



FROM LISTED TO *Sold*

SELLER GUIDE

TRACI CREIGHTON | REALTOR
DANIEL REYES | REALTOR





FLORIDA BEACH
HOMES
CREIGHTON REYES GROUP

“Going the extra mile so you can walk confidently into your next chapter.”

I’m so glad you’re here! Selling your home is a big decision, and I’m honored to guide you through every step of the journey. I take pride in making the process smooth, strategic, and as stress-free as possible.

Real estate is personal, and so is my approach. I’ll take the time to understand your goals, showcase your home’s value, and help you navigate the market with clarity and confidence. With proven expertise and a heart for service, I’m here to be your advisor, marketer, and strongest advocate.

You’re not just working with an agent, you’re gaining a dedicated partner who truly cares.

Let’s make your home sale a success—together.

Traci Creighton



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473 S INDIANA AVE, ENGLEWOOD FL

Meet Our Team

WE CAN'T WAIT TO WORK WITH YOU



Traci Creighton

BROKER ASSOCIATE

Traci Creighton is a top-performing real estate broker with a track record of excellence in Southwest Florida. Consistently ranked in the top 5% of agents, she has earned multiple production awards and maintains outstanding client reviews. With years of experience and market expertise, Traci delivers strategic guidance, strong negotiation skills, and exceptional results for her sellers.



Daniel Reyes

REALTOR

Daniel Reyes is a dedicated Buyer's Agent known for his strong market knowledge, attention to detail, and client-first approach. With a background in construction, he offers valuable insight into property quality and potential. Daniel is highly responsive, patient, and committed to helping buyers find the right home while negotiating the best possible terms on their behalf.

Meet Our Team

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Rebecca Chase

REALTOR

Rebecca Chase is a seasoned Buyer's Agent with over 15 years of real estate experience spanning both Indiana and Florida. Specializing in new construction and resale homes, she brings a deep understanding of the market and the buying process. As a retired registered nurse, Rebecca is known for her care, attention to detail, and commitment to helping buyers confidently achieve their goals.



Barbara Glenn

REALTOR

Barbara Glenn brings over 30 years of real estate expertise as a former broker in Maryland, offering a wealth of knowledge and professionalism to every transaction. After retiring to Florida, she earned her Florida real estate license to join her daughter and son-in-law's team, providing trusted guidance, exceptional service, and a seasoned perspective for sellers.

Why Work with Me?

TRUSTED EXPERIENCE TAILORED TO YOU

With over 10 years of experience in real estate, I've had the privilege of helping dozens of families find their perfect home. I specialize in first-time buyers, luxury home sales, and investment properties, and I'm proud to be affiliated with Keller Williams Island Life Real Estate, one of the most trusted names in the SW Florida market.

My commitment is centered on delivering top-tier service, skilled negotiations, and clear, honest communication every step of the way. To better serve you, I also hold the following certifications:

- Licensed Real Estate Broker
- Licensed Mortgage Loan Officer
- Seller Representative Specialist (SRS)

YOUR SW FLORIDA REALTOR®

Helping buyers, sellers & investors in:

Englewood • Venice • Rotonda • Port Charlotte • North Port and beyond

500+

HOMES SOLD
SUCESSFULLY

130+

MILLION SOLD

8+

YEARS AS BEST OF
ZILLOW AGENT

10+

YEARS OF FLORIDA
MARKET EXPERTISE



Client Testimonials

WHAT OUR CLIENTS ARE SAYING



Best experience ever. Process was so smooth and seamless and Traci and a world of knowledge when it come to the area

— *The Hubbard Family*



This sale went through without any problems. If you are looking to sell you must give Traci the opportunity and I'm sure if you are in the market to buy she will find your Florida dream home.

— *Ron Horn*



IWe have used Traci and Dan many times. Professional Realtors with integrity! Highly recommend!

— *Laura & Donnie T*



Buyer Compensation

COMMISSION OPTIONS FOR BUYER'S AGENT

Recent changes to buyer agent compensation bring more transparency and give you, the seller, greater flexibility in structuring commissions. Understanding your options helps you stay competitive while making informed decisions about your bottom line.

1. SELLER OFFERS FULL COMPENSATION

The seller typically agrees to pay the buyer's agent a commission based on a percentage of the home's sale price. This standard practice is usually detailed in the listing agreement. The buyer's agent receives payment directly from the sale proceeds, so the buyer does not incur additional costs.

