

Seller-Side Transaction Playbook

Your complete guide to every phase of the home selling process - from listing consultation through post-closing.
Read through at your own pace, then let's talk.

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1 Phase 1 - Pre-Listing

Before the sign goes up

Everything from the first seller conversation through the executed listing agreement. This phase sets the tone for the entire transaction. Pricing strategy, disclosure readiness, and property preparation all begin here.

What Happens in This Phase

- â†' Listing consultation and seller motivation and timeline confirmed
- â†' Comparative market analysis (CMA) completed and reviewed
- â†' Net proceeds estimate provided
- â†' Listing agreement executed
- â†' Seller disclosure form completed - Florida Residential Disclosure
- â†' Condo and HOA disclosure documents requested (if applicable)
- â†' Property walk-through completed and pre-listing repairs identified

Pricing Strategy

The most common seller mistake is overpricing at launch. An overpriced listing loses momentum in the first two weeks - when buyer interest is highest - and often nets less than a correctly priced listing would have from day one.

Pricing Approach	Likely Outcome
List at market value	Maximum first-week exposure, strongest negotiating position, fastest pace to contract
Price 5% above market	Reduced showing volume, longer days on market, likely to reduce eventually
Price 10%+ above market	Minimal activity - property becomes stale, buyers assume something is wrong
Price slightly below market	Multiple offer scenario possible - can drive price up with competition

Florida Seller Disclosure Requirements

Florida sellers are required to disclose all known material defects that are not readily observable and that affect the value of the property. This is a legal obligation - not a negotiating choice. Failure to disclose can result in rescission and damages.

- âœ: Known roof issues, water intrusion, or mold
- âœ: Foundation, structural, or settling concerns
- âœ: Plumbing, electrical, or HVAC deficiencies
- âœ: Prior insurance claims - flooding, fire, wind
- âœ: Pest infestation history
- âœ: Any known code violations or open permits
- âœ: HOA or condo assessment information - current and anticipated
- âœ: For condos: Milestone Inspection status, SIRS status, any special assessments
- âœ: Flood zone status and prior flooding history

2 Phase 2 - Active Listing

Marketing, showings, and feedback

From the moment the listing goes live through the first accepted offer. The goal is maximum qualified exposure, strategic showing management, and timely feedback collection.

Marketing Plan

- âœ: MLS listing with full data entry, professional photography, and property description
- âœ: Syndication to Zillow, Realtor.com, Homes.com, and 200+ partner sites via MLS feed
- âœ: Targeted social media ads on Facebook and Instagram geo-targeted to likely buyer markets
- âœ: Just Listed email to buyer and agent database

âœ: Digital property brochure distributed to showing agents

âœ: Broker open house and public open house coordinated in the first 30 days

âœ: Coming soon marketing where applicable under MLS rules

When to Have the Price Adjustment Conversation

If showing volume is below expectations after 2 weeks and feedback is pointing to price, it is time to discuss an adjustment. A price reduction is easier to execute on Day 18 than on Day 60. The longer a listing sits, the more leverage shifts to buyers.

Condo-Specific Marketing

For condo listings, the marketing must address the building's compliance status proactively because buyers' agents will ask. Milestone Inspection status, SIRS completion and funding, no current or pending special assessments, and lender approval status should all be prepared upfront.

3 Phase 3 - Offers & Negotiation

Evaluating, countering, and executing

When offers arrive, speed and strategic thinking matter. Not all offers are created equal. Price is one factor - here's how to evaluate the full picture.

Offer Evaluation Framework

Purchase Price

Net to seller after commission and concessions - not the gross number.

Financing vs. Cash

Cash offers close faster and eliminate appraisal risk - verify proof of funds.

Loan Type

Conventional is strongest - FHA and VA add inspection requirements.

Earnest Money

Higher EMD signals buyer commitment - lower may be a risk indicator.

Contingencies

Fewer and shorter contingency periods favor the seller.

Closing Date

Does it align with your timeline? Can it be moved if needed?

Seller Concessions

Closing cost credits reduce net proceeds - evaluate impact carefully.

Multiple Offer Situations

When multiple offers arrive simultaneously, Florida law allows the listing agent to disclose the existence of other offers but

not their terms. Options include requesting highest and best from all parties, countering the strongest offer only, or accepting the best offer outright. All offers are documented in writing regardless of outcome.

4 Phase 4 – Under Contract

Inspections, due diligence, and contingency resolution

From executed contract to clear-to-close. The seller's role shifts to responsiveness and compliance. Every deadline matters.

