

Seller's *Guide*

AN EXPERIENCE THAT MOVES YOU



Keyes®



ELIZABETH COSTA

DORAL & MIAMI REAL ESTATE
LUXURY- NEW CONSTRUCTION
RELOCATION - EXPIRED LISTING

Founding Member & Shareholder of

LP
LUXURY
PORTFOLIO
INTERNATIONAL

Leading
REAL ESTATE
COMPANIES
IN THE WORLD

Forbes
GLOBAL PROPERTIES



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Elizabeth Costa Real Estate



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ELIZABETH COSTA
REAL ESTATE GROUP

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No matter your reason for selling, the decision to put your home on the market marks the start of an exciting and complex journey. There will be important choices ahead, from getting your home ready to attracting the right buyers and navigating offers. Rest assured, I'll be here to guide and support you at every turn.

With Keyes' 100 years of market expertise and my deep understanding of the local area, I'll work to highlight your home's full potential and secure the best outcome possible. Whether it's designing a custom marketing plan or handling the finer details of negotiations, you can trust that you're in experienced hands.

Saying goodbye to a home full of memories can be hard enough. Let us take care of everything, so you can begin your next chapter.

Let's get started!



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The Keyes Difference

With our century of expertise, local knowledge, and comprehensive marketing strategies, we provide unparalleled service. With Keyes, you benefit from a powerful combination of traditional real estate experience and innovative tools designed to reach today's buyers. Our extensive network, both locally and internationally, ensures that your home is showcased to the largest audience. We also offer tailored marketing plans that include engaging media, local exposure, and strategic digital and social media campaigns.

The Keyes difference goes beyond marketing your home. Our team of skilled agents provides expert guidance through every step of the process, from pricing and staging to negotiating the best deal. With Keyes, you have a partner who is dedicated to making your sale as smooth and successful as possible, backed by a century of proven results.

*We know your buyer.
Let us introduce you.*

#1

INDEPENDENT
BROKERAGE
IN FLORIDA

50+

OFFICES

4,000+

ASSOCIATES

\$9.3B+

IN SERVICES

\$7.4B+

TOTAL SALES

\$3.1B+

LUXURY
SALES

\$400M+

COMMERCIAL
SALES

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Keyes is a family-owned business with a family of services and partners: mortgage, title, insurance, property management, and a network of experts around the globe.

When you work with us, you not only get first-class service from one of Florida's longest-standing real estate brokerages, you get access to our exclusive local and global network.



Our 550-firm, 70-country, by-invitation-only network offers you the same commitment to service and local expertise that you expect from Keyes in Florida.



Luxury Portfolio International showcases \$1M+ properties to high-net worth individuals globally. Annually LPI achieves more than 7.4B page views.*



Forbes Global Properties is the exclusive worldwide real estate partner of Forbes. As Forbes' exclusive South Florida member, Keyes is the only brokerage that can put your \$2M+ listing in front of their 140 million affluent viewers worldwide every month.



*Page view metrics are sourced from annual datasets supplied by above network of associated companies

From Signing to *Celebrating.*

SELLING IN FIVE STEPS

We take special pride in utilizing industry-leading platforms to identify the best avenues and strategies that introduce your home to the most-qualified buyers, when and where they are searching.

This multi-channel mix of print and digital promotion is founded on a commitment to more intelligent data and an ability to leverage that to your benefit.





ASSESS

The sales process starts with a comprehensive assessment of your home's value. This includes a market analysis to determine the best listing price based on local trends, comparable sales, and your home's unique features. We will also discuss your goals and timing to craft the strategies that make the sale work for you.

PREPARE

It's time to get your home – and you – market ready. This might involve staging, repairs, enhancements to curb appeal, and anything else we can do to present your home in its best light. As more and more buyers begin their search online, we leverage a professional mix of photography and videography to showcase your home's full potential.

