

DANTE MILLER PRESENTS

SELLER GUIDE

A concise strategy for preparing, positioning, and closing with confidence.

Tae
SELLING THE BAY

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BAY & BOROUGH AT AGILE GROUP REALTY



THE SELLING PLAN

From preparation to closing.

A thoughtful launch creates clarity, momentum, and stronger negotiating leverage.

- 1 Start with a property walk-through, goals, timing, and likely buyer profile.
- 2 Study recent sales, active competition, condition, location, and current demand.
- 3 Choose a pricing strategy designed to earn attention during the strongest launch window.
- 4 Prepare the home: repair priority items, simplify rooms, improve presentation, and plan for pets.
- 5 Launch with professional photography, compelling property copy, digital exposure, and agent outreach.
- 6 Make showings easy to schedule and review buyer feedback for useful patterns.
- 7 Compare every offer by price, financing, contingencies, timing, concessions, and projected net.
- 8 Navigate inspections, appraisal, title, buyer financing, and agreed repairs.
- 9 Complete the final walk-through, sign closing documents, and begin the next chapter.

WHAT TO HAVE READY

- 1 Your ideal closing and move-out timeline
- 2 Recent improvements and known property concerns
- 3 Mortgage balance, next-home plan, and priorities

HOW DANTE USES IT

- 1 Builds the pricing and preparation strategy
- 2 Sequences photography, launch, and showings
- 3 Anticipates negotiation and closing decisions

WHY THIS INFORMATION MATTERS

Your timing, property condition, priorities, and next move affect pricing, preparation, and negotiation. Sharing the full picture helps Dante build a launch plan that protects your schedule, positions the home clearly, and anticipates obstacles before buyers do.

WIN THE FIRST IMPRESSION

Price. Present. Promote.

Buyers compare your home with every active alternative. The launch must make the value easy

PRICE

Use condition, location, timing, and competition to establish a defensible range.

PRESENT

Declutter, clean, repair priority items, and let professional imagery tell the story.

PROMOTE

Reach buyers through MLS distribution, digital campaigns, agent networks, and direct outreach.

Offer review: look beyond the headline

The strongest offer is not always the highest price. Compare financing strength, deposits, inspection terms, appraisal exposure, requested concessions, closing date, occupancy, and the likely path to a successful closing.

Clear compensation conversations

Broker compensation is negotiable. Sellers may choose whether to offer buyer concessions or compensation, subject to written approval and current rules. Dante will explain the available options and their marketing implications.

BUILD THE LAUNCH

Win before listing day.

The first week is usually the strongest attention window. Preparation makes that moment work harder for you.

1

START WITH THE DESTINATION

Set the ideal closing date, move-out plan, next-home needs, and financial priorities. Timing choices affect preparation, occupancy, and which offer may fit best.

2

READ THE COMPETITION

Recent sales show what closed; active and pending listings show what buyers see today. Condition, updates, lot, location, insurance profile, and concessions all influence the comparison.

3

PRICE FOR THE LAUNCH WINDOW

The market gives the clearest feedback early. A price that attracts qualified buyers can create urgency, while chasing the market later can cost attention and leverage.

4

PREPARE WHAT BUYERS NOTICE

Prioritize cleanliness, light, curb appeal, obvious maintenance, odor control, and uncluttered rooms. Address insurability concerns early when practical, especially roof and major systems.

5

MARKET THE COMPLETE STORY

Photography earns the click; accurate details and thoughtful copy earn the showing. Easy access, digital distribution, agent outreach, and fast follow-up help convert interest into offers.

DANTE'S INSIDER NOTE

The best preparation plan is not the longest repair list. It is the smallest set of improvements most likely to strengthen confidence, presentation, and net proceeds.

FROM SHOWINGS TO CLOSING

Protect the path to sold.

An accepted offer is a major milestone, not the finish line. The strongest terms are the ones most likely to close cleanly.

6

MAKE ACCESS EASY

Showing friction reduces opportunity. Keep the home ready, protect valuables and medications, manage pets, and look for patterns in feedback rather than reacting to one comment.

7

COMPARE RISK AND NET

Review price alongside financing, deposits, concessions, inspection terms, appraisal exposure, closing date, occupancy, and the buyer's ability to perform. Calculate the projected net for each serious offer.

8

MANAGE THE CONTRACT PHASE

Inspections, appraisal, title, buyer financing, repairs, and insurance can create pressure points. Document agreements, meet deadlines, and keep the home in the promised condition.

9

PLAN THE HANDOFF

Complete agreed work, retain receipts, remove belongings, maintain utilities through the required time, gather keys and remotes, and verify wiring instructions directly before sending funds.

DANTE'S INSIDER NOTE

A smooth closing is built through small, early decisions: realistic timelines, complete disclosures, documented repairs, and quick answers when the buyer's team needs information.

KNOW MORE BEFORE YOU LAUNCH

Inspect or appraise first?

A pre-listing inspection or appraisal is not necessary for every home. Used strategically, either one can reduce uncertainty and improve decision-making.

1

PRE-LISTING INSPECTION

A licensed inspector can identify system, safety, maintenance, and insurability concerns before buyers do. That gives you time to repair, obtain estimates, adjust the price, or disclose and sell as-is with clearer expectations.

2

POTENTIAL SELLER ADVANTAGES

Early knowledge can support cleaner disclosures, reduce surprise repair demands, improve buyer confidence, and help protect the timeline. A completed report can also help Dante prepare answers before showings begin.

3

PRE-LISTING APPRAISAL

An independent appraisal can provide another opinion of value when the home is unusual, comparable sales are limited, ownership or estate decisions require support, or the pricing range needs an additional data point.

4

USE THE RESULTS CAREFULLY

A seller appraisal does not bind a buyer, lender, or future appraiser, and an inspection may uncover issues that require disclosure. Review the purpose, cost, timing, and likely impact with Dante before ordering either service.

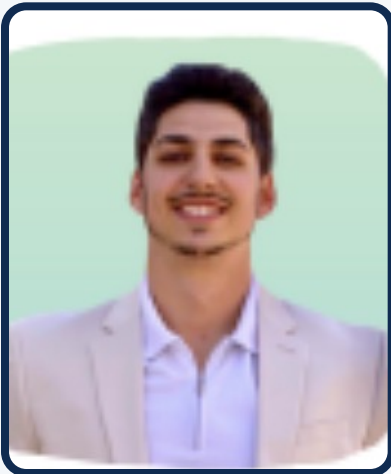
THE STRATEGY

The goal is not to prove the home is perfect. It is to replace avoidable surprises with choices - repair, document, price, disclose, or negotiate from a more informed position.

YOUR TRUSTED TEAM

Preferred partners.

Strong representation works best with responsive, experienced partners beside you.



FINANCING

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DUE DILIGENCE

Meet your inspector.

A thorough inspection helps you understand the property, prioritize concerns, and make informed decisions.



Ariel Alvarez

Certified Professional Inspector (CPI)

Owner and inspector of Alvarez Advanced Home Inspections LLC. Full home inspections identify existing issues and help clients prepare for repairs and ownership with clearer expectations.

Services & availability

- 1 Full home inspections
- 2 Weekend appointments
- 3 English-Spanish bilingual service
- 4 Cash, first-time buyer, returning-client, and military discounts

Contact Alvarez Advanced Home Inspections

Call or text: (717) 538-1513

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What is your next move?

Scan the code and answer a few quick questions.
Choose buying or selling and receive a personalized next step from Dante.



SCAN TO START THE 60-SECOND SURVEY

No pressure | Local expertise | A clear next step