REALTY EZ

2026–27 EDITION

HOME SELLER'S GUIDE

PREP IT. LIST IT. SELL IT.

The room-by-room playbook for getting your Southwest Florida home market-ready and sold for top dollar.

RealtyEz.net (239) 323-4167 Office@RealtyEz.com

FOR SELLERS

PREPARATION IS WHERE THE PROFIT IS.

Homes that are clean, bright, documented and correctly priced sell faster and for more. Most of the work is simple — it just has to be done before buyers see it.

Use this guide to plan your timeline, choose improvements that actually pay off and pull together the documents Florida buyers and insurers will ask for.

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PLAN

YOUR SELLING TIMELINE

01

WHEN	WHAT TO DO
4–6 weeks out	Pricing consultation · repair list · order pre-listing inspection (optional)
3–4 weeks out	Repairs, painting, landscaping · declutter and start packing
1–2 weeks out	Deep clean · staging · photography and video
Launch week	Go live · agent preview · open house
Under contract	Inspections · appraisal · title · closing prep

SEASON MATTERS

Southwest Florida demand often rises when seasonal residents return. Your agent will help you time your launch.

ROI

IMPROVEMENTS THAT PAY

02

Spend where buyers notice — skip projects that won't return their cost.

HIGH RETURN	USUALLY NOT WORTH IT BEFORE SELLING
Fresh neutral paint	Major kitchen or bath remodel
Deep cleaning & pressure washing	Adding a pool
Landscaping & mulch	Highly personal upgrades
Lighting and fixture updates	Expensive custom finishes
Minor repairs (leaks, doors, screens)	Projects requiring long permits

GET READY

ROOM-BY-ROOM CHECKLIST

03

CURB APPEAL & OUTDOOR

- [ ] Pressure wash driveway, walks and roof
- [ ] Trim hedges and palms, fresh mulch
- [ ] Clean or paint front door
- [ ] Clean pool and lanai, repair screens

KITCHEN

- [ ] Clear countertops
- [ ] Organize cabinets and pantry
- [ ] Clean appliances inside and out
- [ ] Replace dated light fixtures

BATHROOMS

- [ ] Fresh towels and new shower curtain
- [ ] Re-caulk tubs and sinks
- [ ] Remove personal items

LIVING & BEDROOMS

- [ ] Remove extra furniture
- [ ] Neutral bedding
- [ ] Open blinds and add lamps

DISCLOSURE

04 DOCUMENTS BUYERS WILL ASK FOR

Having these ready builds trust and keeps your deal on schedule.

- **Seller's property disclosure** — Florida law requires sellers to disclose known material defects not readily observable
- **Flood disclosure** — required for residential sales in Florida, covering flood claims and federal flood assistance
- **Roof, HVAC and water heater** age and permits
- **Wind mitigation and 4-point** reports, if available
- **Survey and elevation certificate**
- **HOA / condo** documents, rules and recent budgets
- **Lead-based paint disclosure** for homes built before 1978

> **WHEN IN DOUBT, DISCLOSE**
>
> Hiding known issues can unravel a sale and create legal exposure. Talk with your agent and attorney about anything you're unsure of.

SHOWINGS

SHOWING DAY

05

BEFORE EVERY SHOWING

- [ ] Lights on, blinds open
- [ ] Set A/C to a comfortable temperature
- [ ] Put away valuables and prescriptions
- [ ] Secure pets or take them with you
- [ ] Empty trash and wipe surfaces
- [ ] Leave — buyers relax when owners aren't home

Notes

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READY WHEN YOU ARE.

Schedule a pricing consultation and a custom prep plan for your home.

CALL / TEXT	(239) 323-4167
EMAIL	Office@RealtyEz.com
ONLINE	RealtyEz.net
MAIL	12995 S Cleveland Ave #52 · Fort Myers, FL 33907

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