Example: The seller offers a 3% commission to the buyer's agent. If the home sells for \$200,000, the buyer's agent receives \$6,000 from the seller.

2. SELLER OFFERS PARTIAL COMPENSATION

The seller covers part of the buyer agent's commission but not the full amount. The buyer may need to pay the difference to fully compensate their agent.

Example: The seller offers a 2% commission to the buyer's agent, while the standard is 3%. If the home sells for \$200,000, the buyer's agent receives \$4,000 from the seller, and the buyer agrees to pay the remaining \$2,000 to meet the full commission.

3. SELLER DOES NOT OFFER COMMISSION

The seller does not offer any compensation to the buyer's agent. Instead, the buyer agrees to pay their agent directly—usually through a signed agreement established before beginning the home search.

Example: The seller offers no commission to the buyer's agent. If the standard commission is 3%, and the home sells for \$200,000, the buyer pays their agent \$6,000 directly.

The Advantage of Offering Buyer Agent Compensation



Offering a buyer's agent commission can make your listing more attractive, drive more showings, and increase your chances of a smooth sale. By incentivizing agents to bring qualified buyers, you expand your reach and create a more competitive selling environment.

➤ **Increased Exposure**

Agents are more motivated to show your home when they know they'll be compensated. More showings mean more potential buyers.

➤ **Potentially Higher Offers**

When more buyers compete, offers can climb. The right incentive can spark bidding wars that work in your favor.

➤ **Faster Sale**

With more buyer interest, your home is more likely to sell quickly. Reduced time on market often means fewer price drops.

➤ **Smoother Negotiations**

Buyer agents work harder to close when they're compensated, which can lead to smoother, faster negotiations.

➤ **Competitive Advantage**

Many sellers skip offering commission. Doing so sets you apart and makes your property more appealing to agents and buyers.

➤ **Broader Buyer Pool**

Some buyers can't afford to pay their agent directly. Offering commission keeps your home accessible to more qualified buyers.

HOME SELLER SERVICE PACKAGES

Commission Tiers

PACKAGE #1

2.5%

Commission

Professional Photos
Websites Syndication
Contract Negotiation
Set up Home Search
Schedule Showings
Contractor Referrals
Staging Referrals
Writing of Offer
Final Walkthrough
Weekly Updates Provided
Provide Utility Information
Review Closing Docs
For Sale Yard Sign
Listed on Multiple MLS's
Open House Events
National Advertising
Property Brochures

PACKAGE #2

3%

Commission

EVERYTHING IN PACKAGE 1+

Online Media Ads
Instagram Marketing
Text Blasts
Facebook Marketing
National Advertising
Drone Footage
Attend Closing
Attend Inspections
Direct Mail Postcards
Videography
3D Walkthroughs

PACKAGE #3

3.5%

Commission

EVERYTHING IN PACKAGE 1 & 2+

Agent Accompany Showings
Featured Property Flyers
Property Brochures
Paid Google Ads
Virtual Tours
Custom Sign Riders



Traci Creighton

REAL ESTATE AGENT

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About Your Home

HELP ME UNDERSTAND YOUR HOME

- > What attracted you to your home and made you buy it?
- > What Are your favorite features of your home?
- > What do you like most about your neighborhood?
- > Any favorite nearby attractions and amenities?
- > What price did you pay for your home?
- > What is the minimum price you will accept?
- > Does your home have any structural damage?

"Making sure your home sells quickly and at the right price!"

About Your Situation

UNDERSTANDING YOUR GOALS

☐ Your Why

"Why are you planning to sell, and is there a specific timeframe you're working with?"

☐ Your Plan

What are your next steps if your home remains on the market longer than expected?

☐ Obstacles

Are you aware of any potential challenges that might affect the sale of your home?

"My top priority is understanding your unique home-selling situation."



