

No upfront costs. We never bill you for photography, video or marketing — not before listing and not at closing. Those are the brokerage's cost of taking your listing, and the commission agreed in your listing agreement covers all of it. Once the home is ready, we handle everything else.

Your part — before you list

- ☐ Get a realistic value based on comparable sales, not an online estimate
- ☐ Request an estimated net sheet so you know your proceeds
- ☐ Confirm your mortgage payoff, HOA estoppel and any liens
- ☐ Gather permits, warranties and receipts for major work
- ☐ Decide your timeline: sell first, buy first, or a leaseback

Your part — get the home ready

- ☐ Deep clean, declutter and depersonalize every room
- ☐ Handle small repairs: caulk, grout, trim, doors, drips, dead bulbs
- ☐ Touch up paint in neutral colors where walls are marked
- ☐ Service the HVAC and change filters
- ☐ Clean the roof, gutters, soffits, driveway and fence
- ☐ Freshen landscaping, edge the beds and mulch the front yard
- ☐ Clear the garage and closets to show usable storage

We handle this — included, no cost to you

- Professional photography, floor plan, and drone or video where it helps
- Listing copy, signage, brochures and social and portal advertising
- Pricing strategy built for the appraisal, not just the search filters
- Showing setup: lockbox, scheduling and feedback on every visit
- Open houses, broker outreach and direct marketing to buyer agents
- Preparing your seller disclosures and all listing paperwork
- Fielding every call and inquiry, day or night

We handle this — offer to closing

- Comparing offers on terms and buyer strength, not price alone
- Verifying pre-approval, proof of funds or cash source
- Tracking inspection, financing and appraisal deadlines
- Negotiating repair requests and credits with your instructions
- Coordinating title, lender, HOA estoppel and permit closeouts

Your part — closing week

- ☐ Complete any agreed repairs and keep the invoices
- ☐ Keep utilities on through the final walkthrough
- ☐ Bring photo ID and confirm how proceeds will be delivered
- ☐ Cancel insurance and auto-payments after the deed records

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