PURSUIT
REAL ESTATE

A NORTHEAST FLORIDA SELLER GUIDE

Prepare Your Home to Sell

What to fix, what to skip, and how to get ready for photos.



“Hamptons Kitchen Design 1” by JessofWoodnCo · CC BY-SA 4.0 · Cropped

A note from Jeff Riber, Broker

When I walk a home with a seller, I look at what buyers will notice first and what could slow down a sale. Then we compare the work with the competing listings, your budget, and your move date.

Start with a 15-minute walk-through

Look at the house from the street, walk in through the front door, and take photos of the two or three areas you’re unsure about.

Jeff Riber, Broker

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BEFORE YOU HIRE ANYONE

Where to spend

Start with small fixes people will see in the photos or encounter on a tour.

Do before photos

Deep-clean the kitchen and baths. Clear counters and walkways. Replace burned-out bulbs, tighten loose handles, and repair torn screens. Tidy the front walk and entry.

Ask Pursuit first

Before replacing flooring, repainting the whole house, or updating fixtures throughout, get a quote and talk it through with us. We'll weigh the cost and timing against comparable homes and what buyers are likely to notice.

Factor into pricing or negotiation

If a dated kitchen still works well, clean it thoroughly and discuss how its condition should factor into the asking price. For major systems, gather the records and discuss your options early.

How this worked for one Pursuit seller

A seller called me when a job move left him with a house to prep and little time to manage the work. His list included flooring, paint, plumbing, fixtures, electrical work, and a deep clean.

We walked through the home, looked at the market, and narrowed the list to the work that made sense before listing. We also lined up contractors who could be paid at closing.

Under 60 days from the first call to closing

Before you approve a bigger project

Send me photos, any quote you have, and your target move date. We'll help you decide which projects fit your timeline.

WALK YOUR HOME

Room by room

Follow the route a buyer would take. Check off each item as you go.



Clear the counters and island before photos.

“Kitchen” by Naomi Hébert · CC0 1.0 · Cropped

Curb and entry

- [ ] Mow, edge, and clear the walkway.
- [ ] Clean the front door and mat. Check the porch light.

Living and dining

- [ ] Open up walkways and pack excess furniture or personal items.
- [ ] Open window coverings and match bulb color within each room.

Kitchen

- [ ] Clear counters. Clean appliances, cabinet fronts, and the sink.

Bedrooms and baths

- [ ] Make beds and clear nightstands.
- [ ] Clean grout and mirrors. Put out fresh towels and clear the vanity.

Closets and garage

- [ ] Pack items you rarely use so buyers can see the available storage.

Lanai, patio, and pool area

- [ ] Sweep, wipe furniture, clear clutter, and patch torn screens.

NORTHEAST FLORIDA

Check these early

Use the clues below to decide what to investigate before you set a photo date.

Older roof or missing records

Find the installation date, permit or invoice, and any existing four-point or wind mitigation report. Ask an insurance agent what information a buyer may need for a quote.

Water stains, damp smells, or recurring mildew

Have the source assessed if it’s unclear or the issue keeps returning. Keep the invoice and repair date for any past leak or moisture work.

Addition, enclosed lanai, or major renovation

Pull your permits and contractor records. If the file is incomplete, ask the local building department about permit status and any next steps.

Inherited property or a known title concern

Tell your Pursuit agent early. Bring in the title company to identify what records or additional help may be needed.

HOA, condo association, or CDD

Gather the dues, assessments, and relevant association documents. Have a recent statement handy so you can confirm the amounts.

Should you get a pre-listing inspection?

Tell us what you found on the walkthrough. We’ll discuss whether a targeted professional check or a full inspection makes sense for your home.

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Countdown to photos

Photo date _____ Target listing date _____

Start two to three weeks ahead

- ☐ Walk through the home and agree on your priority list with Pursuit.
- ☐ Gather property records and start any checks that fit your home.
- ☐ Book the trades, cleaner, and photographer you'll need.

The week before

- ☐ Finish repairs and curb work. Pack extras and clear walking paths.
- ☐ Schedule the deep clean after repair work and before photos.

A day or two before photos

- ☐ Finish cleaning, wash windows, and check the lights in each room.

Photo day

- ☐ Open blinds, turn on lights, and switch ceiling fans off.
- ☐ Make beds, clear counters, put toilet lids down, and tuck away cords.
- ☐ Move cars out of the driveway and put bins and pet gear away.

Before showings

- ☐ Plan for pets. Take out trash and avoid heavy fragrances.
- ☐ Secure medications, valuables, and personal papers. Clear walkways.

Want help deciding what to tackle?

Send me photos of the two or three areas you're unsure about. I'll help you decide what to tackle before listing and what to factor into pricing.

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