What Happens in This Phase

- â†' Contract timeline master list created - all deadlines tracked
- â†' Inspection access provided - seller advised to be absent during inspection
- â†' Repair request or credit request received and response strategy determined
- â†' Appraisal access provided and results reviewed
- â†' Condo documents delivered to buyer with 3-day rescission window tracked
- â†' HOA estoppel ordered - can take 10-15 business days
- â†' Title search in progress and any issues flagged
- â†' Open permits identified and resolved before closing

Responding to Repair Requests

The seller has three practical options when a repair request arrives:

- â†' Repair - complete before closing and provide receipts to buyer
- â†' Credit - negotiate a dollar amount off closing costs or purchase price
- â†' Decline - accept the risk that the buyer may exercise the inspection contingency

In general, credits are preferable to seller-arranged repairs - they close faster, avoid disputes over workmanship quality, and are simpler to document.

Appraisal Shortfall – Your Options

- âœ: Reduce the purchase price to the appraised value
- âœ: Ask the buyer to cover the appraisal gap
- âœ: Meet the buyer in the middle - split the difference
- âœ: Dispute the appraisal by providing better comparable sales
- âœ: Allow the buyer to exercise the appraisal contingency and cancel

Open permit warning: Unresolved open permits can prevent a clear title transfer. Request a permit history pull from Broward County early in the listing process - not after an offer is in hand.

From clear-to-close through the day before closing. The seller's primary obligations are property access for the final walk-through, completion of agreed repairs, and timely document execution.

What Happens in This Phase

- â†' Clear-to-close confirmed from buyer's lender
- â†' Closing statement (ALTA) received and reviewed - confirm net proceeds
- â†' Seller proceeds wiring instructions confirmed by phone
- â†' Agreed repairs completed and receipts ready
- â†' Property cleaned and all personal items removed
- â†' Appliances and included items confirmed in place
- â†' Garage remotes, mailbox keys, and gate fobs ready for transfer
- â†' Utilities transfer or shutoff scheduled effective closing date
- â†' HOA transfer completed

Typical Seller Closing Costs - Broward County

COST ITEM	
Real Estate Commission	Both sides unless otherwise structured
Owner's Title Insurance	Seller pays in most FL transactions
Documentary Stamp Tax	State of Florida requirement
HOA Estoppel Fee	Paid to HOA or management co.
HOA Transfer Fee	Can range from nominal to \$1,000+
Pro-rated Property Taxes	Or from last payment to closing
Closing / Settlement Fee	Title company or attorney

6 Phase 6 - Closing Day

At the table and through recording

The seller signs, the property transfers, and the proceeds fund. I'll confirm everything is in place, be reachable, and resolve any last-minute issues before or at the closing table.

What Sellers Sign at the Closing Table

- â†' Warranty Deed - transfers ownership to the buyer
- â†' ALTA Settlement Statement - confirms all financial terms
- â†' Affidavit of Title - confirms no liens, unpaid taxes, or undisclosed encumbrances
- â†' 1099-S (if applicable) - IRS reporting of sale proceeds
- â†' HOA and condo transfer documents (if applicable)
- â†' Bill of Sale for personal property inclusions (if applicable)

Capital gains awareness: A home sale may trigger capital gains tax obligations. The IRS allows an exclusion of up to \$250,000 for single filers and \$500,000 for married filing jointly on the sale of a primary residence with a 2-of-5-year occupancy requirement. Consult your CPA or tax professional.

The transaction is closed - but the relationship has value that extends well beyond the closing table. I stay in touch, provide ongoing market updates, and remain your resource for anything related to South Florida real estate.

What Happens After Closing

- â†' Thank-you note or closing gift sent within one week
- â†' Homestead exemption cancellation noted if selling a primary residence
- â†' Save Our Homes portability discussion if buying another Florida property
- â†' Capital gains tax reminder - refer to CPA within 30 days
- â†' 30-day check-in call
- â†' Annual market update sent every 12 months

Save Our Homes Portability

Florida's Save Our Homes benefit allows sellers to port accumulated homestead savings to a new Florida primary residence purchased within two years of the sale. This can result in a significantly lower assessed value on the new property. Apply with the county property appraiser's office when purchasing your next home.

Thinking About Selling?

Schedule your free listing consultation and let's talk about what your property is worth and what it takes to get you to the table.

1

Schedule your free consultation

2

Review your CMA and net proceeds estimate

3

Sign your listing agreement

4

Professional photos and marketing go live

5

Receive offers, negotiate, close

[Schedule Your Free Consultation â†'](#)

Let Gillen Guide You.