

HOME SELLING GUIDE: 2026 EDITION

World-Class Marketing. Global Reach. Local Expertise.



*The Ultimate Guide to Selling Your Home in
Orlando & Beyond*



LUXURY



Sanz Luxury Team

MEET THE SANZ LUXURY TEAM

Your Trusted Luxury Listing Experts

Based in the heart of Lake Nona and recognized as the **#1 Listing Agent in VillageWalk, Lake Nona**, the **Sanz Luxury Team** is known for delivering high-level marketing, strategic pricing, and powerful negotiation for sellers across Central Florida.

Ranked in the **Top 2% out of more than 20,000 Central Florida real estate agents** and proudly positioned at **#276 of the Top 300**, we represent homeowners who expect exceptional results and elite representation.

We specialize in representing homeowners who expect more; more exposure, more strategy, more discretion, and more results.

From Lake Nona to Orlando's most sought-after luxury communities and international investment properties, we position every home to stand out and sell with purpose.

WHY CLIENTS CHOOSE US:

- Lake Nona resident and community expert
- #1 Listing Agent in VillageWalk, Lake Nona
- Ranked Top 2% of 20,000+ Central Florida agents
- Top 300 Agent; #276 in Central Florida
- Seller-focused representation
- Global exposure through eXp Luxury
- Concierge-level service from start to closing



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WE BELIEVE
EXTRAORDINARY HOMES
DESERVE
EXTRAORDINARY MARKETING

Selling your home is more than just a transaction, it's a strategic financial decision.

Our approach is designed to maximize your property's value while delivering a seamless and elevated experience.

We combine market intelligence, luxury marketing, and expert negotiation to ensure your home stands out and sells for top dollar.

WHAT YOU CAN EXPECT:

- Strategic pricing backed by real-time market data
- Global luxury marketing exposure
- Elite negotiation representation
- Concierge preparation and staging guidance
- Clear communication and transparency

We go beyond traditional methods.

We utilize advanced digital strategies, captivating imagery, and best-in-class technology to showcase your property's unique story.



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Our *Achievements*

2026:
Top 2% Real Estate Agent in Central Florida | Ranked #276 out of 20,000+ agents

2025:
Top 1% Real Estate Agent in Central Florida | Ranked #115 out of 20,000+ agents

2025:
57 Volume Sold

2024:
47 Volume Sold

2023 - 2026:
eXp Luxury Certified

2023 - 2026:
Certified Luxury Home Marketing Specialist

2023 - 2025:
#1 Listing Agent in VillageWalk, Lake Nona

2023 - 2025:
#1 Buyer's Agent in VillageWalk, Lake Nona

2023:
Gold & Silver - Million Dollar Club

2023 - 2025:
3x ICON Agent - Among the top-performing premier agents at eXp Realty

2023:
46 Volume Sold

2022 - 2026:
Gold Key Certified



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What *our clients* are saying

"I can't say enough about my experience with the number one listing agent in Lake Nona, Lissette Sanchez. She was a perfect choice. She communicated throughout the process, answered questions expediently, helped me sell items in my property and correct problems that occurred beyond my control. Living in Utah made it difficult for me to visit the property, but I didn't have to, because Lissette did it for me. Thank you, once again. I will refer you often. You and your husband, Valentino, are the epitome of the word team. The Gem Team!! Above and Beyond every turn of the process."

- Teresa Loomis

"Look no further, Sanz Luxury Team is the team you want to be on when selling your home in Saint Cloud, FL! Lissette goes above and beyond and no other realtor can compare because she is the best! The entire team is on top of everything throughout the entire journey. They are communicative and detailed, making the process fast and smooth. We placed our house on the market and 17 days later we had an offer thanks to their great marketing. I can't say it enough, Sanz Luxury Team is outstanding!"

- Veronica Caraballo

"Once again, we are incredibly thankful for our amazing Realtor who has been our agent in Florida for the past several years. Lisette has consistently helped us purchase and sell homes with ease, and we recently went under contract thanks to her exceptional marketing. Her knowledge, experience, and expertise truly speak for themselves. We wholeheartedly recommend her to our family, friends, neighbors."

- Latricia Rencher



IS NOW THE RIGHT TIME TO MOVE?

