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Seller Prep Checklist

Getting your home ready to sell

Thinking about selling? Here is what actually matters when getting a home ready — and what usually does not.

Price from real comps, not a citywide median.

Your pricing plan is built from recent sales of similar homes nearby — same neighborhood, similar age, lot, and condition. Brian shows you the comps so you can see the number yourself. A citywide median blends very different homes and will not price yours.

Know what selling costs before you list.

All in, sellers typically pay 7–9% of the sale price. The biggest piece is the agent commission — usually 5–6% total, and always negotiable. On top of that: Florida documentary stamp tax on the deed ($0.70 per $100 of sale price), the owner's title insurance policy, and prorated property taxes through closing day. Ask for a seller net sheet before you list, so the number is not a surprise at the closing table.

Gather your paperwork early.

Have your HOA estoppel and, if applicable, CDD payoff figures ready; your flood zone and elevation information; your insurance history; and your roof age. Buyers and their lenders will ask for these, and surprises there are what slow closings down.

Decide: fix it, or sell it as-is?

It depends on the reward versus the expense. Small touch-ups are usually worth doing; a big fixer-upper project usually is not. Brian judges that at the listing visit, home by home.

Curb appeal first.

Lawn, entry, front door. It is the cheapest good impression there is — and the first photo a buyer sees is usually the front of the house.

Declutter and deep clean.

Buyers need to see the house, not the stuff in it. Clear counters, closets, and the garage so rooms read bigger and photos read cleaner.

Small fixes that pay.

Fresh paint in tired rooms, dated fixtures, anything that leaks or squeaks. Fix the things a buyer would flag on a first walk-through — they cost little and remove objections.

Roof, HVAC, and pool equipment.

These are the big systems buyers and their insurers ask about first. Many insurers balk at roofs 15–20+ years old. Have the age and any service records ready before a buyer asks.

Do not start a remodel to sell.

You rarely get it back, and it delays your listing. A kitchen or bath remodel is a project for living in, not for selling.

Real photos of your real home.

Your home is marketed with professional photos and a branded video launch — no stock photos. Tidy, well-lit rooms photograph far better than staged ones.

Decide whether to sell vacant or live in it while it sells.

If you can buy your next place first and move out, the home shows vacant — buyers can come any time without working around your schedule, and they look more freely when nobody lives there. If you stay while it sells, expect a stream of buyers walking through while you are trying to live your life — so decide up front whether you will be home during showings or step out.

Price it right from day one.

Overpricing into a moderating market costs more than it gains. Well-priced homes in the right spots still get attention; overpriced ones wait — and every price cut after that is harder than the first.

Run your net before you accept an offer.

Use the Seller Closing Cost Calculator at brianwillsellyourhome.com/sell-calculator.html to see estimated closing costs and net proceeds, line by line, before you agree to a price.

Want Brian to walk through your home and tell you exactly what is worth doing and what is not? Call or text (727) 605-4433. Curious what it is worth right now?
brianbaker.kw.com/home-valuation

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