The 9 Step System to Get Your Home Sold Fast and for Top Dollar

A FREE REPORT FOR ORLANDO AND CENTRAL FLORIDA HOMEOWNERS

> Avoid the 7 costly mistakes most sellers make, keep control of your sale, and walk away with more money.

The real estate market has changed

Remember when you could buy a home, wait a little while, and sell it for a nice profit? Then do it all over again?

Times have changed. Prices and interest rates move, and today's buyers compare a lot of homes online before they ever book a showing. That makes it more important than ever to know what you need to know, so you avoid costly seller mistakes and sell your home fast and for the most money possible.

The 7 deadly mistakes most homesellers make

1. Not being clear on why they are selling.
2. Not preparing the home for the buyer's eye.
3. Pricing the home incorrectly.
4. Selling too hard during showings.
5. Signing a long listing agreement without clear, written service commitments.
6. Making it hard for buyers to get information on the home.
7. Not getting preapproved for the mortgage on their next home.

The good news: every one of these is avoidable. The 9 steps below show you how.

The 9 step system to get your home sold fast and for top dollar

Selling your home is one of the biggest financial moves you will make. This system gives you the tools to maximize your profit, stay in control, and take the stress out of the process.

1. Know why you're selling, and keep it to yourself

Your reasons for selling affect everything, from your price to how much time and money you put into getting the home ready. What matters most to you: the money you walk away with, how fast you sell, or both? Different goals call for different strategies.

Keep your motivation private. If a buyer learns you have to move fast, they can use it against you at the negotiating table. When someone asks, simply say your housing needs have changed.

2. Do your homework before you set a price

Your list price tells buyers the most they will ever have to pay for your home. Pricing too high is just as dangerous as pricing too low. Buyers are comparing your home with every other home in your price range, and if yours does not compare well, you will not be taken seriously by buyers or their agents.

An overpriced home sits. And the longer it sits, the more new buyers wonder what is wrong with it.

3. Study what has actually sold

Your agent should do this for you. Look at what homes in your neighborhood and similar neighborhoods have sold for in the past 6 to 12 months, and what is listed right now. That is exactly how buyers will judge the value of your home.

Here in Central Florida, many resale homes also compete with new construction nearby, along with HOA fees and community amenities. Your price needs to make sense side by side with those options.

4. Hire the right agent to represent you

Not all agents are the same. Interview more than one, and ask specific questions: How will you market my home? How often will you update me? What feedback will I get after showings? How have your recent listings sold compared to their asking price? And what happens if I am not happy with the job you are doing?

Most frustration between sellers and agents comes down to poor communication. Choose someone who will keep you informed from listing to closing.

5. Maximize your home's sales potential

You can't change your home's location or floor plan, but you can change how it looks and feels, and that creates more emotional response than any other factor.

Before showings, clean like you have never cleaned before. Pick up, declutter, scrub and dust. Fix everything, no matter how small it seems. In Florida, curb appeal matters: a trimmed yard, a fresh entry, a clean pool and a cool, comfortable house all count.

Then let buyers picture themselves living there. The decision to buy is driven by emotion. Keep decor simple and neutral, give buyers room to look around, and resist the urge to follow them from room to room pointing out every upgrade.

6. Make it easy for buyers to get information on your home

Buyers value their time. The last thing they want is phone tag with an agent or an unwanted sales pitch.

Today that means your home should be easy to find and easy to learn about, day or night: a complete set of professional photos, a video or virtual tour, a floor plan, and a property details sheet that buyers can request by text or online without having to talk to a salesperson first.

The more buyers competing for your home, the better. Competition puts you in the driver's seat.

7. Know your buyer

In negotiation, your goal is to control the pace and the timeline. What is your buyer's motivation? Do they need to move quickly? Are they preapproved, and for how much? Knowing this gives you the upper hand, because you know how far you can go to get what you want.

8. Make sure the contract is complete

Disclose everything. Smart sellers go beyond the minimum and disclose all known defects to buyers in writing. If the buyer knew about an issue up front, it is much harder for it to come back on you later.

Make sure all terms, costs and responsibilities are spelled out in the contract, and resist the temptation to change the deal along the way. For example, if a buyer asks to move in before closing, just say no. This is not the time to take chances.

9. Don't move out before you sell

A vacant home is harder to sell. It can look forgotten and unappealing. Moving out early also tells buyers you already have a new home and are probably motivated to sell fast, and that gives them the advantage at the negotiating table.

Buying your next home too?

Mistake number 7 is a big one. Get preapproved for your next home before you list. You will know exactly what you can afford, you can plan your move with confidence, and your offer on the next home will be taken more seriously.

Questions? Call or text Jorge

If you are thinking about selling in Orlando or anywhere in Central Florida, I am happy to answer your questions, with no pressure and no obligation.

Call or text: (407) 620-9798
Email: jorge@figcapitalgroup.com

Casa Bella Group, LPT Realty
figcapital at NEXA Lending
Jorge Figueroa NMLS 328585 · NEXA Lending NMLS 1660690

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