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Driven to Deliver - Wrangled to Win

Top Down Team



# THE ESSENTIAL REAL ESTATE PRE-LISTING HOME SELLER'S GUIDE

EVERYTHING YOU NEED TO KNOW BEFORE LISTING YOUR HOME





# ARE YOU THINKING ABOUT LISTING YOUR HOME?

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If so, we would love to introduce ourselves and help you prepare for what is likely one of the biggest transactions you'll make in your life. At Dalton Wade Real Estate Group, we've been helping sellers like you sell their homes in the Tampa Bay area for years.

We know selling a house can be stressful, but it doesn't have to be. That's why we prepared this guide, loaded with useful information to help make the listing process as seamless, stress-free and productive as possible.

In this guide, you'll find: • 5 Characteristics to LookforinanAgent

- Documents You'll Need to Gather in Advance of a Sale
- A Smarter Pricing Strategy
- How to Create a Stand-Out Listing and Marketing Plan
- Introduction to Dalton Wade Real Estate Group / Top Down Team
- What Previous Customers are Saying About Dalton Wade Real Estate
- Next Steps

## **Dalton Wade Real Estate Group**

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# 5 CHARACTERISTICS TO LOOK FOR IN AN AGENT

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## DO THEY SPECIALIZE IN BUYERS, SELLERS OR BOTH?

At Dalton Wade, we specialize in the listing side. That means, we're hyper-focused on helping sellers like you meet their goals, whether it's to sell your house for the maximum amount or to sell within your desired timeframe.

## DO THEY RESPOND IN A TIMELY MANNER?

When you and potential buyers have questions, you want an agent who gets back to queries in 10-15 minutes – not 10-15 hours. Do they have systems in place to handle communication in a timely manner? Do they train their staff to provide clients with timely updates?

## ARE THEY HONEST AND TRUSTWORTHY?

When it comes to selling your house, you need an agent who you can rely on to represent you with integrity in all aspects, from pricing and negotiation to providing referrals for contractors, lenders and inspectors. At Dalton Wade, we pride ourselves on giving sellers straightforward, honest answers to all your questions and concerns.



## DO THEY KNOW THE LOCAL NEIGHBORHOOD?

An agent who understands the subtle nuances of the local Tampa Bay area is far more likely to know the fluctuating home values, housing inventory, and local agents and third-party providers who can help make your home sale seamless and successful.

## DO THEY HAVE A STANDOUT MARKETING PLAN?

In today's competitive market, you need an agent with a plan to help differentiate your property and go the extra marketing mile. As a Dalton Wade agent, I offer an exclusive listing service that includes:

- High-resolution photography, a virtual tour and an interactive floor plan
- Dedicated emails to prospective buyers
- Prioritized placement in buyers' personalized search results on **Zillow**.
- Internal listing notification to all Dalton Wade Realtors, throughout the state.
- External listing notification to ALL realtors via social media groups.
- Multiple Open House dates at your home, as appropriate.
- IDX listing in various websites, including Realtor.com, MoveTube and elsewhere.

# DOCUMENTS YOU'LL NEED TO GATHER IN ADVANCE OF A SALE

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Before selling your house, you'll want to start collecting several important documents related to the property. These may include:

1. Receipts, manuals and warranties may include large appliances like washers and dryers, refrigerators, dishwashers, stoves and water heaters; security systems; entertainment systems; garage doors, roof and more.
2. Homeowners' association documents, including the HOA rules and regulations and homeowner dues.
3. Past utility bills and County tax bill to give potential buyers an idea of how much their electric, gas, water, sewer and tax bills may be while living in your home.
4. Pre-listing inspection report completed by a certified home inspector to assess the condition of the structure and other aspects of the property.
5. Latest mortgage statement and payoff. Include any second mortgages, line of credit or debt incurred by the home.
6. Seller's disclosure, a required legal document that discloses any issues with the property.
7. Home appraisal report to help assess the fair market value of the home and help determine how much a mortgage lender will lend a buyer.
8. Preliminary Title Report, also known as a "prelim," can provide valuable information on deed restrictions and limitations on the property's usage, such as how many vehicles are allowed on the property. A prelim will also inform of any outstanding issues tied to your property before you list, such as liens placed on a property for unpaid property taxes or child support. Because many of these issues can take time to resolve, it's always a good idea to have this information upfront.



## A SMARTER PRICING STRATEGY

Pricing your home strategically is a key factor in how quickly and for how much it sells. We'll consider recent sales in your neighborhood, market trends and your home's condition when setting the price. We'll also want to factor in your current mortgage balance, commissions, transfer or excise taxes, prorated property taxes, escrow fees and recording fees.

To get started, ask me for a free comparative market analysis to better assess your home's fair market value.

## PRO TIP

Showcase listings sell for **2% more** – that's **\$9,000 more** on a home sold at the average home sales price in the U.S.

Also, Showcase listings are almost **20% more** likely to go pending in the **first 14 days**, compared to similar, nearby non-Showcase listings on **Zillow**.

# HOW TO CREATE A STANDOUT LISTING AND MARKETING PLAN

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## USE PROFESSIONAL PHOTOGRAPHY, VIRTUAL TOURS AND MORE

Listing media can help set your home apart from the competition. At Dalton Wade, we'll help you assess the best media mix to represent your home in the best light. This may include high-resolution photography, virtual tours, interactive floor plans, aerial photography and video, social media videos, amenity images, virtual staging and furniture removal, and more.

## STAGE THE HOME

You might also consider staging your home, especially if it's vacant when showing. Staging can help buyers envision themselves living in the space, highlight the property's best features, create a welcoming atmosphere for buyers and potentially help it sell faster. We can also "virtually stage" your home, using digital technology to place furniture in ways that highlight the layout of your home.

## EXPAND YOUR MARKETING REACH

Is your listing supported by a comprehensive marketing plan, such as dedicated emails, social media videos and expanded exposure on Zillow?

## SELL THEM WITH SHOWCASE

As a Showcase subscriber, we can help your listings stand out with immersive, interactive media, prioritized placement with personalized search results and expanded marketing reach on **Zillow**.

# INTRODUCTION

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## **Dalton Wade Real Estate Group**

Dalton Wade Real Estate Group is here to help buyers and sellers find their forever homes in Florida, Alabama, Georgia, North Carolina, Texas, and Tennessee. Our team of experienced agents understands your unique needs and provides personalized guidance every step of the way. Whether you're buying, selling, or investing, we use our market expertise and innovative approach to get the best results for you. We are committed to integrity, professionalism, and making your real estate experience smooth and successful.

## **Gladys Caparratto**

With a real estate journey that began in 2004 as a notary signing agent, I've had the privilege of seeing the homebuying process from every angle—eventually becoming a licensed real estate agent and later a mortgage loan officer. This unique blend of experience allows me to guide you through buying or selling one of life's largest assets with clarity, care, and confidence.

I specialize in helping English and Spanish speaking buyers and sellers discover the best path forward, using clear communication, industry insight, and a genuine desire to make the process feel less overwhelming and more empowering.

Let's get your home sold--together!



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## WHAT PREVIOUS CUSTOMERS ARE SAYING ABOUT DALTON WADE

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"We were able to find the home of our dreams and we can now walk our kids to school and feel safe. We couldn't have done it without you!"

- Adam K



"I wanted to sell quickly and at a good price. In just a few weeks, I got the price I wanted."

- Marry G.





## TAKING THE NEXT STEPS

Let's take the next steps and set up a Listing Appointment. We'll discuss your home in detail, the current housing market, current home values in the Tampa Bay area, and how we can help you accomplish your top objectives by listing your house

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