



Florida Realty Marketplace

RESIDENTIAL • COMMERCIAL • REAL ESTATE

Christine Selzler



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Chris@FRMFlorida.com

Welcome!

Thank you for considering me to represent you in the sale of your property.

Selling a home is one of the most significant financial decisions you'll make, and choosing the right real estate professional is an important first step. You deserve a trusted advisor who will guide you through every stage of the process with expertise, communication, and a commitment to achieving the best possible outcome.

My approach goes far beyond placing a sign in the yard or hosting an occasional open house. I provide comprehensive representation from the initial consultation through closing, utilizing proven marketing strategies, market analysis, professional presentation, and skilled negotiation to help maximize your property's value and attract qualified buyers.

With extensive knowledge of the local market, I carefully analyze current trends, comparable sales, and buyer activity to develop an effective pricing strategy. I also identify the unique features and advantages of your property and community, allowing me to create a customized marketing plan designed to generate interest and deliver results.

Most importantly, I take the time to understand your goals, answer your questions, and provide consistent communication throughout the entire transaction. My objective is to make the selling process as smooth, informed, and successful as possible.

Please take a few moments to review the information included in this presentation. I look forward to discussing your property, outlining my marketing strategy, and showing you how I can help you achieve your real estate goals.

Thank you for the opportunity to earn your trust and your business.

Warm regards,
Christine Selzler
Florida Realty Marketplace



Serving real estate in

Davenport, Windermere,
Winter Garden, Clermont,
Kissimmee and Haines City

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Guide to Selling your Home



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Why Choose Florida Realty Marketplace?

Our Commitment to You

- Your needs always come first.
- Locally owned and operated with deep roots in the communities we serve.
- Experienced real estate professionals dedicated to delivering exceptional service.
- Extensive knowledge of the local real estate market, serving buyers and sellers since 2002.
- Consistently recognized as one of the area's top-performing real estate companies.
- Prominent, high-visibility office locations that maximize exposure for your property.
- International affiliations that help attract qualified buyers from around the world.
- Strong brand recognition throughout the local real estate market.
- Comprehensive marketing strategies with both domestic and international reach.
- Dedicated full-service support team focused on providing a seamless customer experience.
- Proud recipient of a 5-Star Zillow rating.
- We invite you to see what our clients are saying by reading our Google Reviews.



Our Easy Exit Guarantee

At Florida Realty Marketplace, we believe our service should earn your business every day. If at any time you are dissatisfied with our service, simply provide written notice and we will release you from your listing agreement—no questions asked.

This guarantee does not apply once a binding contract has been executed with a buyer.



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Key Factors That Influence the Sale of Your Home

The Power of the Real Estate Network

One of the greatest advantages of listing your home is access to the entire real estate community. Through the Multiple Listing Service (MLS) and professional cooperation among brokerages, your property is exposed to thousands of real estate professionals actively working with qualified buyers.

This collaborative approach significantly expands your home's visibility. As agents identify buyers' needs, preferences, and financial qualifications, they can quickly match them with properties that best fit their criteria—including yours. The result is maximum exposure and a greater opportunity to attract the right buyer.

Strategic Pricing and Market Positioning

Today's buyers have access to more information than ever before. They carefully compare available homes based on price, location, condition, features, and overall value.

Even buyers unfamiliar with a neighborhood quickly develop an understanding of market value after viewing several properties. For this reason, proper pricing from the beginning is critical. A home that is competitively priced based on current market conditions, location, condition, and comparable properties is more likely to generate interest, showings, and strong offers.

The goal is to position your home favorably within the marketplace so it stands out among competing properties.

The Role of Your Listing Agent

A successful listing agent serves as both a marketing expert and transaction coordinator. While the ultimate goal is to sell your home, the listing agent's primary responsibility is to create maximum exposure, attract qualified buyers, negotiate on your behalf, and guide the transaction from listing to closing.

Because thousands of agents are working with buyers, the buyer's agent often introduces the eventual purchaser. Your listing agent's role is to coordinate the marketing strategy, protect your interests, communicate throughout the process, and ensure the transaction proceeds as smoothly and successfully as possible.



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Our Shared Goal: Successfully Selling Your Home

Achieving the Best Possible Price

Our goal is to help you maximize your home's value through strategic pricing, professional marketing, and skilled negotiation. By positioning your property competitively in the marketplace, we work to attract qualified buyers and secure the strongest possible offer. The result is simple: maximizing your net proceeds at closing.

Selling in the Shortest Reasonable Time

A well-priced and properly marketed home typically attracts more buyer interest and generates faster results. Our proven marketing strategies are designed to create maximum exposure from day one, helping your property stand out and sell efficiently so you can move forward with your plans and access your equity sooner.

Securing the Most Favorable Terms

A successful sale involves much more than just the purchase price. Important details such as financing terms, closing costs, inspection negotiations, possession dates, and included personal property can significantly impact your overall outcome.

Our role is to advocate for your interests throughout the negotiation process, helping you secure terms that align with your goals while ensuring a smooth and successful transaction from contract to closing.

A Partnership for Success

The most successful transactions occur when homeowners and their real estate professional work together through open communication, trust, and a shared commitment to achieving the best possible result.



