Lisa Real Estate
SOUTH FLORIDA

Your free guide to selling in South Florida

Seller's Guide

Pricing, preparation, marketing and closing — everything you need to know to sell with confidence.

Questions? Talk to Lisa.

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Serving Palm Beach, Broward and Miami-Dade counties

Welcome

Selling Your South Florida Home

Selling a home is a big financial decision. The right price, preparation and marketing make all the difference to how quickly your home sells and what you take away from the sale. This guide explains the process step by step and how Lisa helps at each stage.

The selling process at a glance

01

Consultation

We talk about your goals, timing and where you are moving next, and walk through your home together — no pressure and no obligation.

02

Pricing strategy

Lisa prepares a comparative market analysis of recent nearby sales, active competition and current demand, so your price is grounded in real data.

03

Prepare your home

Practical advice on repairs, decluttering, cleaning and staging that can help your home show at its best and appeal to more buyers.

04

Marketing and launch

Professional photography, a compelling listing, MLS exposure, online promotion and outreach to buyers and local agents.

05

Showings and feedback

Showings are organized around your schedule, and you receive feedback so we can adjust if needed.

06

Offers and negotiation

We compare offers on price, terms, financing and net proceeds — not just the headline number — and negotiate to protect your interests.

07

Under contract to closing

Lisa coordinates inspections, the appraisal, title and any association approvals so closing day is smooth and stress-free.

Pricing it right

Buyers and their agents compare every home to the alternatives. A well-priced home typically attracts the most interest in its first weeks on the market. Overpricing can mean fewer showings, a longer time on the market and, often, a lower final price. Lisa will show you exactly how your home compares and why.

Preparing your home

- **First impressions** — tidy landscaping, a clean entrance, fresh paint where needed.
- **Declutter and depersonalize** — help buyers picture themselves living there.
- **Fix the small things** — leaky taps, loose handles, burnt-out bulbs, sticking doors.
- **Light and air** — open blinds, clean windows, keep the A/C comfortable for showings.
- **Outdoor living** — pools, patios, docks and lanais are major selling points in South Florida; make sure they are clean and ready.
- **Gather your records** — roof age and permits, A/C service, wind mitigation report, hurricane protection, warranties and any recent improvements.

Understanding your costs

Lisa will give you an estimated net sheet before you list, so you know what to expect. Typical seller costs can include:

- Real estate commission, as agreed in your listing agreement
- Florida documentary stamp taxes on the deed
- Owner’s title insurance (depending on county custom and your contract)
- Payoff of your existing mortgage and any liens
- Prorated property taxes and HOA / condo dues
- Any repair credits or concessions agreed during negotiation

South Florida things to know

Disclosure

Florida sellers are expected to disclose known issues that materially affect the value of the property. Lisa will provide the disclosure form — when in doubt, disclose.

Condos and HOAs

Buyers will ask for association documents, budgets and reserves, and many associations require buyer approval. Requesting these early helps avoid delays.

Insurance-related inspections

Buyers often need four-point and wind mitigation inspections to get insurance. Having recent reports available can make your home easier to buy.

Seller checklist

- [ ] Book your consultation with Lisa
- [ ] Review the market analysis and agree on a pricing strategy
- [ ] Complete repairs, cleaning and staging
- [ ] Gather records, permits, warranties and HOA / condo documents
- [ ] Complete the seller disclosure
- [ ] Photography and listing go live
- [ ] Keep the home show-ready and accommodate showings
- [ ] Review offers and negotiate terms
- [ ] Respond to inspection and appraisal items
- [ ] Plan your move, cancel utilities and hand over keys at closing

Questions sellers often ask

What is my home worth? Lisa provides a free, no-obligation home valuation based on recent sales and current competition in your area.

When is the best time to sell? It depends on your plans and the market. South Florida has seasonal patterns, and Lisa can help you weigh timing against your next move.

Should I make upgrades before listing? Usually small, inexpensive improvements give the best return. Lisa will recommend what is worth doing — and what is not.

Thinking of selling?

Request your free, no-obligation home valuation and Lisa will be in touch to discuss your plans.

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This guide is for general information only and is not legal, tax, insurance or financial advice. Customs, costs and timelines vary by county, property and contract. Please consult the appropriate professionals about your situation. Office: 5550 Glades Road, Suite 101, Boca Raton, FL 33431.