

CENTRAL FLORIDA REAL ESTATE NEWS

Keeping You Up To Date On Housing Trends
& The Local Real Estate Market

Provided By: Phil Holliday, Real Estate Specialist

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Why Finding the Right Home Feels So Hard (and How My Perfect Home Finder Program Can Help)

If you've been searching for a home in Central Florida, you already know—it's not always easy to find the one. With homes selling quickly, limited inventory, and so many options that don't quite check every box, buyers often feel stuck between settling or waiting too long. Here are a few reasons why the process can feel overwhelming:

High demand: Homes in desirable neighborhoods often sell within days.

Limited listings: Not every home makes it to the open market before being sold.

Decision pressure: It's easy to feel rushed and end up second-guessing.

This is where my **Perfect Home Finder Program** comes in. Instead of you scrolling through endless listings and competing with every other buyer, I take a proactive approach. I'll connect you with homes that match your exact wants and needs—including many that aren't even listed yet.

Whether it's your first home, a move-up property, or an investment, this program puts you in front of opportunities you wouldn't find on your own.

If you're serious about finding the right home—without all the stress—let's talk about getting you set up with my Perfect Home Finder Program today.



Why Curb Appeal and That First Photograph Matter More Than Ever When Selling Your Home

When it comes to selling your home, first impressions aren't just important—they're everything. In today's digital real estate market, buyers are scrolling through dozens, sometimes hundreds, of listings online before they ever step foot inside a property. What's the very first thing they see? That opening photo.

A buyer often decides within **seconds** whether to click for more details or move on to the next home. That's why curb appeal—the way your home looks from the street—and that all-important first photograph play such a critical role in getting buyers through your door.

The Power of Curb Appeal

Your home's exterior sets the tone for what buyers expect inside. Fresh paint on the front door, a tidy lawn, trimmed bushes, and a welcoming entryway create an inviting atmosphere. Think of it as your home's handshake—it should feel confident, clean, and ready to impress.

Why the First Photograph Counts

The main image of your listing isn't just a picture; it's your home's first chance to sell itself. Bright, clear, professional-quality photos make your home stand out and can dramatically increase the number of showings. A poor or unflattering photo, on the other hand, can cause buyers to scroll right past your listing without a second thought.

Simple Steps to Boost That First Impression

- **Freshen up landscaping:** Even small touches like flowers, mulch, or pressure-washing the driveway can make a big impact.
- **Declutter the exterior:** Remove trash cans, hoses, and personal items from view.
- **Light it up:** If possible, schedule photography during the "golden hour" for warm, flattering light.
- **Hire a professional:** A skilled photographer knows how to highlight your home's best features.

In real estate, you never get a second chance to make a first impression. By investing in curb appeal and ensuring that first photo shines, you're setting the stage for more interest, more showings, and ultimately a faster sale at the best possible price.



Creating a Welcoming Space: Decluttering to Help Buyers Feel at Home

Word Search

Name: _____

When it comes to selling your home, first impressions are everything. Buyers don't just want to see a house—they want to feel at home the moment they walk through the door. One of the simplest and most effective ways to create that emotional connection is by decluttering and staging your home so it feels warm, inviting, and ready for its next owner.

Why Decluttering Matters

Clutter not only makes a space feel smaller, but it can also distract buyers from seeing the true potential of your home. When countertops are crowded, closets are overflowing, or rooms feel too personalized, it's harder for buyers to imagine themselves living there. A clean, organized space allows them to focus on the home's best features—spacious layouts, natural light, and unique design details.

Creating a "Belonging" Effect

The goal is to give buyers a sense that they could belong in your home. Here's how to achieve that:

- **Neutralize the space:** Remove excessive personal items such as family photos, memorabilia, or niche décor. A neutral environment helps buyers project their own lifestyle into the space.
- **Highlight functionality:** Arrange furniture to show how each room can be used effectively. This helps buyers visualize their daily routines in the home.
- **Add subtle warmth:** A vase of fresh flowers, cozy throw blankets, or soft lighting can create a welcoming atmosphere without feeling overly staged.
- **Simplify storage spaces:** Tidy up closets, pantries, and cabinets. Buyers often peek inside, and organized storage suggests the home is well cared for.

Summer Time



Word list:

BARBECUE
BASEBALL
BEACH
BIKINI
CAMP
HAMMOCK
ICECREAM

LAKESIDE
LEMONADE
LIFEGUARD
PARK
PICNIC
POOL
POPSICLE

RELAX
SAND
SANDALS
SEAGULLS
SEASHELLS
SHADE
SUN

SUNSET
SUNGLASSES
SUNSCREEN
SUNSHINE
SWIMSUIT
VACATION
WATERMELON



SunCatcherStudio.com

The Payoff

A decluttered, welcoming home doesn't just photograph better—it sells faster and often at a higher price. By creating a space that feels comfortable and easy to imagine living in, you give buyers that all-important sense of belonging. Selling your home is more than a transaction; it's about creating an experience for the buyer. A little decluttering now can go a long way in helping them say, "This feels like home."



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Agent Spotlight

Phil Holliday is a dedicated real estate professional with Preferred Real Estate Brokers, specializing in helping clients buy and sell homes in both Central Florida and Las Vegas. With years of experience in the industry, Phil combines local market knowledge, cutting-edge technology, and a client-focused approach to make every real estate transaction smooth and successful. One of Phil's unique offerings is his Perfect Home Finder program, a personalized service that goes beyond the standard MLS listings. By working closely with clients to identify their precise needs and preferences, Phil uses advanced target marketing to identify pre-listed and off-market properties that perfectly match each client's criteria. This program is especially valuable for buyers who want exclusive access to homes that aren't widely available. Whether you're a first-time homebuyer, a seasoned investor, or looking to relocate, Phil is committed to helping you find your dream home with ease and expertise. Reach out today to experience a superior level of service in Central Florida or Las Vegas real estate.

Recommended Service Professionals

As a real estate professional, I work with many local professionals and want to recommend those that found to give exceptional service. Here are a few of my top choices, please be sure to tell them I referred them to you

Vince Gaudio
407-961-2203
Guaranteed Rate

VinceGaudio@Rate.com

Jacob Bonnell
407-999-0045
Florida DUI Group

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Omar Carmona
407-757-1628
Carmona Law

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Marc Burke
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