



THE MAXLIFE REALTY SELLER SERIES · 2026

The Complete Orlando Home Seller's Checklist

Your step-by-step plan and 60-day timeline — from the decision to sell all the way to the closing table.

A 12-PAGE ORLANDO SELLER'S GUIDE

Ryan Solberg

MAXLIFE REALTY · ORLANDO, FL

maxliferealty.com

321.373.3536

ryan@maxliferealty.com

How to use this guide

Selling a home is a 60-to-90-day project with dozens of moving parts. This guide turns that project into a simple, sequenced checklist — so nothing slips, nothing surprises you, and you sell for the most the market will pay.

Work it top to bottom. Each phase below maps to a window of time before (and after) your home goes live. You don't need to do everything yourself — a good listing agent runs most of this for you — but knowing the whole sequence is how you stay in control and avoid the small mistakes that quietly cost sellers thousands.

THE ONE PRINCIPLE BEHIND EVERYTHING

Get the price right at launch, and present the home so well that the first wave of buyers can't ignore it. The first **10–14 days** on the market draw the most qualified buyers and the strongest offers. Every checklist item below exists to win those two weeks.

The 60-day timeline at a glance

WHEN	PHASE	WHAT'S HAPPENING
6–8 weeks out	1 · Decide & plan	Choose your agent, set the pricing strategy, order a pre-listing inspection, start decluttering
3–4 weeks out	2 · Repair & refresh	Make the repairs that matter, skip the ones that don't, build curb appeal
1–2 weeks out	3 · Stage & shoot	Stage room by room, deep clean, professional photography & video
Launch week	4 · Go live	MLS goes active, showings begin, first open house
Days 1–10 live	5 · Offers	Review offers on price <i>and</i> terms, negotiate, go under contract
30–45 days	6 · To the closing table	Inspection, appraisal, title, final walkthrough, closing day

A correctly priced, well-presented Orlando home typically goes under contract in the first two to three weeks and closes 30–45 days later.

Step 1.1

Choose the right agent

This is the highest-leverage decision you'll make — it sets your price, your marketing, and your net proceeds. Interview at least two agents and ask each of them:

- What's your **list-price-to-sale-price ratio** over the last 12 months? (Higher is better.)
- What's your average **days on market** in my specific area?
- Who shoots your listing photos — and can I see a recent example and a 3D tour?
- How do you handle **multiple offers**, and what's your plan if the home doesn't sell in 30 days?
- Can you show me a written **seller net sheet** before I sign anything?

GREEN FLAGS VS. RED FLAGS

Green: brings real closed comps, professional photo & Matterport samples, an itemized net sheet, and 10+ recent sales in your submarket. **Red:** a list price well above comps with no rationale, phone photos, a 12-month listing lock-in (90 days is standard), or vague marketing beyond "I'll put it on the MLS."

Step 1.2

Lock in the pricing strategy

Price is the single biggest lever on your outcome. Your agent should build a price band from **recently closed, genuinely comparable sales** — not Zillow's estimate and not what a neighbor is asking. Then you price *into* the search brackets buyers actually use (for example, listing at \$499,000 to capture everyone searching "under \$500k").

OVERPRICING COSTS YOU MONEY — HERE'S WHY

An overpriced home misses the motivated first-wave buyers, sits, and accumulates "days on market" — which signals to everyone that something's wrong. You then chase the market down with price cuts and usually sell for **less** than if you'd priced right from day one. Pricing correctly isn't leaving money on the table; it's how you capture the top of the market.

Step 1.3

Order a pre-listing inspection

For \$350–\$500, a pre-listing inspection tells you exactly what the buyer's inspector will find — before it becomes a renegotiation. It's one of the highest-ROI moves a seller can make, especially if you haven't scrutinized the home in years.

