



# The Space Coast Real Estate Playbook

Strategies for Buying, Selling, and  
Winning in Florida's Market

Presented by Lindsey and Harvey Whitney | Whitney Team Advisors | Compass Florida

# Florida's Strategic Hub for Growth

**Aerospace Boom**  
Surrounded by NASA, Blue Origin, Space Force, L3 Harris, and Northrop Grumman.



**Economic Stability**  
A thriving, highly technical local job market.



**Weekend Getaways**  
Friday afternoon Cape Canaveral departures right in the backyard.



**Cost Advantage**  
The lowest price per square foot on the East Coast of Florida.



**Central Access**  
3-4 hours to major hubs including Miami, Tampa, and Jacksonville.



# Market Truths: Fact vs. Fiction

## Fiction (The Clickbait)

- ✗ The NAR settlement ended the 6% commission.
- ✗ Buyers no longer need representation.
- ✗ A wave of foreclosures is coming.

## Fact (The Reality)

- ✓ **Commissions have always been negotiable.** Sellers can still offer compensation to attract the best buyers.
- ✓ **Real estate is not intuitive.** Unrepresented buyers risk losing earnest money and negotiating leverage.
- ✓ **Florida's job market is robust, homeowner equity is at record highs, and government grant programs require homebuyer education,** keeping the market stable.

# The 5 Key ROI Renovations

**1 Kitchen Refresh:**  
Focus on backsplashes  
and updated appliances.

**2 Bathroom Hardware:**  
Swap 1990s plastics for  
brushed nickel, gold, or bronze.

**3 Neutral Paint:** Earth  
tones (browns, greens,  
greiges) create a crisp,  
clean canvas.

**4 Continuous Flooring:**  
Luxury Vinyl Plank (LVP)  
for durable, seamless flow.

**5 Curb Appeal:**  
Fresh mulch and clean  
plant beds set the stage.

**Pro-Tip:**  
Clean the cobwebs around  
your front door! Bluetooth  
lockboxes take 30-60 seconds  
to open. During that minute,  
buyers stare directly at your  
entryway and judge the  
home's maintenance.

# The 6-Step Launch Checklist

**1. Declutter**  
Rent a pod and clear countertops. Buyers don't mind a packed garage; they want to see the living space.

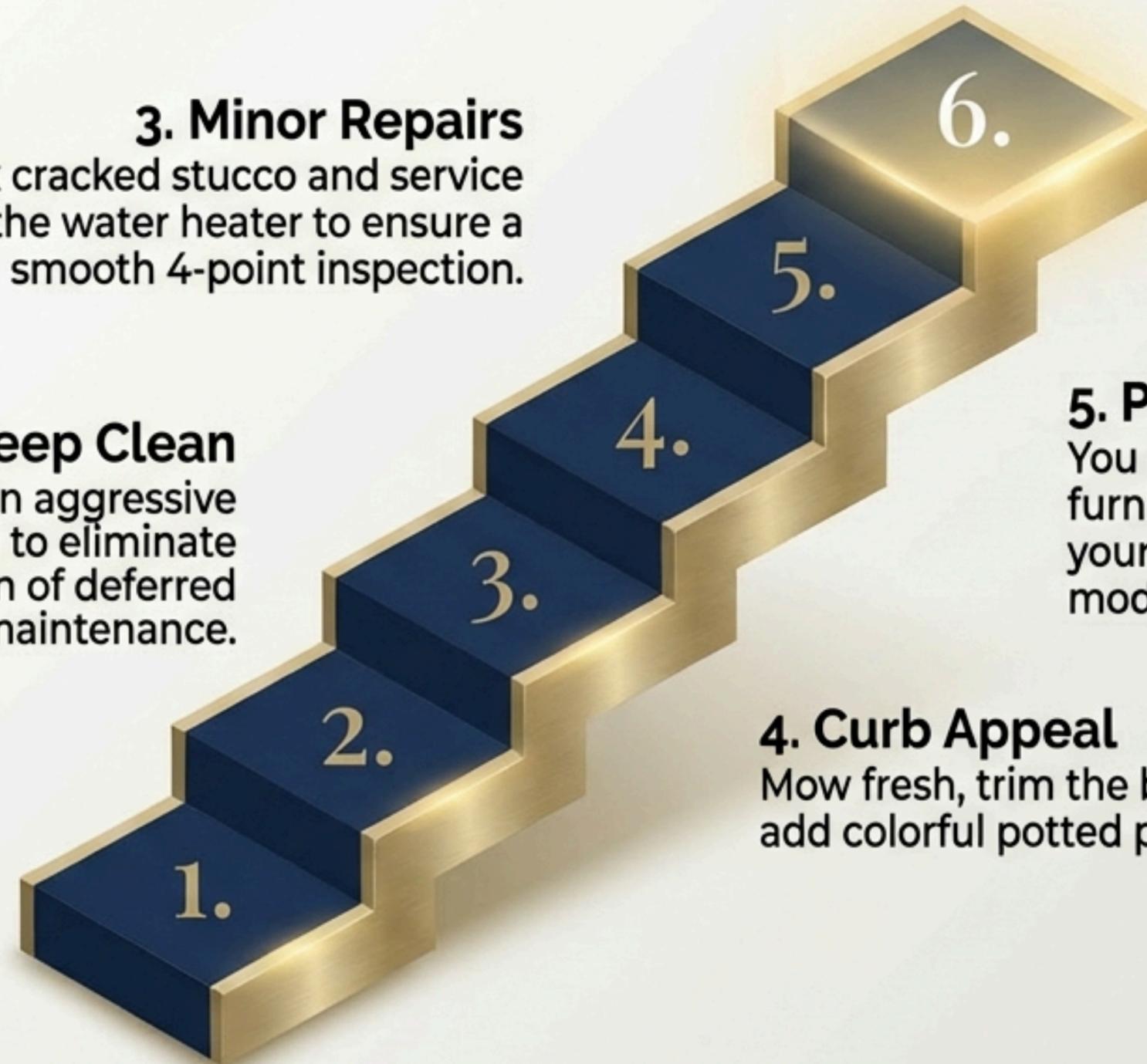
**2. Deep Clean**  
Treat this like an aggressive spring cleaning to eliminate the perception of deferred maintenance.