The 2026 Market Landscape

If you are debating whether to sell, you might be worried about trading your current mortgage rate for a new one. But consider this: Life doesn't stand still. Families grow, jobs change, and priorities shift.

Three Reasons to Act Now:

- 1. Your Equity Has Grown:** The typical homeowner has gained significant housing wealth in the last five years. This equity can fuel your next move, potentially allowing you to buy your next home with a larger down payment or even all cash.
- 2. Buyers Are Active:** Despite shifting rates, the market is not frozen. Roughly 8 homes sell every minute in the U.S.. Buyers are making moves, and your home could be next.
- 3. Inventory is Stabilizing:** While inventory has risen, it means buyers have more choices. To win in this environment, you need a home that stands out, which is exactly where our marketing excels.

THE **POWER** OF PRECISION PRICING

Attract the Right Buyers. Command the Best Price.

Today's buyers are informed and selective. Correct pricing from day one ensures maximum attention, stronger offers, and shorter time on market.

We conduct an in-depth luxury market analysis that evaluates:

- Recent comparable sales
- Buyer demand in your price range
- Current competition
- Unique features of your property

Our goal is simple: position your home where demand and value meet.

RESULT: A well-priced, well-prepared home attracts more qualified buyers and creates stronger negotiating power.



Singular Global *Reach*

Connecting Your Home to the World.

Your buyer might be in Orlando, or they might be in London, Dubai, or Hong Kong. The **Sanz Luxury Team** offers a network that no local boutique can match.

Through eXp Luxury and our international network, your property is showcased to high-net-worth buyers locally, nationally, and globally.

GLOBAL MARKETING POWER:

- Exposure to 80,000+ agents worldwide
- International buyer and investor reach
- Featured placement on luxury platforms
- Targeted digital campaigns to affluent audiences
- Global relocation and investor networks

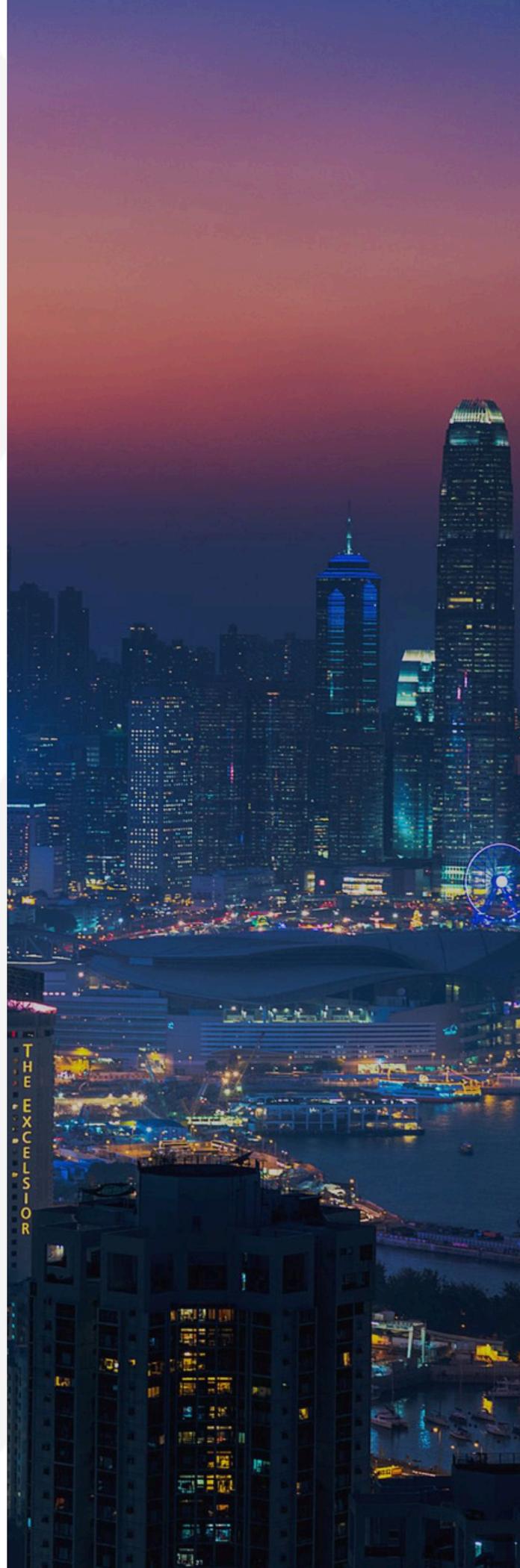
Your property is not just listed, it is launched to the world.