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The Five Key Factors That Determine the Successful Sale of Your Home

Every home sale is influenced by five critical factors. Understanding and balancing these elements is the key to attracting buyers, generating offers, and achieving the best possible result.

1. Condition

The way your home shows to prospective buyers plays a major role in its marketability. Cleanliness, maintenance, updates, curb appeal, and overall presentation can significantly impact buyer interest and perceived value.

2. Location

Location is one factor that cannot be changed. Neighborhood amenities, schools, access to employment centers, shopping, recreation, and overall desirability all influence buyer demand and property value.

3. Market Conditions

The real estate market is constantly changing. Interest rates, inventory levels, buyer demand, and economic conditions all affect how quickly homes sell and the prices buyers are willing to pay.

4. Terms

Price is important, but so are the terms of the sale. Financing, closing timelines, contingencies, seller concessions, possession dates, and other contract terms can make an offer more or less attractive.

5. Price

Price is the factor that receives the most attention from buyers and has the greatest impact on market response. A home priced appropriately for its condition, location, market conditions, and terms will typically attract more interest and stronger offers.

The Formula for Success

When these five factors are carefully evaluated and aligned, your home is positioned to sell for the highest possible value in the shortest reasonable time. Our job is to help you develop a strategy that balances all five elements to maximize your results and create a successful sale.



Professional Marketing That Makes Your Home Stand Out

Our experienced marketing team combines innovative strategies, professional presentation, and broad market exposure to showcase your home's unique features and attract qualified buyers. We don't just list homes—we position them for success.

Professional Marketing Services Include:

- Collaborative team approach focused on achieving your goals
- Professional, high-quality photography to showcase your home's best features
- Prominent yard signage to attract local buyer interest
- Immersive 360° virtual tours for online buyers
- Professionally designed property brochures and marketing materials
- Dedicated property website highlighting your home's unique features
- Enhanced exposure on leading real estate websites, including Zillow, Realtor.com, Homes.com, and other major platforms
- Video marketing and virtual property tours distributed through online channels
- Syndication to hundreds of real estate websites for maximum visibility
- Optional "Just Listed" and Open House events
- Promotion through our local, regional, national, and international brokerage networks
- Ongoing monitoring of online traffic and buyer engagement
- Targeted marketing to qualified buyers within the Florida Realty Marketplace database
- Professional staging recommendations to help maximize value and buyer appeal
- Optional home warranty programs to provide added buyer confidence
- Timely feedback from showings, agents, and prospective buyers to help guide marketing decisions

Maximum Exposure. Maximum Opportunity.

Our goal is to place your home in front of the largest possible audience of qualified buyers while providing you with regular communication and market feedback throughout the selling process.



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Frequently Asked Questions About Selling Your Home

How do you determine the listing price for my home?

We analyze recent sales, active listings, market trends, your home's condition, location, features, and buyer demand to recommend a pricing strategy designed to attract buyers while maximizing your return.

How long will it take to sell my home?

Every property and market is different. Factors such as price, condition, location, competition, and market conditions all affect the time it takes to sell. Our goal is to position your home to sell in the shortest reasonable timeframe while achieving the best possible outcome.

What can I do to prepare my home for sale?

Decluttering, deep cleaning, improving curb appeal, completing minor repairs, and staging key areas can significantly improve your home's appeal and help buyers envision themselves living there.

Do I need to be present during showings?

No. Buyers are typically more comfortable viewing a home without the seller present, allowing them to explore freely and discuss the property openly with their agent.

Will I need to make repairs before selling?

Not necessarily. Some repairs may increase your home's marketability, while others may not provide a significant return. We will help you identify improvements that are most likely to benefit your sale.

How will my home be marketed?

Your property will receive professional marketing exposure through the MLS, major real estate websites, social media, email campaigns, buyer databases, professional photography, virtual tours, brokerage networks, and other targeted marketing strategies.

What happens when an offer is received?

We will review the offer with you, explain all terms and conditions, discuss negotiation strategies, and help you make an informed decision.

Frequently Asked Questions About Selling Your Home - Con't

What costs can I expect when selling my home?

Typical seller expenses may include title fees, recording fees, prorated property taxes, HOA fees, mortgage payoff costs, negotiated concessions, and brokerage compensation. We will provide an estimate of your net proceeds before listing.

What if my home doesn't sell right away?

We continually monitor market activity, buyer feedback, and online engagement. If needed, we will adjust the marketing strategy or pricing to keep your home competitive in the marketplace.

Can I sell my home and buy another at the same time?

Yes. Many homeowners coordinate both transactions. We can help you develop a strategy that aligns your sale and purchase timelines.

What happens after my home goes under contract?

The buyer will typically complete inspections, secure financing, and obtain an appraisal. We will coordinate the process, manage deadlines, and keep you informed every step of the way.

What is a home appraisal?

An appraisal is an independent estimate of your home's value ordered by the buyer's lender to confirm that the property's value supports the loan amount.

How often will I hear from you?

Communication is a top priority. We provide regular updates regarding showings, buyer feedback, marketing performance, offers, and transaction milestones.

Why should I choose Florida Realty Marketplace?

We combine local market expertise, innovative marketing, professional guidance, skilled negotiation, and exceptional customer service to help our clients achieve their real estate goals with confidence.