**3. Minor Repairs**  
Fix cracked stucco and service the water heater to ensure a smooth 4-point inspection.

**4. Curb Appeal**  
Mow fresh, trim the beds, and add colorful potted plants.

**5. Professional Staging**  
You don't always need rented furniture. Our stagers maximize your current space to look like a model home.

**6. Live Launch**  
Execute the marketing strategy.



# Marketing That Moves the Market

## The Old Way

- A sign in the yard.
- Cell phone photos.
- Waiting for the market to move.



## The Whitney Strategy

**Cinematic Media:**  
Top-tier professional photography and drone video.

**Digital Reach:**  
Aggressive SEO strategies, targeted Google/Social ads, and custom single-property websites.

**Immersive Tech:**  
Virtual tours to capture out-of-state buyers before they book a showing.



**Cinematic Media:**  
Top-tier professional photography and drone video.

**Immersive Tech:**  
Virtual tours to capture out-of-state buyers before they book a showing.

**Strategic Pricing:**  
Positioning the home to attract competitive offers, not just chase them.

# Advanced Strategy: Buying While Selling

## Path A: The Selling Contingency

**How it works:** Your new home purchase is contingent on your current home selling.

**The Protection:** Protects your earnest money deposit if your home doesn't sell.

**The "Kick-Out" Myth:** If the seller gets another offer, you aren't automatically kicked out. You have 3 days to decide whether to drop contingencies or walk away with your deposit.



## Path B: The Mortgage Recast

**How it works:** Buy the new home first. Move. Sell the old home vacant.

**The Magic:** Apply the lump-sum equity from your sale to your new mortgage. Your lender re-amortizes the loan, lowering your monthly payment without changing your interest rate.



# Smarter Searching Beyond the Algorithm



## The Big Portal Problem

- Apps like Zillow and Trulia sell your data to random agents.
- Listings are often outdated, showing pre-foreclosures or homes that sold days ago.



## The Compass Advantage

- **Real-Time MLS Data:** See what realtors see, the minute it happens.
- **Private Exclusives:** Access quiet launches and properties before they hit the open market.
- **Direct Chat:** Communicate directly with the Whitney Team inside the secure platform without spam calls.

# The Anatomy of a Winning Offer



## Phase 1: The 60-Day Consultation

Build the strategy, define the lifestyle, and set up custom Compass alerts long before the desired move-in date.



## Phase 2: Pre-Qualification

Work with a local, highly responsive lender who answers calls on nights and weekends when opportunities strike.