MARKET

Our marketing plan goes to work before your home even hits the market, generating buzz amongst neighbors and agents alike. When it goes live, we give your home maximum exposure through online and offline advertising channels. Keyes' global network will attract the widest pool of qualified buyers.

CONTRACT

Once offers start to come in, we will guide you through the negotiation stage to ensure you get the price and terms you need to feel comfortable in your sale. During this period, we will evaluate each offer, respond strategically, and work toward an agreement that achieves these goals.

CLOSE

After you accept an offer, we move through the closing process. This includes handling the inspection and appraisal periods and any resulting final negotiations. I will be with you to make sure all we address all details, meet all deadlines, and leave the closing table with a successful sale.





7

Assess

DISCOVER YOUR MOTIVATIONS

Market Analysis

01. Evaluate recent comparable home sales.
02. Review homes currently for sale.
03. Understand local market conditions.
04. Determine your home's unique qualities.

Home Evaluation

Overall Condition: Major systems like HVAC, roof, plumbing, electrical, and foundation.

Interior Features: Layout and flow, including room sizes, floor plan, and functionality.

Kitchen and Bathroom: Pay special attention to the condition and design of these important spaces.

Upgrades & Improvements: Florida buyers understand the value of recent updates like appliances and windows.

Location, Lot Size, & Outdoor Space: These are three of the most important aspects of the Florida lifestyle.



Setting a Strategy

Pricing: The right price is critical to drive interest in your home.

Buyer Profile: Who are your most likely buyers and how do we position your home for them?

Flexibility & Timing: Are you listing during peak buying season? Are you able to accommodate multiple showing windows and open houses?

Negotiation Approach: Our approach will differ if you are most interested in the highest price, a quick close, or favorable sale terms.



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THE KEYES DIFFERENCE

- Our deep ties to the community allow us to better understand local buying trends.
- We leverage the latest real estate technology to give us better information and help you make more informed decisions.
- A detailed CMA, combined with our understanding of your home's individual features offers a tailored plan for your sale.
- Unique sales solutions allow you to choose a process that works for you.



2

Prepare

POSITIONED FOR SUCCESS

Your Home

Decluttering: Create a clean, open space where buyers can envision their lives.

Repairs: Address small blemishes like chipped paint or broken fixtures. Consider small upgrades like a fresh coat of paint.

Deep Clean: Hiring professional cleaners gives your home a fresh look during open houses and private showings.

Curb Appeal: First impressions aren't a cliché. Arriving at a well-maintained home makes a difference.

Staging: Highlight the best features of your home. Staged properties often sell faster and for higher prices.

You

Emotions: Selling a home with personal memories can be challenging. Part of prepping to sell is focusing on the opportunity in your next chapter.

Expectations: Stay informed about the process and realistic about the sale. Pricing, timing, and buyer negotiations are fluid.

Flexibility: A key aspect of a successful sale is making sure your home is accessible to as many buyers as possible.

Finances: Have a clear picture of your financial situation. Closing costs, repairs, and other negotiations will affect your final proceeds.

Documentation: Gather important property paperwork, including warranties, utility bills, repair records, and more.



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THE KEYES DIFFERENCE

- Sell on your terms. Your goals will determine the best plan to sell your home, and Keyes has options to help you achieve them.
 - Open Market
 - Pre-sale Renovation Programs
 - Buy Then Sell
 - Leaseback
- In addition to selling programs, Keyes also offers unique buyer programs as you look for your next home.
- Our partners offer comprehensive property-specific reports that offer buyers and agents the clearest look at your home.
- Global partnerships that offer you the same level of care and expertise in 70+ countries, wherever the journey takes you.
- Your agent is backed by a full team of industry professionals dedicated to your success



Accurate Pricing is *Critical*

Combining attractive pricing and thoughtful presentation is essential for a successful sale. Accurate pricing – at or around market value – quickly captures the attention of more potential buyers.