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OUR *LUXURY* MARKETING STRATEGY

Captivating Visuals. Immersive Technology.

In luxury real estate, extraordinary visuals are not a luxury, they are a necessity. We commission magazine-quality photography and videography to capture the essence of your home.

OUR VISUAL TOOLKIT:

Cinematic Video: Elegant video tours that engage and attract audiences like no other medium.

Aerial Imagery: Soaring drone shots that convey the power of your location and grounds.

3D VR Tours: Immersive technology that allows international buyers to experience your home as if they were there.

AI-Based Targeting: We deploy groundbreaking solutions to target specific buyer demographics on social media and mobile devices.

Every detail is curated to create demand and emotional connection.

OUR *LUXURY* MARKETING STRATEGY

Captivating Visuals. Immersive Technology.

Selling a luxury property requires a specialized approach that goes above and beyond traditional methods. As your realtor, I begin with an in-depth market analysis tailored to high-end homes, ensuring your property is priced optimally to attract the right buyers. I understand that luxury isn't just about square footage; it's about the unique characteristics and lifestyle that your property offers.

To capture the essence of your home, I commission professional, magazine-quality photography and videography. These visuals showcase the unique features and opulence of your property, serving as the cornerstone of our marketing materials. From there, we utilize a variety of high-impact channels, including premier real estate websites and targeted social media campaigns, to get your property the attention it deserves.

The aim is to reach a global audience, attracting buyers who appreciate luxury and are willing to invest in quality. I also make use of high-end print materials and may even organize private viewings for select, pre-qualified buyers. The goal is not just to meet your expectations but to exceed them, ensuring a smooth and profitable sale of your exceptional property.

WORLD-CLASS MEDIA PARTNERSHIPS

As Seen In The World's Most Prestigious Publications.

We believe in putting your home where the buyers are. Our listings are showcased in an unrivalled portfolio of elite media brands to reach affluent buyers globally.

YOUR HOME IS SHOWCASED IN PREMIUM MEDIA BRANDS INCLUDING:

- The Wall Street Journal
- Mansion Global
- Robb Report
- And many, many more.

Print & Direct Marketing:

We utilize premium print materials, including hardcover coffee table books, property brochures, and flyers that offer a tactile experience digital channels cannot replicate.



Print *Marketing*

As your realtor, I'll utilize premium print materials like brochures and flyers to elegantly showcase your property. These high-quality assets offer a tactile experience that digital channels can't replicate, resonating with discerning buyers. Distributed strategically, our print marketing keeps your property top of mind among a curated audience of high net worth individuals, adding a touch of sophistication to our comprehensive marketing strategy.

PROPERTY BROCHURE

A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.

EXCLUSIVE EVENT INVITATIONS

Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.

LUXURY MAGAZINES

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

ADVERTISING

Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.

Digital *Marketing*

In today's digital age, online visibility is more crucial than ever, especially for luxury properties that require a global reach. As your realtor, I leverage cutting-edge digital marketing strategies to showcase your property to a targeted audience of high-net-worth individuals. Through a combination of premier real estate websites, targeted social media campaigns, and search engine optimization, we maximize your listing's exposure, drawing the attention of qualified buyers who are in the market for a home as exceptional as yours. This digital approach amplifies traditional marketing efforts, providing a comprehensive strategy that aims to sell your luxury property swiftly and profitably.

WEBSITE

A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience.

VIDEO

High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.

3D WALK THROUGHTS

A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.

SOCIAL MEDIA

Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

LISTING SERVICES

Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.

THE *SELLING PROCESS* MADE SEAMLESS

A Concierge Experience From Start to SOLD

Before we go live, we oversee the preparation of your property to ensure it is market-ready. Our team manages every step with precision and discretion, ensuring a smooth and stress-free experience.

MARKET ANALYSIS

Evaluate current real estate trends to price your property competitively.

STAGING

Prepare your home to appeal to buyers, enhancing its best features.

LIFESTYLE AND PROPERTY VIDEOS

Showcase both your property and the lifestyle it offers, enhancing its attractiveness to potential buyers.

MARKETING STRATEGY

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

PURPOSEFUL PHOTOGRAPHY

High-quality photographs that make your property stand out in today's crowded market.