LET'S SELL YOUR

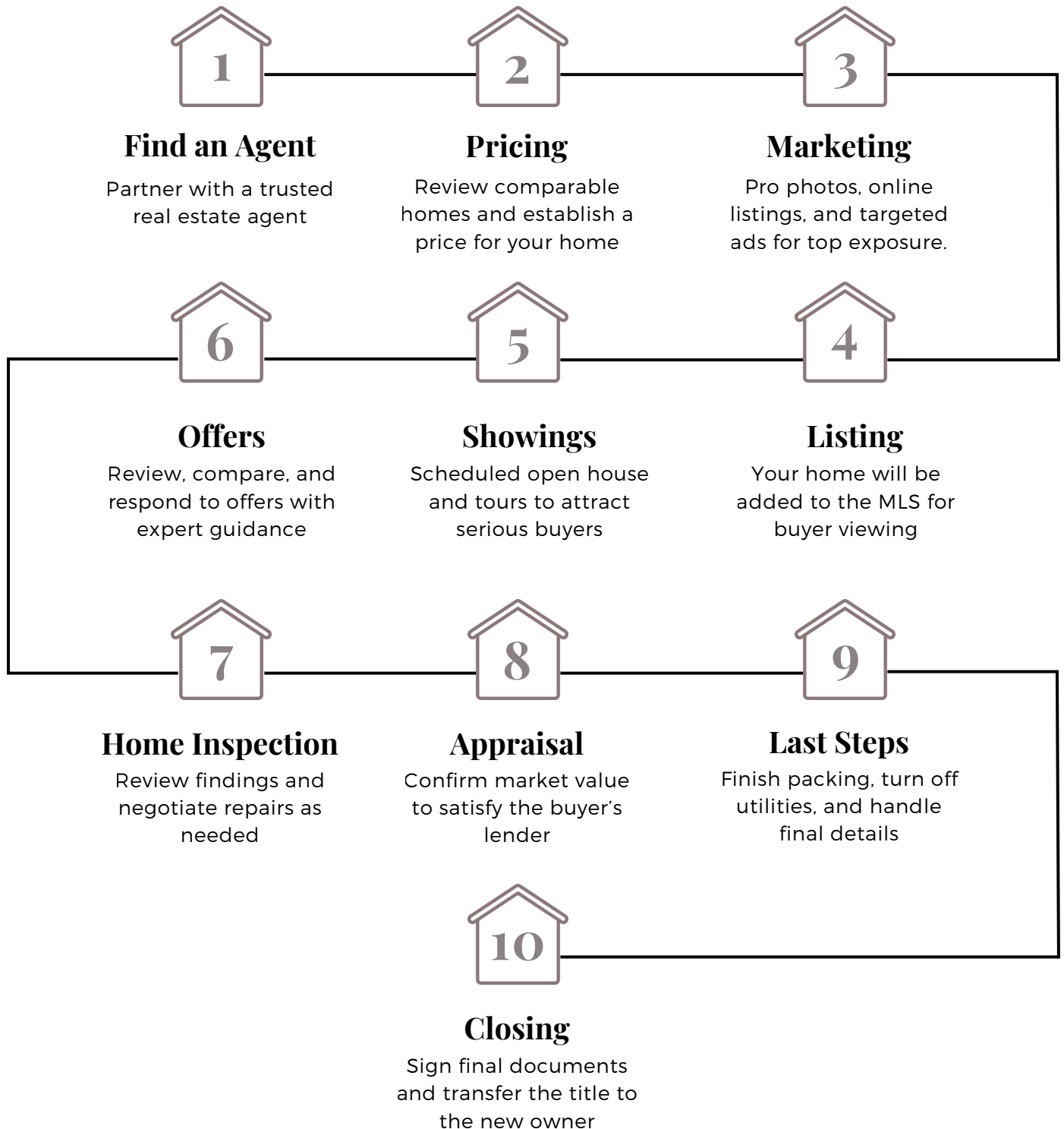
HOME TODAY

*We're by your side through every step of
your home-selling journey!*



Home Selling Roadmap

A HOME SELLER OVERVIEW





STEP ONE

Finding an Agent

Selling your home is a major milestone, and one of your biggest financial decisions. That's why the right real estate agent matters. With an experienced professional by your side, you'll navigate every step with confidence, clarity, and a partner committed to protecting your interests and maximizing your results.

What to Look for in a Great Seller's Agent:

☐ Understands Your Goals

A great agent listens closely to your needs, whether it's a fast sale, top dollar, or both, and creates a plan that aligns with your priorities.

☐ Knows the Local Market

They have deep knowledge of your neighborhood and understand pricing trends, buyer behavior, and what helps homes stand out in your area.

☐ Strong Marketing Skills

From professional photos to strategic online exposure, the right agent knows how to present your home in its best light and attract serious buyers.

☐ Clear Communicator

You'll get regular updates, honest guidance, and quick responses—so you're never left guessing.