The first two to three weeks on the market are crucial as buyers display higher interest in new listings. As a home sits on the market, chances for a below market sales price increase.

Costs of the Sale

Existing Mortgage Payoff: Proceeds will cover any remaining balance, interest, and prepayment penalties.

Home Equity Loans: If you have borrowed against your equity, you will pay that off at closing.

Closing Costs: Usually around 2–3% of the sale price.

Moving Expenses: Vary based on the length of your move and the number of belongings you bring with you.

Staging & Improvements: This cost is up to you and depends on the size and condition of the house.

Capital Gains Taxes (if applicable): Exemptions exist for primary residences. This federal tax only applies if the profit exceeds certain amounts.

Seller's Title Insurance Policy: Optional to protect the buyer from any claims that arise after closing.



TOP STAGING TIPS

01. Declutter Your Home: Clear out personal items. Buyers will look everywhere, including your closets and cabinets. Emptier spaces will allow them to imagine how their own belongings will fit and create an emotional connection to the home.

02. Make it Shine: Your home should be “hotel clean.” Hire a cleaning company if you don’t have time to clean thoroughly.

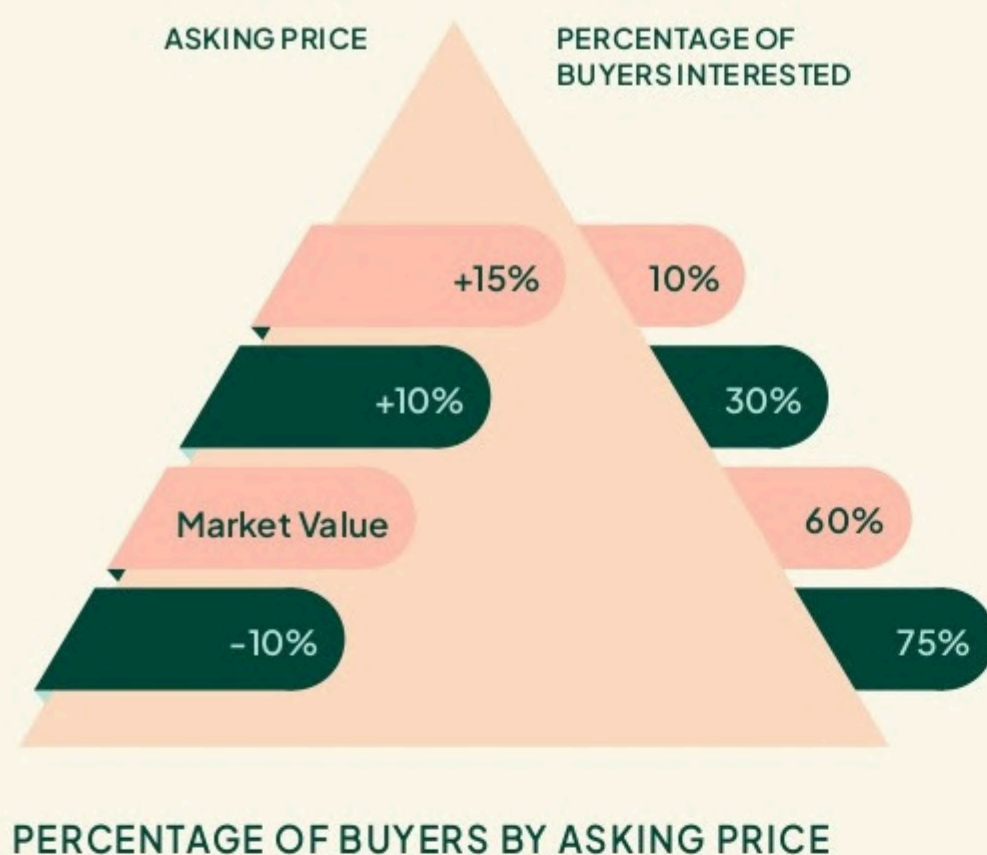
03. Stay Neutral: Paint the walls a fresh, unassuming color. Your home’s next owner can choose their own bold colors or feature walls.