NEGOTIATION SKILLS

Leverage expert negotiation techniques to secure you the best possible deal.

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Getting your Home *Sold*

01

PRE-SALE AND STRATEGY PLANNING

As your realtor, I'll develop a tailored pre-sale and strategy plan to position your property for a successful and swift sale.



02

PREPARE THE PROPERTY

I'll oversee the preparation of your property to ensure it's market-ready and appealing to potential buyers.



03

PREPARE MARKETING

I'll craft a customized marketing strategy to maximize exposure and attract qualified buyers to your property.



04

GOING LIVE ON THE MARKET

I'll seamlessly launch your property listing, ensuring it goes live with maximum impact to attract immediate interest from potential buyers.

Getting your Home *Sold*



05 THE ESCROW PROCESS

I'll guide you through the escrow process, ensuring a smooth transaction from initial offer to closing.



06 CLOSING THE SALE

I'll manage all the details to ensure a smooth and successful closing, finalizing the sale to your satisfaction.



**You focus on your next move.
We handle everything else.**

Listing *Launch*

Your property will take center stage on eXpLuxury.com, the leading platform for luxury real estate. We begin by creating a captivating listing that includes high-quality photos, detailed descriptions, and essential property highlights.

This listing is then distributed across our extensive network of over 90 advertising partners, ensuring it reaches a wide audience of potential buyers. Additionally, we employ targeted marketing strategies, such as email campaigns, social media promotions, and featured placements on high-traffic websites.

Our comprehensive approach ensures that your property receives the attention it deserves, enhancing its visibility and attracting qualified buyers throughout the entire selling process.



Negotiations



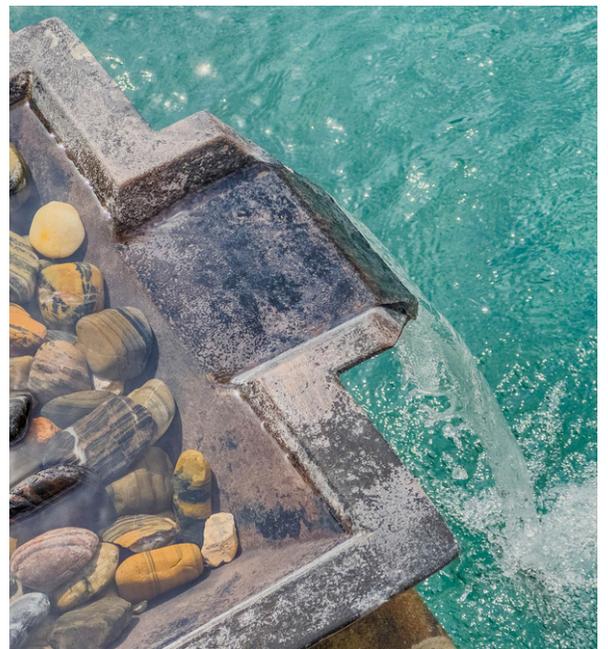
After the contract terms are agreed upon, the transaction overview is distributed to everyone involved. I'll track and log all key deadlines during this stage. The property will undergo an appraisal and inspection, with any subsequent negotiations handled efficiently. All necessary financial and additional documentation will be compiled and forwarded to the managing agent.

Time to *Close*



An integral part of this process includes both the property appraisal and a thorough home inspection. Should any discrepancies or concerns arise from these evaluations, I will spearhead further negotiations to address and rectify them. Lastly, after gathering all financial data and any additional information, everything will be organized and presented to the managing agent for review and finalization. Our commitment remains unwavering until the very end, guaranteeing a smooth transition and peace of mind for all involved.

I'll handle all the necessary steps to bring your sale to a successful conclusion. Once the buyer has completed inspections, cleared all contingencies, and secured their financing, we'll coordinate the final walkthrough. The closing will conclude with you handing over the keys to the new homeowner.



READY FOR REMARKABLE RESULTS?

Let's Write the Next Chapter of Your Story.

Whether you're selling in Lake Nona, Orlando, or anywhere in Central Florida, the **Sanz Luxury Team** offers the expertise, marketing power, and global reach to deliver exceptional results.

We would be honored to represent your home.

Luxury Representation. Strategic Marketing. Exceptional Results.

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