- Roof age and condition (the #1 Florida deal factor — insurers and lenders both care)
- HVAC, water heater, and electrical panel function
- Active leaks or past water intrusion / moisture
- Plumbing (watch for legacy polybutylene), and any WDO / termite activity
- Anything that could trigger an FHA/VA repair requirement

Step 1.4

Start decluttering & depersonalizing

Begin now — it always takes longer than people expect. The goal: let buyers picture *their* life in the home, not yours.

- Pack away ~30–50% of what's on surfaces, shelves, and counters — you're moving anyway
- Remove family photos, diplomas, religious items, and anything political or personal
- Clear closets to half-full so they read as spacious; tidy the garage
- Pre-pack out-of-season clothing, bulky furniture, and anything that crowds a room
- Rent a storage unit if needed — empty space photographs and shows far better than full

2

Repair & refresh

3–4 WEEKS BEFORE LISTING

Repair triage: fix it, price it in, or skip it

Not every repair is worth making. Sort every issue into one of three buckets:

BUCKET	WHAT GOES HERE	DO THIS
Fix (deal-killers)	Roof at end of life, active leaks, broken HVAC/water heater, safety hazards, FHA/VA-flagged items	Repair before listing — these stop financing and insurance
Fix (cheap & high-ROI)	Fresh neutral paint, worn carpet, dated light fixtures, caulking, broken hardware, power-washing	Almost always worth it — they transform photos for little money
Price it in	Kitchen/bath remodels, pool resurfacing, big-ticket cosmetic wants	Usually don't return their full cost — disclose and price accordingly

In Florida, a roof with remaining life and a working AC do more to sell a home than any renovation — they protect the buyer's insurance and financing.

DISCLOSURE ≠ REPAIR

You can sell a home with known issues. What you can't do is hide them. Florida's *Johnson v. Davis* standard requires disclosing known defects that materially affect value and aren't readily observable. Fixing is optional; disclosing is not.

Build curb appeal — the first photo and the first impression

- Power-wash the driveway, walkway, exterior walls, and roof if needed
- Fresh mulch, trimmed hedges, edged beds, and a healthy (or freshly sodded) lawn
- Paint or refinish the front door; polish or replace house numbers and the mailbox
- Clean or replace the welcome mat; add two simple potted plants by the entry
- Clean all windows inside and out; clear gutters; remove yard clutter and hoses
- Check exterior lighting — every fixture should work for evening drive-bys

3

Stage & shoot

1-2 WEEKS BEFORE LISTING

Room-by-room staging checklist

- Whole home:** deep clean top to bottom, neutralize all odors (pets, smoke, cooking), open blinds, turn on every light
- Kitchen:** clear all but 1-2 décor items off counters, empty the sink, fresh towels, bowl of lemons or simple greenery

- Living room:** float furniture to show flow and space, neutral throw pillows, define one clear focal point
- Primary bedroom:** hotel-style bedding in neutral tones, nightstands clear, closet organized and half-empty
- Bathrooms:** remove personal toiletries, fresh white towels, new caulk and grout, spotless mirrors and glass
- Outdoor living:** stage the lanai/pool area as a destination — clean furniture, clear deck, sparkling water

Photography day — get this right

Listing photos are your storefront. nearly all buyers (~96%, per NAR) use the internet to search, and the photos decide whether they click or scroll past. Treat photo day like a showing for 1,000 people at once.

- Confirm professional photography + a 3D Matterport tour (and drone/twilight for higher tiers)
- Whole home spotless and fully staged before the photographer arrives
- All lights on, blinds open, ceiling fans and TVs off, toilet lids down
- Cars out of the driveway; trash/recycling bins out of sight
- Pets and pet bowls removed for the shoot; secure any visible valuables

4

Go live
LAUNCH WEEK

Listing goes active

- Listing live on the MLS and syndicated to Zillow, Realtor.com, Homes.com, and 100+ portals
- Compelling listing description written; all fields and disclosures complete
- Lockbox and showing service (ShowingTime) set up; showing instructions clear
- "For Sale" sign installed; first open house scheduled for the opening weekend
- Required Florida disclosures attached, including the post-2024 **flood disclosure**