☐ Skilled Negotiator

They protect your bottom line—navigating offers and inspections with confidence to help you walk away with the best deal.

STEP TWO

Pricing Strategy

PRICING YOUR HOME TO SELL

Pricing your home right from the start is key to a quick, profitable sale. Price too high, and it may sit on the market and need reductions. Too low, and you risk losing profit. The best strategy is a competitive, research-backed price that draws buyers immediately. Here is how we will help you price your home strategically:



1

Comparative Market Analysis (CMA): We evaluate recent sales of similar homes in your area to identify a competitive and accurate price range.

2

Local Market Trends: We track market shifts, buyer demand, average days on market, and seasonal patterns to price your home strategically.

3

Your Home's Unique Features: Everything from updates and condition to location and curb appeal influences your home's market value.

4

Buyer Psychology: Pricing smartly can generate strong interest—and in some cases, multiple offers that push your sale price higher.

What Happens When You Price Right:

- More online views and showings
- Faster offers from serious buyers
- Less room for negotiation
- Higher likelihood of a smooth closing process

Signs You May Need a Price Adjustment:

- Little activity within the first 1–2 weeks
- Lots of views, but no offers
- Feedback indicating the home is priced too high compared to others on the market

STEP THREE

Marketing Plan

STRATEGY FOR MAXIMUM EXPOSURE



Professional Photography

Eye-catching, high-quality visuals create a powerful first impression



Social Media Promotion

We'll showcase your listing across Instagram, Facebook, and Stories to create buzz



MLS + Online Listings

Your home will be featured on the MLS and top property search platforms



Open House Events

Open houses will be scheduled to engage and excite prospective buyers



Email Campaigns

Email campaigns target buyers to generate interest and drive offers



Print Materials + Postcards

Printed postcards, flyers, and brochures will highlight your home with eye-catching design

We use a broad mix of channels to give your home maximum exposure.

Preparing Your Home

BOOSTING VISUAL APPEAL

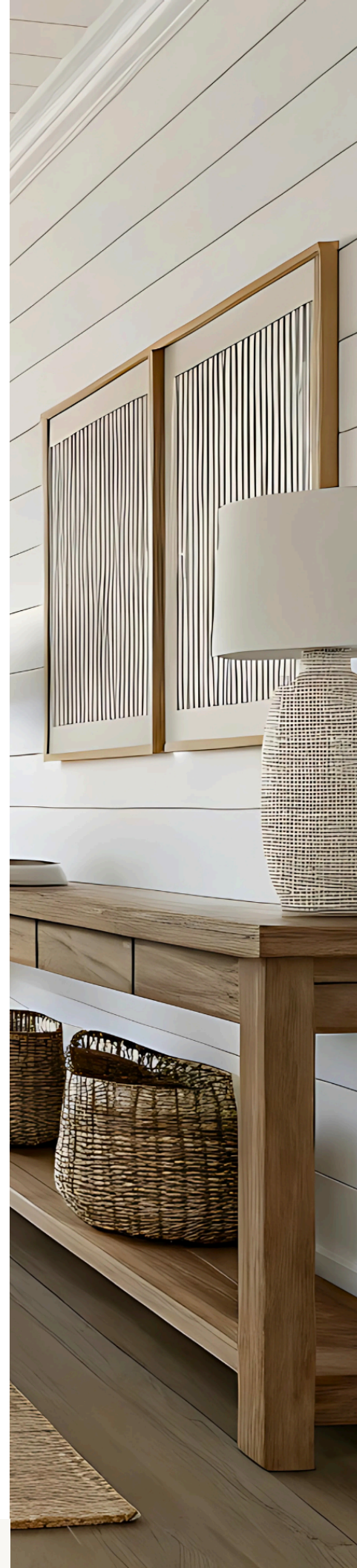
Use these tips to boost your home's visual appeal and make a great first impression on buyers—inside and out!

