

A DISCOVERY GUIDE

Your South Florida Seller *Discovery Guide*

Every property has a story. Every successful sale begins with a clear understanding of your goals.

Selling a property involves more than establishing an asking price. Your timing, priorities, the property's condition, and the market all play a role in shaping the right strategy.

These questions are designed to help you consider what matters most before beginning the process.

You don't need to have every answer. They simply provide a useful starting point for our conversation.

01 What is motivating your decision to sell, and what would success look like?

Are you relocating, downsizing, making a lifestyle change, or selling an investment? Is your priority maximizing return, meeting a deadline, or balancing both?

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02 What is your ideal timeline, and how flexible is it?

Do you need to sell by a particular date, or could you wait if market conditions and seasonal buyer demand suggest a better opportunity?

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03 What makes your property special?

What originally attracted you to the home? Which improvements, waterfront advantages, architectural features, or neighborhood qualities might resonate most with the right buyer?

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04 What upgrades have you completed?

Have you improved the roof, impact protection, mechanical systems, kitchen, bathrooms, pool, seawall, dock, or landscaping? Do you have permits, warranties, plans, or receipts available?

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05 Would you consider strategic improvements before selling?

Would you be open to selective painting, landscaping, lighting, repairs, or staging if the estimated costs and potential buyer appeal supported the investment?

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06 Are there known conditions we should consider before listing?

Are there outstanding repairs, insurance concerns, water intrusion, aging systems, or waterfront maintenance issues that may warrant professional evaluation?

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07 What are your pricing expectations, and how do you feel about adjusting to market feedback?

Would you be comfortable reviewing comparable sales, active competition, buyer engagement, showings, and feedback together—and adapting the strategy if the evidence suggests it?

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08 What financial or personal priorities should guide our approach?

Would you prefer to sell as-is, invest selectively in preparation, minimize disruption, or prioritize a particular net return? Understanding these preferences helps us recommend a strategy that reflects your circumstances.

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A Strategy Built *Around Your Property*

A successful sale begins with understanding both the property and the person selling it.

We believe in honest advice, thoughtful preparation, strategic marketing, and decisions supported by market knowledge.

Sometimes the right approach involves improvements. Sometimes it means presenting a property as it is, reconsidering timing, or adjusting expectations.

Our goal is to help you understand your options and move forward with a strategy that reflects your priorities.

Let's talk about your property.



AREA LIVING

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Local knowledge. Thoughtful preparation. Strategic marketing.