

FRANCESCA FIORNOVELLI

PRESENTS

SELLER'S GUIDE

Your Complete Roadmap to Selling Your Miami Home

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WELCOME

A Message from Francesca

Thank you for considering me as your guide through one of the most important financial decisions you'll ever make — selling your home.

After 18 years helping Miami homeowners achieve top dollar for their properties, I know that selling is about more than just listing your home online. It's about strategy, preparation, pricing, and expert negotiation.

This guide is designed to give you a clear understanding of the selling process, what to expect at each stage, how to prepare your home for maximum value, and the common mistakes sellers make (and how to avoid them).

My goal is simple: help you sell faster, for the highest price, with the least amount of stress. You bring the vision — I bring the expertise.

Let's get your home sold.

— **Francesca Fiornovelli**

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THE PROCESS

7 Steps to a Successful Sale

1 Schedule Your Consultation

We'll meet to discuss your goals, timeline, and expectations. I'll assess your property and provide an honest overview of the current market conditions in your area.

2 Price It Right

I'll prepare a detailed Comparative Market Analysis (CMA) based on recent sales, active listings, and market trends. Strategic pricing attracts more buyers and stronger offers.

3 Prepare Your Home

First impressions matter. I'll advise on repairs, decluttering, staging, and curb appeal improvements that maximize your home's perceived value without overspending.

4 Professional Marketing

Your home gets high-quality photography, virtual tours, targeted social media campaigns, MLS exposure, and distribution across all major real estate platforms.

5 Showings & Open Houses

I coordinate private showings and open houses, providing feedback from every visit. You'll always know exactly what buyers are thinking and saying.

6 Negotiate the Best Deal

When offers come in, I analyze every detail — price, contingencies, financing, timeline — and negotiate aggressively to get you the highest price with the best terms.

7 Close with Confidence

I manage inspections, appraisals, title work, and closing coordination. You sign, hand over the keys, and walk away with maximum value for your property.

CHECKLIST

Your Seller Checklist

Before Listing

- Schedule a consultation with Francesca for a market analysis
- Research your home's estimated value using recent comparable sales
- Address any deferred maintenance or necessary repairs
- Deep clean your entire home (or hire a professional service)
- Declutter and depersonalize — remove family photos and excess furniture
- Consider professional staging (I can recommend trusted stagers)
- Boost curb appeal — fresh landscaping, clean entryway, new welcome mat
- Gather all property documents (survey, HOA docs, permits, warranties)

During the Listing Period

- Keep the home clean and show-ready at all times
- Be flexible with showing schedules — especially evenings and weekends
- Secure valuables and personal items before each showing
- Leave the home during showings so buyers can explore freely
- Review showing feedback with Francesca after each visit
- Monitor market activity and adjust strategy if needed

From Offer to Closing

- Review all offers with Francesca (price, contingencies, timeline, financing)
- Accept, counter, or negotiate the strongest offer
- Cooperate with the buyer's home inspection
- Negotiate any repair requests or credits
- Ensure the appraisal supports the agreed price
- Review and sign closing disclosure documents
- Complete your final walkthrough obligations

Hand over keys and celebrate your successful sale

PRICING

The Truth About Pricing

Overpricing is the #1 mistake sellers make.

Homes priced too high sit on the market longer, attract fewer buyers, and often sell for LESS than they would have at the right price. The first 2 weeks on the market are critical — that's when buyer interest peaks.

A Comparative Market Analysis (CMA) is essential.

I analyze recent sales of similar properties in your area, current active listings (your competition), and market trends to determine the optimal listing price. This isn't a guess — it's data-driven strategy.

The right price attracts multiple offers.

In Miami's competitive market, strategic pricing can create urgency and competition among buyers. Multiple offers give you leverage to negotiate above asking price.

Price reductions signal weakness.

If your home is overpriced and you're forced to reduce later, buyers wonder what's wrong with it. Getting it right from day one is critical to maintaining buyer confidence.

FRANCESCA'S TIP

I offer a Cancel Anytime Guarantee. If you're ever unhappy with my service, you can walk away — no penalties, no obligations. My job is to earn your trust through results, not lock you into a contract.

AVOID THESE

5 Costly Mistakes Sellers Make

1 Overpricing based on emotions

Your home has sentimental value, but buyers pay market value. Emotional pricing leads to longer days on market and lower final sale prices.

2 Skipping pre-listing preparation

Buyers judge in the first 10 seconds. Dirty carpets, cluttered rooms, and deferred maintenance cost you thousands in perceived value.

3 Poor quality photos

95% of buyers start their search online. Dark, blurry phone photos make even a beautiful home look unappealing. Professional photography is non-negotiable.

4 Being inflexible with showings

Every missed showing is a missed offer. The more accessible your home is, the faster it sells and the more competition you create.

5 Selling without expert representation

FSBO (For Sale By Owner) homes sell for an average of 23% less than agent-assisted sales. My negotiation skills, marketing reach, and market expertise protect your bottom line.

READY TO SELL YOUR MIAMI HOME?

Let's start with a free, no-obligation home valuation.
I'll show you exactly what your property is worth in today's market.

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Brickell · Edgewater · Miami Beach · Aventura
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