04. Clean Carpet: Clean or replace any soiled or worn carpeting. Make sure any furry friends don’t track dirt or mud once you have prepped it for showings.

05. Furnish with a Purpose: Buyers want to imagine themselves in the home. Rooms that lack a clear function are confusing, so remove conflicting furniture and choose a specific purpose for each space.

06. Keep Grass Green & Clean: Your front yard is the first impression of your home. Make sure your lawn is green and trimmed, clip any unruly shrubs, and tend to any overgrown flower beds.

Buyers stay in a vacant home for an average of five minutes, but they tour a furnished home for almost forty minutes!



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REAL ESTATE AGENT COMPENSATION

Compensation is negotiable and factors such as market conditions and your unique selling goals go into the decision of whether or not to offer compensation to a buyer's agent.





3

Marketing

WE GET YOU SOLD

Your home deserves a marketing campaign that makes buyers fall in love with your home the way you did when you purchased it.

Coming Soon: Generating a buzz among buyers before the home comes on the market.

Property Signage: A sign in the yard is still the clearest indication that a home is for sale.

Photos & Video: Let your home jump off the screen. Tell its story with quality imagery that captures attention and imagination.

Digital Showcases: Over half of all buyers start their search online. Whether they are searching on property portals, browsing on social media, or checking their emails, position your home so they see it.

Print Displays: Leverage custom brochures, flyers, and postcards for your home. When relevant for the sale, incorporate local or national advertising to engage more qualified buyers.

Agent-to-Agent: Since over 80% of buyers use a real estate agent to purchase their home, I actively network with others who also have a track record of success in your area.

Global Distribution: As more attention is paid to South Florida, your home deserves a worldwide audience. Our networks bring the eyes and attention of qualified buyers to South Florida.

THE KEYES DIFFERENCE

- No one can match our expertise and connections when marketing a home. Keyes agents blend the right mix of traditional and modern media to develop the right plan for your home.
- Our comprehensive reports give you accurate information about showings, engagement, prospective buyers, and the feedback you need to make informed decisions about your sale strategy.



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Your Home Showcased

Each marketing plan is designed to fit the property and your unique goals for the sale.

- Custom Property Website
- YouTube Virtual Tour
- Broker-to-Broker Just Listed Email
- Automatic Facebook Advertisement
- Distribution to 900+ Websites & 35 International Portals
- 24-Hour Property Information Hotline
- Buyer Email Campaigns
- Retargeted Digital Ads for Site Viewers
- Property Mailers
- Local Advertising
- Targeted Digital Campaigns
- Luxury Portfolio International Distribution*
- Forbes Global Properties Distribution**

*\$1M+ Properties

**\$2M+ Properties









4,249 SF

000
ABLES

Enter into huge private courtyard with a waterfall pool. This renovated home offers a vacation-like lifestyle. A two-story tropical haven on a corner lot under 1 acre. Near highways, shopping, dining, close to Deerfield Beach. The courtyard's inviting pool encourages seamless indoor-outdoor living. A 2021 modern tile roof enhances aesthetics. Outdoor, large landscaped yards boast paver patios. Inside, privacy is ensured with a triple split floor plan, 18-foot ceilings, glass stair panels. Retreat to the owner's suite and spa-like bathroom for ultimate relaxation. Separate guest suite for Mom or student & 672 sq ft, 3-car garage. In a NO HOA equestrian community, this property offers a distinct lifestyle.

Keyes | JESSICA DOE





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LUXURY- NEW CONSTRUCTION
RELOCATION - EXPIRED LISTING

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Parkland, FL 33067



4

Contract

SELLING DOESN'T HAVE TO BE STRESSFUL

Negotiation

You can accept, reject, or counter any offer you receive.

Key terms to review are the sale price, closing date and contingencies.

