

CARTER DEAN REALTY



HOW TO GET YOUR HOME READY TO SELL

A FLORIDA HOME SELLER'S GUIDE



GET YOUR HOME READY TO SELL



PROFESSIONAL
REALTORS TO ASSIST
YOU



REALTORS YOU CAN
TRUST AND RELY ON

CARTER DEAN REALTY

WWW.CARTERDEANREALTY.COM

- Selling your home is one of the most important financial decisions you will ever make.
- Proper preparation can mean the difference between a quick, profitable sale and months on the market with price reductions.
- This e-book was created by Carter Dean Realty to guide homeowners step-by-step through the most effective strategies for preparing a home to sell.
- Our goal is simple: help you attract qualified buyers, maximize your home's value, and achieve a smooth closing.

Chapter 1: Understanding the Market

- Before preparing your home, it's important to understand the current real estate market.
- Key factors that impact your sale include:
- Local supply and demand
- Interest rates and buyer affordability
- Average days on market in your area
- Comparable home sales ("comps")
- A Carter Dean Realty professional will provide a comparative market analysis (CMA) to help position your home competitively from day one.

Chapter 2: Setting the Right Price

Pricing your home correctly is one of the most critical steps in the selling process.

Why pricing matters:

- Overpricing can lead to extended market time
- Underpricing can leave money on the table
- The first 30 days on the market are the most important

Tip: Homes priced correctly generate more showings, stronger offers, and better negotiating power.

Chapter 3: Decluttering and Depersonalizing

Buyers want to imagine themselves living in your home. Decluttering and depersonalizing helps them do just that.

Start with these steps:

- Remove excess furniture to make rooms feel larger
- Clear countertops, shelves, and closets
- Pack away personal photos and memorabilia
- Organize storage areas, including garages and closets
- A clean, neutral space photographs better and shows better.

Chapter 4: Deep Cleaning Makes a Difference

Focus on:

- Floors, baseboards, and carpets
- Kitchens and bathrooms
- Windows and light fixtures
- Odors from pets, smoke, or cooking

Clean homes signal to buyers that the property has been well maintained.

Chapter 5: Making Strategic Repairs

You don't need a full renovation to sell successfully—but small repairs matter.

Recommended repairs include:

- Fixing leaky faucets and running toilets
- Repairing holes or cracks in walls
- Replacing burned-out light bulbs
- Ensuring doors and cabinets open smoothly

Addressing these items upfront can prevent buyer objections later.

Chapter 6: Enhancing Curb Appeal

First impressions start before buyers walk through the front door.

Simple curb appeal upgrades:

- Fresh landscaping and trimmed bushes
- Pressure-washed driveway and walkways
- Fresh paint on the front door
- Clean house numbers and mailbox

Curb appeal sets the tone for the entire showing.

Chapter 7: Painting and Neutral Updates

Neutral colors help buyers envision their own style in the space.

Best practices:

- Choose light, neutral paint colors
- Touch up scuffed walls and trim
- Avoid bold or overly personalized color schemes

These updates are cost-effective and can significantly improve buyer appeal.

Chapter 8: Home Staging Tips

Staging highlights your home's best features and improves buyer perception.

Staging basics:

- Arrange furniture to create open flow
- Use natural light whenever possible
- Add minimal décor for warmth
- Highlight focal points like fireplaces or views

Professionally staged homes often sell faster and for higher prices.

Chapter 9: Preparing for Showings

Your home should always be "show-ready" once listed.

Showing checklist:

- Keep the home clean and tidy daily
- Open blinds and turn on lights
- Secure pets or arrange for them to be away
- Maintain a comfortable temperature

Flexibility with showings increases buyer traffic and opportunities.

Chapter 10: Disclosures and

Documentation

Being transparent protects you and builds buyer confidence.

Prepare these items:

- Seller disclosure forms
- Utility cost information
- HOA documents (if applicable)
- Records of repairs or upgrades

Carter Dean Realty will guide you through all required disclosures.

Chapter 11: Marketing Your Home

Effective marketing goes beyond placing a sign in the yard.

Carter Dean Realty marketing includes:

- Professional photography
- Online listings across major platforms
- Social media exposure
- Targeted buyer outreach

Our marketing strategy is designed to reach the right buyers quickly.

Chapter 12: Negotiations and Offers

Once offers are received, strategy matters.

We help you evaluate:

- Price and financing terms
- Contingencies and timelines
- Buyer qualifications
- Net proceeds

Our goal is to secure the strongest possible offer while protecting your interests.

Chapter 13: Preparing for Closing

The final stage involves inspections, appraisals, and paperwork.

Seller responsibilities may include:

- Making agreed-upon repairs
- Maintaining the home until closing
- Providing access for inspections

We coordinate the process to ensure a smooth closing experience.

Why Choose Carter Dean Realty

At Carter Dean Realty, we combine market expertise, personalized service, and proven strategies to help sellers succeed.

What sets us apart:

- Local market knowledge
- Professional guidance from start to finish
- Clear communication and transparency
- Commitment to maximizing your home's value

Get Started Today

If you're thinking about selling your home, preparation is the first step to success.

📞 Contact Carter Dean Realty to schedule your home selling consultation and receive a customized plan tailored to your goals.

contact: 407-912-7433

email us today: info@carterdeanrealty.com

This e-book is provided for informational purposes and does not constitute legal or financial advice.