

SELLER RESOURCE

Sarasota and Manatee Home Seller Guide

A practical plan for preparing, positioning and moving through the sale of your home with confidence.

- 01 Prepare the property
- 02 Launch with purpose
- 03 Evaluate offers
- 04 Navigate contract milestones
- 05 Prepare for closing

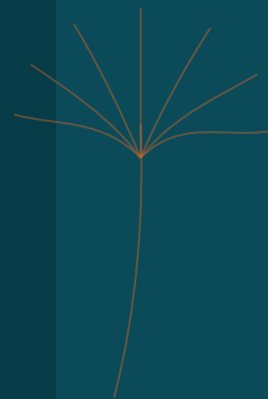
FOR HOMEOWNERS THROUGHOUT SARASOTA AND MANATEE COUNTIES

Jim Smith, REALTOR®

James Smith PLLC | Florida Real Estate License #SL3588733

Michael Saunders & Company - Licensed Real Estate Broker

jimsmith.homes | (631) 316-0400





How to use this guide

Every home and every move is different. Use these pages to organize the work, identify questions early and decide what deserves attention before your property reaches the market. Your pricing, preparation and contract strategy should be tailored to your goals, timing, property and current local conditions.

Begin with clarity

- ☐ Define your preferred timing and any date you must meet.
- ☐ Discuss where you are moving and whether a sale must occur first.
- ☐ Identify your priorities: price, timing, convenience, certainty or a balance of these.
- ☐ Review comparable sales, competing listings and current buyer behavior.
- ☐ Agree on a pricing and launch strategy based on evidence rather than an online estimate alone.
- ☐ Choose target dates for preparation, photography and market launch.

Gather the property file

- ☐ Survey and prior owner title insurance policy, if available.
- ☐ Recent property tax information and utility averages.
- ☐ HOA or condominium documents, recent statements and contact information, if applicable.
- ☐ Wind mitigation, four-point inspection, elevation certificate and roof documentation, if available.
- ☐ Permits, warranties, receipts and a list of improvements with approximate dates.
- ☐ Floor plan, appliance information and transferable service agreements.
- ☐ Keys, remotes, access codes and alarm instructions for approved access.

Important: Do not guess about property facts, permits, insurance, flood information, association obligations or included items. Gather the records and confirm what can be represented accurately.



Prepare the home for the market

The goal is not to make the home generic or perfect. It is to reduce distractions, make care and condition easy to recognize, and help buyers understand the space.

Simplify and depersonalize

- ☐ Remove, donate, sell or store items you no longer need.
- ☐ Pack seasonal and seldom-used belongings.
- ☐ Reduce furniture where rooms feel crowded.
- ☐ Clear countertops and open visible storage space.
- ☐ Put away family photographs and highly personal items.
- ☐ Secure valuables, medications, documents and firearms.
- ☐ Hide pet supplies, cords, remotes and everyday clutter.

Handle visible maintenance

- ☐ Repair loose handles, doors, cabinets and obvious defects.
- ☐ Replace missing or burned-out lightbulbs; keep color temperature consistent.
- ☐ Touch up scuffs and consider neutral paint where needed.
- ☐ Refresh worn grout and caulk in kitchens and bathrooms.
- ☐ Confirm appliances, fans, fixtures, doors and windows operate properly.
- ☐ Service systems when appropriate and retain documentation.
- ☐ Discuss larger repairs before spending money.

Create a strong arrival

- ☐ Trim landscaping and remove dead growth or debris.
- ☐ Refresh the front entry, door, hardware and exterior lighting.
- ☐ Clean driveways, walkways, patios and lanais as appropriate.
- ☐ Check roof and exterior cleaning needs with the appropriate professional or association before proceeding.
- ☐ Repair torn lanai or window screens and remove cobwebs.
- ☐ Clean windows where practical and confirm exterior features present well.

Notes and priorities



Photography and launch readiness

Professional presentation begins before the camera arrives. The final details should make rooms feel bright, orderly and easy to understand online.

Interior checklist

- ☐ Clean floors, carpets, baseboards, vents and visible surfaces.
- ☐ Remove kitchen and bathroom mats, dish towels and countertop clutter.
- ☐ Make beds neatly and use simple, coordinated linens.
- ☐ Open blinds and curtains unless directed otherwise.
- ☐ Replace personal photographs with simple decor where needed.
- ☐ Hide trash cans, toiletries, cleaning supplies and pet items.
- ☐ Check mirrors, glass, stainless steel and reflective surfaces.

