BOARD

GOOGLE SEO

SOCIAL MEDIA POSTS

HOMEFINDER

HOMES.COM

HOMESNAP PRO

+MANY MORE!

SOCIAL MEDIA MARKETING

INSTAGRAM

We regularly post professional photos, videos, and stories to expose your listing to as many people as possible.

FACEBOOK

We run targeted ad campaigns to ensure your listing shows up in front of the right buyers.

TIKTOK

We post professional grade videos of your home to show off every angle.



OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR HOME
WITH AN
OPEN HOUSE**

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments to make visitors feel comfortable.

PRINT MARKETING

To promote our current listings, we use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

PRINT COLLATERAL

01

Property
Flyer &
Brochure

02

Custom
Property
Postcards

03

Custom
Door
Hangers

04

Newspapers
& Custom
Magazines

05

Open House
& For Sale
Signs

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS
BEEN REQUESTED

STEP 2:

YOU APPROVE OR
DISAPPROVE

STEP 3:

HOME IS PREPARED
FOR THE SHOWING

STEP 4:

YOU LEAVE AND
THE SHOWING IS
COMPLETED

STEP 5:

FEEDBACK IS
RECEIVED

STEP 6:

REVIEW FEEDBACK
OR OFFER

SHOWING CHECKLIST

Clean and declutter the entire house, including closets, cabinets, and drawers.

Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.

Repaint walls in neutral colors if necessary.

Mow the lawn and trim bushes and hedges.

Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.

Add potted plants or flowers for curb appeal.

Clean the gutters and downspouts.

Clean or pressure wash the exterior of the house.

Sweep and tidy up the yard and outdoor living spaces.

Ensure that the roof is in good condition.

Make any necessary arrangements for pets or children during the showing.

Make sure that the house is easy to access and that potential buyers can find it easily.

Clear off kitchen and bathroom counters, leaving only necessary items.

Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.

Stage the house with attractive furniture and decor.

Make sure all appliances are in good working order and clean.

Provide a detailed list of updates and renovations to your real estate agent.

Remove any pet odors and stains.

Replace any burnt-out light bulbs.

Provide a list of features and benefits of the house to the real estate agent.

Clean and organize the garage or storage areas.

Make sure that the house is well-lit both inside and outside.

Be flexible and willing to work with potential buyers to make the sale happen.

Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is "*What did you think?*" Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

We're in direct contact with buyers agents and ask for feedback on each one of our properties after every showing.

QUESTIONS WE'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers.



the offer &

closing

NEGOTIATING THE OFFER

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. Our team is made up of negotiation experts, and we'll use our skills to advocate for you.

THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – we'll be there every step of the way to guide you.



DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. In our state, sellers are legally required to disclose specific information to buyers. It's important to keep in mind that failing to provide the mandated disclosures can result in substantial penalties.

INSPECTIONS

It's crucial to comprehend the contingencies that come with offers received. For instance, inspection contingencies could take anywhere from 1-14 days to complete. It's important to know your obligations and options during this period. We'll stay in contact with you to ensure that all deadlines are met.

FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when purchasing a home. They can help you review offers and ensure that the buyers making them have undergone full underwriting and approval.

CLOSING

Our goal is to help and coach you through the entire transaction. We're here to guide you through every step of the way.

THE OFFER PROCESS

AFTER YOU RECIEVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED BY
BOTH PARTIES, YOU ARE OFFICIALLY
UNDER CONTRACT.**



FINAL STEPS

ORDER THE INSPECTIONS

Ordering inspections before closing when selling a home is crucial to avoid potential complications and ensure the home is in good condition. General and pest inspections should be completed, and any issues should be addressed before finalizing the sale.

ORDER THE APPRAISAL

Ordering an appraisal for home sellers before closing on a home can be a good idea to ensure that the home is priced correctly and to avoid any surprises during the sale process. However, it is not always necessary and the decision should be made based on individual circumstances.

NEGOTIATE FINAL OFFER

When negotiating a final offer for a property, it's crucial to consider current market and property conditions, urgency of the sale, and be realistic with expectations to come up with a fair and reasonable offer. Flexibility and compromise are key to reaching a mutually beneficial agreement with potential buyers.

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

WHAT TO BRING TO CLOSING

- Photo identification

- House keys and garage door openers

- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)

- Any agreed-upon repairs or updates completed prior to closing

- Proof of homeowner's insurance for the closing date

- Any receipts for prepaid expenses (e.g. property taxes, utilities)



why you should
hire us

OUR PROMISE TO YOU

Choosing us as your real estate team means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ **HONESTY AND TRANSPARENCY**
- ✓ **COMMUNICATION AND RESPONSIVENESS**
- ✓ **PROFESSIONALISM AND EXPERTISE**
- ✓ **DILIGENCE AND ATTENTION TO DETAIL**



SUCCESS STORIES



TANYA WAS INCREDIBLY HELPFUL THROUGHOUT THE ENTIRE HOME SELLING PROCESS. THEY WERE KNOWLEDGEABLE, COMMUNICATIVE, AND ALWAYS HAD MY BEST INTERESTS IN MIND. I COULDN'T HAVE ASKED FOR A BETTER EXPERIENCE AND WOULD HIGHLY RECOMMEND THEIR SERVICES TO ANYONE IN NEED OF A RELIABLE AND TRUSTWORTHY AGENT.

- VONTRESSA WILLIAMS



OVERALL, I HAD AN EXCEPTIONAL EXPERIENCE, AND I WOULD HIGHLY RECOMMEND HER SERVICES TO ANYONE SEEKING A RELIABLE AND TRUSTWORTHY AGENT.

- MICHAEL VANGUARD



I HIGHLY RECOMMEND THIS REALTOR! HER EXPERTISE AND PROFESSIONALISM MADE THE PROCESS OF SELLING A PROPERTY EFFORTLESS. THEY WERE RESPONSIVE, KNOWLEDGEABLE, AND WENT ABOVE AND BEYOND TO ENSURE A SMOOTH TRANSACTION. I COULDN'T HAVE ASKED FOR A BETTER REALTOR TO WORK WITH.

- JACOB FAMILY

A portrait of Tanya Cason, a woman with dark, curly hair, smiling. She is wearing a dark blue or black top and a multi-strand pearl necklace. The background is black.

Congratulations!

TANYA CASON

C: +407 419 1277 | O: +321 420 1412

307 Cranes Roost Blvd Suite 1000

Altamonte Springs, FL 32701

tanya.cason@tanyacason.com

www.graceonegroup.com

[@tanyaflrealtor](#)