THE SELLING PATHWAY

Your listing price is a strategy, not a promise.

Selling your home is personal, and your guidance should be too. This short guide walks you through the path every seller follows, and how I help you price with purpose, present your home well, and weigh every offer with clear eyes.



MY PROMISE TO YOU

Candid advice, clear communication, and care throughout the process. My role is to advise and negotiate. The decisions are yours.

Your home, your circumstances, and your next chapter deserve a thoughtful approach. We start with what matters most to you: your timing, your priorities, and what comes next. Then we build the plan around your circumstances, from preparation and pricing through marketing, offers, and closing.

The Pathway

All 5 stages, from first plan to closing day.

Pricing with Purpose

Why the price you choose is a strategy.

Your Questions

Straight answers to the questions sellers ask first.

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YOUR ROADMAP
The Strategic Selling Pathway

Every sale is different, but the path is the same, and we agree on the next decision at each stage:

1 Plan
Clarify your priorities, your timeline, and what comes next. Then we review the market together.

2 Prepare
Agree on price, presentation, and launch readiness. Thoughtful preparation that lets your home's strengths shine.

3 Promote
Present your home, reach buyers across every channel, and review the response together.

4 Negotiate
Compare offers, weigh the tradeoffs, and work through the terms. The highest offer is not always the best offer.

5 Close
Coordinate deadlines, inspections, appraisal, title, and property delivery, all the way to your move.

The key to move your future

Personal attention. Thoughtful advocacy.

You can count on candid advice, clear communication, and care throughout the process. I will help you understand the tradeoffs, negotiate on your behalf, and coordinate the details from listing through closing.

An accepted offer is the beginning, not the end. From contract to closing, I track the deadlines, coordinate with the professionals involved, and keep you informed as we address inspections, appraisal, title, association documents, financing progress, and the final walk-through together.

My business is built on relationships, repeat clients, and referrals, not transactions. My marketing starts with people who already trust my work, and I will always treat the people you refer with the same care, honesty, and professionalism you have experienced.

Pricing with Purpose

The most important decision in selling your home happens before it ever hits the market: the price. A well-positioned home creates energy, showings, and negotiating leverage. An overpriced home sits, and the longer it sits, the more buyers wonder what is wrong with it.

Your listing price is a strategy, not a promise of the final sale price.

THOUGHTFUL PRICING. CONTINUOUS ATTENTION. INFORMED DECISIONS.

What sets your price

Real market data: recent comparable sales, current competition, days on market, buyer behavior, and your home's features, condition, and updates. Not a guess, not a number designed to win your listing, and not an inflated hope. We also position your home where buyers search, because most shop within price brackets.

What does NOT set your value

Four things: what you originally paid for your home; what you hope to net from the sale; opinions unsupported by current market evidence; and an online estimate or AI-generated price alone. None of these tell a buyer what your home is worth. The market data does.

Ready to show, and in the spotlight

You do not need to renovate your home to sell it well. You need to present it well. We walk through your home together and prioritize what actually matters: cleaning, decluttering, furniture placement, lighting, curb appeal, and the small repairs worth making, a practical plan for your home, your timing, and your budget. Then we build a marketing strategy around your property, audience, and timing:

1. **Showcase**
   Professional photography, video, and virtual or 3D tours.
2. **Online exposure**
   MLS, a property website, CENTURY 21® sites, portals, and digital flyers.
3. **Social and video**
   Your home's story, shared across the channels that fit it.
4. **Local marketing**
   Yard sign, Just Listed postcards, direct mail, and brochures.
5. **Networks**
   Agent outreach, referrals, broker tours, and open houses.

Then we monitor the response: online activity, showings, buyer feedback, competing listings, and market trends. You receive regular updates, and we refine the plan and evaluate our next steps together as the market unfolds.

Questions Sellers Ask First

How do I know what my home is worth?

With a comparative market analysis: real data on recent comparable sales, adjusted for your home's size, location, condition, and updates, weighed against your current competition. I will show you exactly how I arrived at the number I recommend, so it is a strategy you understand, not a number you are asked to trust.

Should I make repairs or updates before selling?

Choose improvements thoughtfully. Some fixes remove red flags and protect your price; others cost more than they will return. We discuss priorities, costs, and timing before you spend anything, a practical plan for your home, your timing, and your budget.

What are the seller's closing costs in Florida?

Every sale is different, but common seller costs include the title search and owner's title policy, documentary stamp taxes on the deed, brokerage compensation, HOA or condo estoppel and document fees, and prorations for taxes and association dues. Your existing mortgage, if any, is paid off from your proceeds at closing. We review a full estimate of your net before you list, so there are no surprises at the closing table.

What if I get multiple offers?

A good problem to have, and exactly why pricing strategy matters. We compare every offer side by side: price, financing, contingencies, timing, and the likelihood each buyer closes. Then we choose the strongest overall offer, not just the highest one.

Ready When You Are.



Your property deserves a thoughtful strategy and a REALTOR® who stays involved from preparation through closing. A Fort Lauderdale native, I've closed nearly 600 transactions across Greater Fort Lauderdale since 2008, and I hold the CIPS, GRI, FHE, MRP, and PMN designations, and am a RamseyTrusted pro.

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Web: **gotrealestatenow.com** · meet me on Calendly to schedule a consultation

Oh, by the way®... I'm never too busy for your referrals!

This guide is a brief introduction to the home-selling process in South Florida and is provided for general information only; it is not legal, tax, or financial advice. Figures and requirements can change. Your closing agent and association are the authorities on your specific sale. Equal Housing Opportunity.