

Welcome!

Thank you for considering me to represent you in the sale of your property.

Selling a home is one of the most significant financial decisions you'll make, and choosing the right real estate professional is an important first step. You deserve a trusted advisor who will guide you through every stage of the process with expertise, communication, and a commitment to achieving the best possible outcome.

My approach goes far beyond placing a sign in the yard or hosting an occasional open house. I provide comprehensive representation from the initial consultation through closing, utilizing proven marketing strategies, market analysis, professional presentation, and skilled negotiation to help maximize your property's value and attract qualified buyers.

With extensive knowledge of the local market, I carefully analyze current trends, comparable sales, and buyer activity to develop an effective pricing strategy. I also identify the unique features and advantages of your property and community, allowing me to create a customized marketing plan designed to generate interest and deliver results.

Most importantly, I take the time to understand your goals, answer your questions, and provide consistent communication throughout the entire transaction. My objective is to make the selling process as smooth, informed, and successful as possible.

Please take a few moments to review the information included in this presentation. I look forward to discussing your property, outlining my marketing strategy, and showing you how I can help you achieve your real estate goals.

Thank you for the opportunity to earn your trust and your business.

Warm regards,
Christine Selzler
Florida Realty Marketplace



Serving real estate in
Davenport, Windermere,
Winter Garden, Clermont,
Kissimmee and Haines City

FloridaRealtyMarketplace.com

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RESIDENTIAL • COMMERCIAL • REAL ESTATE

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Guide to Selling your Home



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Why Choose Florida Realty Marketplace?

Our Commitment to You

- Your needs always come first.
- Locally owned and operated with deep roots in the communities we serve.
- Experienced real estate professionals dedicated to delivering exceptional service.
- Extensive knowledge of the local real estate market, serving buyers and sellers since 2002.
- Consistently recognized as one of the area's top-performing real estate companies.
- Prominent, high-visibility office locations that maximize exposure for your property.
- International affiliations that help attract qualified buyers from around the world.
- Strong brand recognition throughout the local real estate market.
- Comprehensive marketing strategies with both domestic and international reach.
- Dedicated full-service support team focused on providing a seamless customer experience.
- Proud recipient of a 5-Star Zillow rating.
- We invite you to see what our clients are saying by reading our Google Reviews.



Our Easy Exit Guarantee

At Florida Realty Marketplace, we believe our service should earn your business every day. If at any time you are dissatisfied with our service, simply provide written notice and we will release you from your listing agreement—no questions asked.

This guarantee does not apply once a binding contract has been executed with a buyer.



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Your Home Selling Timeline

Step 1: Preparing to List

- Schedule your initial consultation
- Meet with a Florida Realty Marketplace professional
- Discuss your goals and develop a customized selling strategy
- Review our comprehensive listing presentation
- Execute the Listing Agreement
- Complete a property evaluation and market analysis
- Establish a competitive pricing strategy
- Review and approve your personalized marketing plan

Step 2: Launching Your Listing

- Activate your customized marketing campaign
- Prepare and stage your home to maximize buyer appeal
- Complete professional photography and virtual media
- Install yard signage
- Submit your property to the Multiple Listing Service (MLS)
- Syndicate your listing to hundreds of real estate websites
- Launch your dedicated property website
- Create and distribute professional marketing materials
- Initiate targeted email marketing campaigns
- Host an Open House (optional)
- Promote your property to qualified buyers whose search criteria match your home

Step 3: Negotiating the Sale

- Receive and review offers
- Negotiate price and terms on your behalf
- Accept the strongest offer
- Secure backup offers when appropriate
- Complete inspections and required disclosures
- Coordinate the buyer's appraisal
- Monitor contract deadlines and contingencies
- Guide the transaction through the closing process

Step 4: Closing Day

- Final walkthrough completed
- Closing documents signed
- Ownership transferred to the new buyer
- Funds disbursed and sale finalized

Congratulations—Your Home Is Sold!

Thank you for trusting Florida Realty Marketplace with one of your most important investments. We look forward to assisting your family, friends, and colleagues with their future real estate needs.



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Preparing Your Home for Sale

First impressions matter. A well-prepared home attracts more buyers, shows better online and in person, and can help maximize your home's value.

