

CARTER DEAN REALTY



HOW TO GET YOUR HOME READY TO SELL

A FLORIDA HOME SELLER'S GUIDE



GET YOUR HOME READY TO
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.