Contingencies include inspections and financing, and requests for concessions or repairs.

Once you agree to terms, each party signs the purchase agreement.

Earnest Money, Inspections, and Appraisal

The buyer will deposit earnest money (usually 1–10% of the sale price) into an escrow account to be applied to their closing costs or down payment.

An inspection, scheduled by the buyer, typically happens within the first week after signing. The buyer may request repairs or ask for a credit for any issues uncovered.

You can agree to make repairs, offer credits, or negotiate terms. Resolving concerns quickly can help prevent delays.

When financing, the buyer's lender will order an appraisal to verify that the home's value aligns with the sale price.

If the home appraises under the purchase price, you may negotiate a price adjustment or that the buyer covers the difference.

Financing Approval and Title Search

The buyer will work with their lender to secure final loan approval.

A title company or attorney will conduct a search to ensure that the property is free of liens or claims and that you have the right to sell.

You are responsible for clearing up any issues before selling.



THE KEYES DIFFERENCE

- Our in-house family of services partners offer an experienced team to help navigate the offer and contract process.
- Keyes agents utilize a robust transaction management system to meet deadlines and minimize errors during the contract stage.
- Data-driven advice helps inform every decision and keep the deal moving forward.



5

Close

IT'S TIME TO CELEBRATE

Final Details

Ensure your home is clean and empty for the buyer's final walk-through. Any promised repairs or improvements must be finished.

Review the seller's settlement statement to confirm the financial aspects of your sale.

- Final Sale Price
- Outstanding Mortgage Balance
- Agent Compensation
- Prorated Taxes
- Seller Concessions

Sign & Close

The documents you sign at closing officially transfer ownership to the buyer. These will include the deed, settlement statement, and other disclosures.

Pay off any balance on your mortgage.

The title company will record the deed with the county and make the ownership transfer official.

Receive your net proceeds from the sale and hand over the keys to your former home.

After the Sale

Make any final utility payments before transferring or cancelling the accounts.

Cancel your insurance policy.

Start to write your next chapter.



THE KEYES DIFFERENCE

- Our partners offer support throughout the closing process.
- Reach the closing table at a location that works for you, including remotely, when you work with HomePartners Title Services.
- An extended network of experts can assist if any final hiccups occur during the last stages of closing.
- A customer for life program provides you benefits after close, during your move, and as you enjoy where your journey takes you next.





When you work with us, you get the support of a full team of the best professionals in the industry! Each of us is ready to do our part in making yours a seamless and stress free Real Estate transaction.



Melissa Lopez
Senior Loan Officer



Raúl Molina
Operations Manager



Meylan Iglesias
Insurance Account Specialist



Mark Pinilla
Property Manager



Carlos Gonzalez
Atlantic Building
Inspections



Marisol Altuve
Professional Photographer
& Videographer



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Antonio Alonso
Real Estate Attorney

The Role of a Seller Representative

Your move is our motivation.

Our team of experienced agents is here to provide expert guidance and support every step of the way.



ADVISE

Develop a tailored plan that suits your timeline and financial goals.

Get help preparing your home for the market, including minor repairs, improvements and staging.



MARKET

Benefit from strategic positioning that makes your home stand out.

Access a global network of potential buyers through professional connections.

Offer virtual tours to attract long-distance buyers and provide a convenient viewing option.



FACILITATE

Organize and manage open houses and private showings to accommodate interested buyers.

Rely on skilled negotiation to secure the best possible sale terms and price.

Facilitate the escrow process and title transfer, ensuring a clear property title.

Receive guidance on your next steps post-sale, whether you're buying another property or moving out of state.

The biggest deal to you
is an even *bigger* deal to us.



elizabethcostare.com





Ready to sell your home? Explore our comprehensive Seller's Guide, exclusive tools designed to help you make smart decisions in today's market.

Your next real estate goal begins today. Let us be part of your journey.

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