Interior Preparation

Present Your Home at Its Best

- Touch up paint in areas showing wear, fading, or excessive marks.
- Professionally clean carpets, rugs, and window treatments.
- Repair dripping faucets and minor plumbing issues.
- Replace worn or discolored caulking around tubs, showers, and sinks.
- Lubricate squeaky doors, windows, cabinets, and closet doors.
- Eliminate odors and maintain a fresh, clean environment throughout the home.
- Declutter closets by storing seasonal clothing and excess belongings.
- Remove unnecessary items from floors and shelving to showcase storage space.
- Organize garages, storage rooms, and utility areas to highlight available space.
- Clear excess appliances and personal items from kitchen countertops.
- Pack away excess décor, collectibles, toys, and personal items to create a more spacious appearance.
- Thoroughly clean all windows to maximize natural light.
- Dust and clean ceiling fans, light fixtures, and ventilation hoods.
- Clean and polish flooring throughout the home.
- Remove stains and ensure bathrooms sparkle.



Preparing Your Home for Sale - Con't

Exterior Preparation

- Create Outstanding Curb Appeal
- Keep the lawn mowed, edged, and neatly maintained throughout the marketing period.
- Trim shrubs, hedges, and low-hanging tree branches.
- Fertilize the lawn as needed to maintain a healthy, green appearance.
- Remove weeds, dead plants, and yard debris.
- Add seasonal flowers or fresh landscaping for added color and appeal.
- Inspect and repair shutters, gutters, and downspouts.
- Clean gutters and remove any accumulated debris.
- Touch up or repaint peeling or weathered exterior trim.
- Refresh the front door with a fresh coat of paint or stain.
- Repair or replace damaged window and door screens.
- Ensure walkways, driveways, and entry areas are clean and inviting.



The Final Touch

A clean, organized, and well-maintained home allows buyers to focus on the property itself rather than needed repairs or personal belongings. The goal is to create an environment where buyers can easily envision themselves living in your home.

Remember: Buyers often make their decision within the first few minutes of arriving at a property. Proper preparation can make all the difference.



Frequently Asked Questions About Selling Your Home

How do you determine the listing price for my home?

We analyze recent sales, active listings, market trends, your home's condition, location, features, and buyer demand to recommend a pricing strategy designed to attract buyers while maximizing your return.

How long will it take to sell my home?

Every property and market is different. Factors such as price, condition, location, competition, and market conditions all affect the time it takes to sell. Our goal is to position your home to sell in the shortest reasonable timeframe while achieving the best possible outcome.

What can I do to prepare my home for sale?

Decluttering, deep cleaning, improving curb appeal, completing minor repairs, and staging key areas can significantly improve your home's appeal and help buyers envision themselves living there.

Do I need to be present during showings?

No. Buyers are typically more comfortable viewing a home without the seller present, allowing them to explore freely and discuss the property openly with their agent.

Will I need to make repairs before selling?

Not necessarily. Some repairs may increase your home's marketability, while others may not provide a significant return. We will help you identify improvements that are most likely to benefit your sale.

How will my home be marketed?

Your property will receive professional marketing exposure through the MLS, major real estate websites, social media, email campaigns, buyer databases, professional photography, virtual tours, brokerage networks, and other targeted marketing strategies.

What happens when an offer is received?

We will review the offer with you, explain all terms and conditions, discuss negotiation strategies, and help you make an informed decision.



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What costs can I expect when selling my home?

Typical seller expenses may include title fees, recording fees, prorated property taxes, HOA fees, mortgage payoff costs, negotiated concessions, and brokerage compensation. We will provide an estimate of your net proceeds before listing.

What if my home doesn't sell right away?

We continually monitor market activity, buyer feedback, and online engagement. If needed, we will adjust the marketing strategy or pricing to keep your home competitive in the marketplace.

Can I sell my home and buy another at the same time?

Yes. Many homeowners coordinate both transactions. We can help you develop a strategy that aligns your sale and purchase timelines.

What happens after my home goes under contract?

The buyer will typically complete inspections, secure financing, and obtain an appraisal. We will coordinate the process, manage deadlines, and keep you informed every step of the way.

What is a home appraisal?

An appraisal is an independent estimate of your home's value ordered by the buyer's lender to confirm that the property's value supports the loan amount.

How often will I hear from you?

Communication is a top priority. We provide regular updates regarding showings, buyer feedback, marketing performance, offers, and transaction milestones.

Why should I choose Florida Realty Marketplace?

We combine local market expertise, innovative marketing, professional guidance, skilled negotiation, and exceptional customer service to help our clients achieve their real estate goals with confidence.

