WAVE / ELITE REALTY PARTNERS

A NATURE COAST SELLER RESOURCE

# RIDING THE WAVE TO YOUR NEXT CHAPTER

A thoughtful guide to selling your Florida home.

**PRESENTED BY JT STITZEL | REALTOR®**

CITRUS • MARION • HERNANDO COUNTIES

START HERE

# Your selling journey

Selling a home is more than putting a sign in the yard. The right plan balances your timing, property condition, market positioning, and the details of your next move.

### 01 Discover your goals

Discuss why you are selling, your preferred timing, and how the sale connects to your next purchase or move.

### 02 Prepare and position

Review property condition, pricing evidence, photography, and a tailored marketing plan.

### 03 Navigate offers

Consider price alongside financing, deposits, contingencies, closing timing, and the likelihood of completion.

### 04 Close with confidence

Track inspections, appraisal, title, insurance, agreed repairs, moving plans, and final handoff.

**HOW TO USE THIS GUIDE**

Read it in order or jump to the topic you need. The companion Seller’s Checklist provides a practical moving countdown and task tracker.

**Explore Florida property records**

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POSITIONING YOUR PROPERTY

# Pricing with purpose

### Understand comparable sales

Recent closed sales, active competition, property condition, location, and unique features help inform an asking-price strategy.

### Think beyond the list price

An ambitious price can reduce early buyer interest; a thoughtful price should reflect the market and your priorities.

### Know your estimated net proceeds

Ask for an estimate of mortgage payoff, commissions and other agreed brokerage compensation, title charges, taxes, prorations, repairs, and other potential expenses.

### Plan for the next move

Consider your preferred closing date, possession timing, temporary housing, and any purchase that depends on the sale.

**A LOCAL PERSPECTIVE**

In Citrus, Marion, and Hernando counties, lot characteristics, water access, property age, insurance, and neighborhood amenities can meaningfully influence buyer interest.

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BEFORE THE FIRST SHOWING

# Prepare to make an impression

- **Start with the essentials**

  Address obvious maintenance and safety concerns, check lighting and fixtures, clean thoroughly, and tidy the exterior.

- **Make space for buyers to imagine**

  Declutter counters, closets, and rooms. Secure valuables, medications, weapons, and sensitive documents before showings.

- **Gather property information**

  Collect surveys, permits, improvement records, warranties, association documents, utility details, and known material facts.

- **Present the home professionally**

  Agree on photography, listing descriptions, showing arrangements, and how to highlight the property accurately.

### NATURE COAST CONSIDERATIONS

For waterfront or low-lying properties, be ready to discuss known flood history, insurance, docks or seawalls, and available documentation without making unsupported assurances.

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REACHING THE RIGHT BUYERS

# Marketing that tells the story

- **A compelling first impression**

  Accurate photography, clear descriptions, and well-organized property details help buyers understand what makes the home distinctive.

- **Thoughtful distribution**

  Discuss MLS exposure, brokerage channels, property portals, signage, and appropriate social marketing based on the property and your goals.

- **Showings with a plan**

  Coordinate access, notice, pets, privacy, and feedback. Evaluate patterns rather than overreacting to one comment.

- **Review and refine**

  Monitor buyer interest, comparable listings, market changes, and whether presentation or positioning should be adjusted.

**THE GOAL**

Showcase the property accurately and attract qualified interest while respecting your time, privacy, and preferred schedule.

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UNDERSTANDING THE MOVING PIECES

# From offer to contract

### Compare the complete offer

Look at purchase price, earnest money, financing, appraisal terms, inspection rights, contingencies, and closing and possession dates.

### Understand your obligations

Florida contract forms and deadlines vary. Review disclosures, title matters, inspection provisions, and negotiated repair terms carefully.

### Prepare for inspections and appraisal

Provide agreed access and records. Discuss any inspection requests and appraisal issues as they arise.

### Coordinate closing

Confirm title and payoff requirements, any association estoppel information, closing figures, and safe methods for receiving proceeds.

**IMPORTANT FLORIDA REMINDER**

Florida sellers may have disclosure obligations concerning known facts that materially affect property value and are not readily observable. Consult your real estate professional and a Florida attorney for legal questions.

**Florida Realtors consumer resources**

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A PRACTICAL TRANSITION PLAN

# Your moving countdown

- **6–8 weeks before moving**

  Compare movers, declutter, plan storage, and pack infrequently used items.

- **4 weeks before moving**

  Book moving services, begin nonessential packing, and plan address and utility changes.

- **2 weeks before moving**

  Confirm arrangements, pack most rooms, and review possession and closing expectations.

- **1 week before moving**

  Pack essentials, secure valuables, schedule cleaning, and confirm utility timing.

- **Moving and closing day**

  Remove agreed personal property, confirm keys and access devices, and follow contractual possession terms.

- **After the move**

  Keep closing records, confirm mail forwarding, and finalize account transfers.

These are planning windows, not contract deadlines. Your executed agreement and confirmed closing arrangements control.

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LET’S MAKE WAVES TOGETHER

# Your next chapter starts here

Whether you are moving across town or starting something entirely new, a well-planned sale can make the transition feel more manageable. I would welcome the opportunity to help you explore your options.


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### OFFICIAL RESOURCES

**Florida Department of Revenue – Property Tax**

**FEMA Flood Map Service Center**

**Florida Office of Insurance Regulation**

Educational information only. This guide is not legal, tax, insurance, lending, or financial advice. Rules and transaction requirements can change. Confirm facts with qualified professionals. Equal Housing Opportunity. Broker review recommended before distribution.