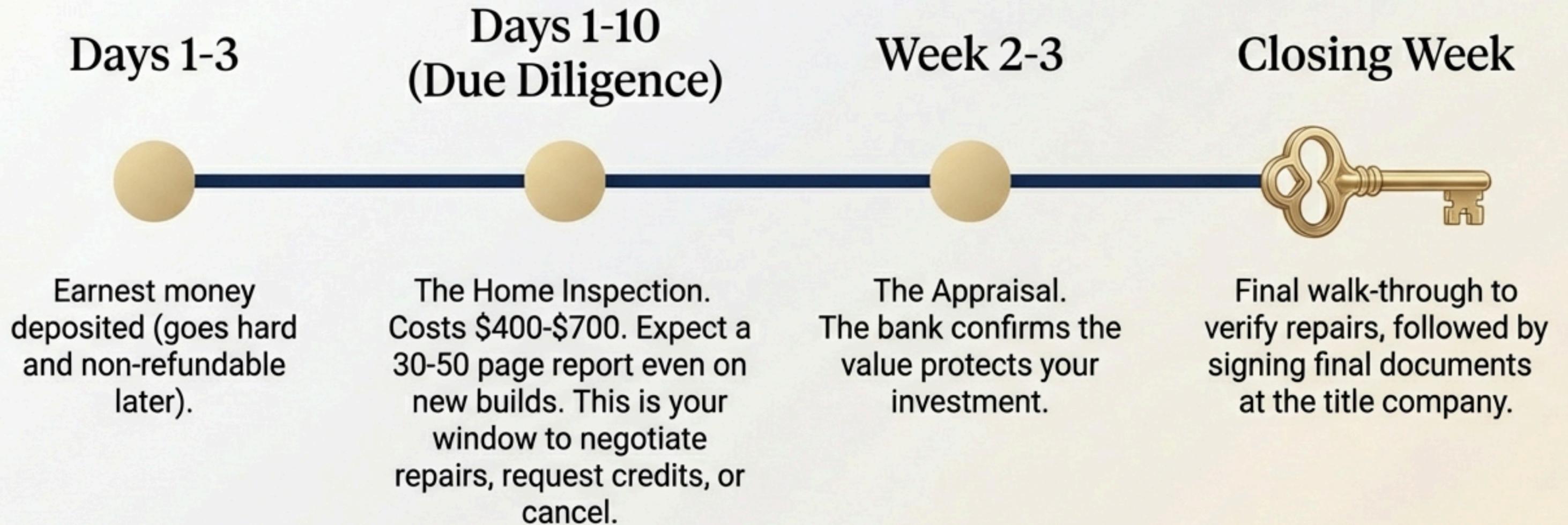
## Phase 3: The Contract Details

Structure a highly competitive offer including a standard 1% earnest money deposit and tight, reliable timelines.

### Pro-Tip:

Never tour a new construction model home without your agent! The friendly agent in the model works for the builder, not you. Bring us to protect your interests and negotiate savings.

# From Accepted Offer to Keys in Hand



# Trend Spotlight: Multi-Generational Living



## **Continuous Hard Surfaces:**

Luxury Vinyl Plank (LVP) is softer than tile and essential for walkers and wheelchairs (avoid carpet).

## **Walk-in Showers:**

Eliminates the need for expensive tub-removal demolitions.

## **Divided Floor Plans:**

Providing privacy and boundaries by utilizing a drywall entrance to separate living spaces.

**Location Strategy:** Targeting areas like Viera for larger homes, proximity to top medical care, and robust community centers.

# Why Who You Hire Matters

## Full-Time Dedication

Real estate is not a side-hustle. The current fast-moving market requires full-time professionals who answer the phone.

## Masterful Negotiation

Deep knowledge of contracts to mitigate risk and negotiate from a position of power, securing terms—not just price.



## Dedicated Back-Office

You are hiring an entire support system, including expert Transaction and Listing Coordinators handling administrative compliance seamlessly.

## National Network

A massive referral network across feeder cities (New York, California, Texas) to funnel out-of-state buyers directly to our listings.

# Proven Results on the Space Coast

**Top 1%**

of Agents in Brevard County

**\$130M+**

in Closed Sales

**Compass**

Supported by Compass Florida

“Lindsey and Harvey did some major negotiating... They both went above and beyond to make everything go smoothly and are results-driven for their clients.”

– Marlene Nyquist

“She took time to find us the style of home we thought we wanted, but also guided us towards the home that would best fit our family’s needs.”

– Jason W.

# Your Next Move Starts Here

## Action Items

- ➔ Book a Free Buyer or Seller Consultation
- ➔ Get an Instant Home Valuation
- ➔ Download our Exclusive Local Guides

SCAN ME



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