Keep it showing-ready (every single day it's listed)

- Beds made, dishes away, counters and floors clear and clean — daily
- Lights on and blinds open before each showing; set a comfortable temperature
- Leave for every showing (and take pets with you) — buyers won't relax if you're home

- Quick "showing kit" by the door: wipes, a lint roller, air freshener, and a checklist

5

Offers

DAYS 1-10 LIVE

Evaluate offers on more than price

The highest number isn't always the best offer. Weigh every offer on the terms that determine whether it actually closes:

TERM	WHY IT MATTERS
Financing type	Cash > conventional > FHA/VA for certainty and speed; cash skips the appraisal risk
Appraisal terms	An appraisal gap guarantee protects you if the home appraises below the offer price
Inspection / as-is	An as-is offer or short inspection window means fewer renegotiation surprises
Earnest money	A larger deposit signals a serious, committed buyer
Closing date & occupancy	Does it match your timeline? Is a leaseback possible if you need it?

IF YOU GET MULTIPLE OFFERS

Don't just take the top number. Your agent can invite "highest and best," leverage backup offers, and counter the strongest *buyer* — not just the biggest figure. The cleanest, most certain offer often nets you more than a higher one that falls apart in week three.

6

To the closing table

30-45 DAYS UNDER CONTRACT

From accepted offer to keys

Once you're under contract, the deal runs on deadlines. Hit yours, watch the buyer's, and don't change the home's condition.

- Escrow opens:** confirm the buyer's earnest money is delivered on time

- Inspection period (~7–15 days):** respond to repair/credit requests promptly — on an as-is contract the buyer can still walk for any reason here
- Appraisal:** keep the home accessible; if it comes in low, expect a renegotiation
- Title & payoffs:** return documents fast; the title company orders your mortgage payoff and HOA estoppel
- Final walkthrough:** leave the home in the agreed condition — don't strip fixtures that conveyed
- Closing day:** bring a photo ID, hand over all keys/remotes/garage openers, and your net proceeds wire out

Florida seller disclosure & document checklist

Gather these early so nothing stalls the closing:

- Seller's Property Disclosure (known material defects) and the required **flood disclosure**
- HOA / condo documents, rules, fees, and any pending or special assessments
- Survey, permits, and warranties (roof, HVAC, appliances, termite bond)
- Mortgage payoff information and any second-lien, HELOC, or solar-loan details
- Most recent property tax bill and utility account information
- Copies of any leases if the property has tenants

Moving-out & change-of-address checklist

- Schedule movers early (peak weekends book out); confirm any HOA move-out rules
- Transfer or cancel utilities for the day after closing — not before
- USPS change of address; update bank, insurance, employer, subscriptions, and voter registration
- Forward to your new home; remove all personal property unless it was negotiated to stay
- Leave manuals, spare keys, garage remotes, gate fobs, and mailbox keys for the buyer

Six mistakes that quietly cost sellers money

- Overpricing the launch** — the costliest mistake; it forces price cuts and a lower final sale
- Skimping on photos** — phone photos lose the buyers before they ever request a showing
- Refusing reasonable inspection items** — losing a solid deal over a few hundred dollars
- Being home for showings** — buyers can't emotionally "move in" with the owner watching
- Hiding a known defect** — a disclosure problem can unwind the sale after closing
- Changing the home's condition before closing** — a failed walkthrough delays or kills the deal

Know your number before you list

The first step in this whole checklist is knowing what your home will realistically sell for — and net — in today's Orlando market. I'll prepare a free, no-obligation valuation built on real closed comps for your street, plus a line-by-line net sheet.

[Get your free home valuation](#)

Call or text [321.373.3536](tel:321.373.3536) · maxliferealty.com
Ryan Solberg · MaxLife Realty

This guide is general information for Orlando-area home sellers, not legal, tax, or financial advice. Confirm specifics with the appropriate professional. © 2026 MaxLife Realty · maxliferealty.com