Exterior checklist

- ☐ Move vehicles, hoses, bins and unnecessary equipment out of view.
- ☐ Arrange outdoor furniture and clean cushions.
- ☐ Skim and service the pool, if applicable.
- ☐ Turn on water features only if safely operable.
- ☐ Clear lanais, balconies and docks of excess items.
- ☐ Confirm gates and approved exterior access points work.
- ☐ Review the complete shot list and special property features with your agent.

Before the listing goes live

- ☐ Review the property description and verify all material facts.
- ☐ Confirm what conveys with the property and identify exclusions in writing.
- ☐ Approve photography and other media before publication.
- ☐ Confirm showing instructions, notice requirements and access limitations.
- ☐ Review the launch plan, communication schedule and method for delivering feedback.
- ☐ Understand that pricing and marketing may need adjustment as the market responds.



Showings and offers

Once the home is active, consistency matters. Buyers should experience the same well-prepared property they saw online, while you receive the information needed to make sound decisions.

Before each showing

- ☐ Straighten rooms and clear daily clutter.
- ☐ Empty small trash cans and remove odors at the source.
- ☐ Secure valuables, medications and private documents.
- ☐ Create a safe plan for pets and occupants.
- ☐ Set a comfortable temperature.
- ☐ Open window coverings and turn on appropriate lights.
- ☐ Leave the property unless another arrangement is necessary.

When an offer arrives

- ☐ Review price, deposits, financing and proof of funds or lender documentation.
- ☐ Compare contingencies, inspection terms and requested concessions.
- ☐ Review closing date, occupancy, included items and special terms.
- ☐ Consider both the financial result and the likelihood of closing.
- ☐ Ask questions before accepting, rejecting or countering.
- ☐ Keep negotiations confidential and follow documented deadlines.

Offer comparison notes

Offer	Price	Financing	Key terms / concerns
A			
B			
C			



From contract to closing

The signed contract controls the transaction. Dates, obligations and remedies vary by contract and negotiated terms. Keep a current timeline and rely on the appropriate real estate, legal, title, lending, inspection and tax professionals for advice within their roles.

Milestone	Date / deadline	Completed
Effective date		
Initial deposit		
Additional deposit		
Inspection period		
Financing or loan milestones		
Appraisal, if applicable		
Association application or approval, if applicable		
Final walk-through		
Closing		

Inspection readiness

- ☐ Keep utilities on and provide safe access to systems and components.
- ☐ Replace HVAC filters and confirm smoke and carbon monoxide alarms operate as applicable.
- ☐ Confirm appliances, doors, windows, fans and fixtures operate as represented.
- ☐ Clear access to electrical panels, water heaters, HVAC equipment and attic openings.
- ☐ Keep receipts and permits for completed work.
- ☐ Review any buyer request with your agent and respond according to the contract and your decisions.
- ☐ Use appropriately licensed professionals when work requires it.



Closing preparation

A clean handoff protects the transaction and leaves the home ready for its new owner. Confirm timing before disconnecting services or removing anything attached to the property.

About two weeks before

- ☐ Schedule movers and final cleaning.
- ☐ Confirm when utilities should transfer or end.
- ☐ Arrange mail forwarding and address changes.
- ☐ Gather appliance manuals, warranties, keys and remotes.
- ☐ Confirm completion of agreed repairs and retain receipts.
- ☐ Review items that must remain under the contract.
- ☐ Coordinate signing requirements with the closing professional.

Final week and walk-through

- ☐ Finish packing and remove all personal property not included in the sale.
- ☐ Clean the home, appliances, cabinets, closets, garage and outdoor areas.
- ☐ Walk every room, drawer, cabinet and storage area.
- ☐ Provide keys, remotes and agreed access information.
- ☐ Verify the closing professional has requested documents.
- ☐ Independently verify wire instructions using a trusted telephone number.
- ☐ Keep utilities on through the agreed time.

Closing contacts

Closing company _____

Closing contact _____

Telephone _____ Email _____

Moving company _____

Other _____

Wire fraud warning: Never rely solely on emailed wiring instructions. Before sending funds, confirm the instructions directly with the closing professional using a telephone number you independently know to be correct.



Ready to discuss your sale

A checklist can organize the work. A successful sale still depends on decisions tailored to your property, your goals and the market at the time you sell. I would be glad to help you understand your options and build a practical plan.



SCHEDULE A SELLER CONSULTATION

Jim Smith, REALTOR®
James Smith PLLC | Florida Real Estate License #SL3588733

Michael Saunders & Company - Licensed Real Estate Broker
Broker: Michael Saunders
61 S. Blvd. of the Presidents, Sarasota, FL 34236

Mobile (631) 316-0400
Email JimSmith@michaelsaunders.com
Office (941) 388-4447
Website jimsmith.homes

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