Interior:

- Ensure all appliances are in good working order
- Make sure all lights are strong and working
- Check water is draining correctly
- Clean countertops, sinks, and cabinet fronts
- Wipe down washer and dryer surfaces
- Replace or thoroughly clean shower curtains
- Set out fresh, clean towels and floor mats
- Wash all bedding and fluff pillows
- Store all clothing neatly out of sight
- Tidy up, toss, or pack away unused items
- Declutter shelves and closet spaces
- Arrange furniture to maximize space and flow

Exterior:

- Repair cracks or remove stains from driveway
- Wash all interior and exterior windows
- Ensure gutters are clean and debris-free
- Clean or refresh the front door with paint
- Straighten or remove outdoor furniture as needed
- Touch up any chipped or faded exterior paint
- Rake up and dispose of fallen leaves
- Refresh wooden fences with paint or stain
- Refinish or stain the patio surface
- Mow the lawn and neatly trim the edges



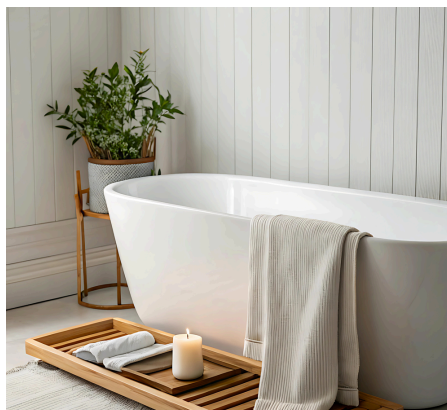
Professional Photos

SHOWCASING YOUR HOME AT ITS BEST

Professional photography can make a powerful difference—helping your home sell faster and for a higher price. Most buyers decide whether to visit a property based on the listing photos they see online. As your agent, I'll make sure your home is captured beautifully and showcased at its very best.

Did you know homes with professional photography:

- ✓ Sell up to 32% faster than those with lower-quality images
- ✓ Receive over 100% more online views, drawing in significantly more potential buyers
- ✓ Boost their chance of selling within the first 30 days by as much as 39%



Photography Prep

A CHECKLIST TO PREPARE FOR PHOTOS



- ☐ Remove personal items, excess furniture, and unnecessary knick-knacks.
- ☐ Deep clean the entire home. Dust, vacuum, mop, and clean all surfaces.
- ☐ Ensure windows are spotless for clear views and maximum light.
- ☐ Scrub sinks, toilets, bathtubs, and showers, and hang fresh towels.
- ☐ Clean and organize the kitchen: clear countertops, and clean appliances.
- ☐ Touch Up Paint Where Needed: on both interior and exterior walls.
- ☐ Arrange furniture for open space: Create a welcoming and spacious layout.
- ☐ Mow the lawn and trim hedges: ensure the front and back yards are neat and tidy.
- ☐ Store trash bins out of sight: ensure they are not visible from the street or in photos.
- ☐ Remove all furry friends from the areas being photographed.
- ☐ Create a list of all the areas you want the photographer to capture.

STEP FOUR

Listing Your Home

IT'S TIME TO GO LIVE AND GET SEEN

With professional photos ready and your pricing strategy set, it's time to officially launch your home on the market. This step is all about exposure—getting your listing in front of as many qualified buyers as possible.

Go Live on the MLS

Your home will be listed on the MLS, making it instantly visible on top sites like Zillow, Realtor.com, and Redfin—where buyers and agents are actively searching.

Online Visibility Across Major Platforms

Beyond the MLS, your listing will appear on top real estate sites and apps, maximizing exposure and attracting buyers fast.

Targeted Marketing Campaigns

To boost exposure, I'll run targeted marketing including email campaigns, social media ads, local postcards, and a custom listing page or virtual tour.



Buyers often decide within seconds whether to schedule a tour—your online presence matters.

Once your listing is live, the next step is preparing for private showings and open houses—which we'll cover in Step 5.

STEP FIVE

Home Showings

MAKE A LASTING IMPRESSION



Showing and Open House Tips:

✓ Before Every Showing

- Make beds and fluff pillows
- Wipe down counters
- Take out trash
- Hide personal items
- Open blinds and turn on lights
- Add a light scent (diffuser, candle, or flowers)

✓ Pets and Kids

- Remove pets during showings or keep them out of sight
- Store pet bowls, beds, and litter boxes out of view
- Put away toys and personal items to declutter

✓ Open House Ready

- Leave the home during the event
- Set a comfortable temperature
- Secure valuables and medications
- Keep lights on and doors unlocked (per agent's guidance)

✓ Showing Schedule Tips

- Stay flexible with showing times
- Keep your home show-ready throughout
- Keep a laundry basket handy for quick tidying before you leave

STEP SIX

Offers & Negotiations

Once your home is getting attention from buyers, offers will begin coming in. This is an exciting yet critical stage where smart strategy, clear communication, and strong negotiation can help you secure the best possible price and favorable terms for your sale.

