REALTY EZ

2026–27 EDITION

FSBO GUIDE

SELLING ON YOUR OWN?

A practical, honest guide to selling your Florida home without an agent — and how to know when to call one.

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YOUR CALL

YOU CAN SELL IT YOURSELF. HERE'S HOW TO DO IT RIGHT.

Florida allows owners to sell their own homes. Many do it successfully — with preparation, the right paperwork and realistic expectations.

This guide covers pricing, marketing, showings, contracts, disclosures and closing. If you hit a wall, we're happy to answer questions — no obligation.

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STEP ONE

PRICING YOUR HOME

01

Price is the single biggest factor in how fast — and whether — you sell. Look at **sold** homes, not just listings, from the last 3–6 months that are similar in size, age, condition, location and features.

- Online estimates can be off by a wide margin — use them as a starting point only
- Consider an appraisal for a professional opinion of value
- Adjust for pool, water access, roof age, flood zone and upgrades
- Ask us for a free comparative market analysis

EXPOSURE

MARKETING & SHOWINGS

02

MARKETING BASICS

- [ ] Professional photos and a floor plan
- [ ] Yard sign with a phone number you'll answer
- [ ] Listings on FSBO and social platforms
- [ ] Printed flyers with key details
- [ ] Open house schedule

Showing safely

- Pre-screen callers: name, phone and proof of funds or pre-approval
- Never show alone — have a friend or family member present
- Secure valuables, prescriptions and personal documents
- Keep a sign-in log of every visitor

> **BUYER'S AGENTS**
>
> Many buyers have an agent. Decide in advance whether you'll offer compensation to a buyer's agent and put any agreement in writing.

PAPERWORK

CONTRACTS & DISCLOSURES 03

DOCUMENT	WHY IT MATTERS
Purchase contract	Use an attorney-prepared Florida contract covering price, deposit, financing, inspections, title and closing
Seller disclosure	Florida law requires disclosure of known material defects not readily observable
Flood disclosure	Required for Florida residential sales: past flood claims and federal flood assistance
Radon disclosure	Required notice in Florida contracts
Lead-based paint	Federal requirement for homes built before 1978
HOA / condo disclosures	Required disclosures and documents for association properties

GET LEGAL HELP

Contract mistakes are the most expensive FSBO error. A Florida real estate attorney or title company can prepare or review documents for a reasonable fee.

PROCESS

OFFER TO CLOSING

04

01 **Review offers**
Compare price, financing type, deposit, contingencies and closing date.

02 **Escrow deposit**
Have the buyer's deposit held by a title company or attorney — never personally.

03 **Inspections & repairs**
Expect repair requests; negotiate in writing.

04 **Appraisal & loan**
If the appraisal comes in low, be ready to renegotiate.

05 **Title & closing**
The title company prepares the settlement statement and conducts closing.

TYPICAL SELLER COSTS IN SWFL

Doc stamps on the deed ($0.70 per $100 of price), owner's title policy (customarily paid by the seller in Lee and Collier counties), prorated taxes and any HOA estoppel fees.

OPTIONS

WHEN TO CALL A PRO

05

- Few showings after 2–3 weeks
- Offers falling apart after inspection or appraisal
- You need to sell by a firm date
- You're relocating and can't manage showings
- You'd like a quick as-is cash offer

QUESTIONS? CALL US. FREE ADVICE, NO PRESSURE, NO LISTING REQUIRED.

Notes

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NEED A HAND?
WE'RE HERE.

Free pricing analysis, contract questions or a cash offer option — call anytime.

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