✓ Reviewing Offers

I'll explain each offer's price, contingencies, and terms so you understand the full picture.

✓ Comparing Offers

If you get multiple offers, we'll compare them to find the best overall value—not just the highest price.

✓ Negotiating Terms

I'll negotiate with buyers to improve price, timeline, and conditions on your behalf.

✓ Accepting an Offer

Once you accept, I'll guide you through the contract and next steps to closing.



STEP SEVEN

Home Inspection

SPOT ISSUES BEFORE YOU CLOSE

Once the offer is accepted, the buyer will schedule a home inspection to assess the property's condition. This is a routine step that helps ensure transparency and builds buyer confidence.

A professional inspector will examine key systems and structures, then provide a detailed report of any issues. Based on this, buyers may request repairs or credits or cancel the contract.

In most cases, as the seller, you will have the opportunity to negotiate any necessary repairs or concessions. Prompt scheduling and cooperation help keep the sale on track and avoid delays.

TYPES OF INSPECTIONS

- Home Inspection
- Radon Testing
- Wood Destroying Organism (WDO)
- Mold Inspection
- Pool Inspection
- HVAC Inspection
- Lead-Based Paint Inspection



The typical inspection period lasts 10–15 days—enough time to identify any issues and keep your sale on track

STEP EIGHT

Home Appraisal

UNDERSTANDING YOUR HOME'S MARKET VALUE

The home appraisal is a crucial step in the selling process, usually ordered by the buyer's lender to confirm your home's value. An independent appraiser visits your property to evaluate its condition, features, and recent comparable sales in your area.

The appraisal ensures the buyer's loan amount matches the home's fair market value. If the appraisal comes in at or above the agreed price, the sale moves forward smoothly. If it's lower, it may lead to renegotiations on price or other terms.

As your agent, I'll help prepare for the appraisal by highlighting your home's best features and recent upgrades to support the highest possible value.

Quick Appraisal Facts

- ✓ Ordered by the buyer's lender
- ✓ Confirms your home's fair market value
- ✓ Based on condition, features, and local sales
- ✓ Impacts the buyer's loan approval
- ✓ Can affect final sale price or terms



STEP NINE

Last Steps for Sellers

PREPARING YOUR HOME FOR CLOSING

Closing day is around the corner! Follow these last steps to ensure a smooth handoff to the buyers and a stress-free move into your next chapter.

☐ Do a Final Walkthrough

Before closing, check every room, closet, and storage area to ensure nothing is left behind. Consider leaving any extra paint that matches the home's colors for the buyer.

☐ Secure the Home

The day before closing, close all window coverings and lock every entry door to keep the property safe.

☐ Cancel Utilities

Contact your utility providers to cancel or transfer accounts. Keep a list of contacts in case follow-up is needed.

☐ Shut Off the Water

With the buyer's approval, turn off the main water shutoff valve to prevent leaks before closing.

☐ Organize Important Documents

Store all closing papers, contracts, and warranties in a safe place. Leave manuals and receipts neatly for the buyer.

*Don't forget to share your new address with friends and family—
and pop a change of address in at the post office!*



STEP TEN

Closing Day

WELCOME TO THE FINISH LINE!

Closing is the final step where funds and documents are exchanged to transfer ownership to the buyer. The escrow officer reviews the contract, determines the payments owed by each party, prepares the necessary paperwork, oversees the closing process, ensures all payoffs are made, records the buyer's title, and makes sure you receive any payments due.

➤ Your Costs

- Real estate agents' fees
- Outstanding mortgage balance and any prepayment penalties
- Title insurance policy fees (if paid by seller)
- Home warranty (if negotiated to be paid by the seller)
- Property taxes (prorated)
- Homeowners association fees (prorated or as required)
- Recording fees and transfer taxes

➤ What to Bring

- Valid government-issued photo ID (driver's license or passport)
- All house keys, garage door openers, mailbox keys, and any security codes
- Certified funds for any closing costs you owe
- Any documents your agent or attorney has requested
- Wire Transfer information

Congratulations! Your home is officially sold!



“Real estate isn’t just a job for me—it’s my passion. I’m dedicated to helping each client sell with confidence, ease, and success while making the journey as smooth and rewarding as possible.”

Traci Creighton

LET'S GET YOUR

HOME SOLD!

Thank you for trusting me to guide you through the selling process. I'm excited to work with you and help you achieve your real estate goals with confidence and success.

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