



The Complete Seller's Guide

Eight steps from your decision to sell to the closing table. Sell faster. Sell stronger.

RYAN AND MEGAN WINSLOW · WINSLOW HOMES

WINSLOW HOMES BY THE NUMBERS

Results Sellers Count On

97%+

list-to-sale ratio

14 days

average to first offer

3,000+

homes sold

4 states

licensed and operating: FL,
MA, CT, RI



YOUR TEAM

Ryan and Megan Winslow

- ◆ Real estate brokers licensed in Florida, Massachusetts, Connecticut and Rhode Island.
- ◆ 3,000+ homes sold.
- ◆ Mortgage Bankers with The Federal Savings Bank.
- ◆ Our team handles marketing, showings, negotiations and closing for you.

YOUR PATH TO SELLING SUCCESSFULLY

Six Steps to a Successful Sale

Consultation	We learn your timeline, goals and property and explain our process.
Valuation	Comparable sales, trends and a realistic asking price.
Prepare and list	Photos, video tours and listing copy, then live on MLS and major platforms.
Show and negotiate	We coordinate showings and guide negotiations to your best deal.
Inspection and appraisal	We support both and address any issues.
Close and celebrate	Documents signed, funds transferred, keys handed over.





STEP 1

Decide to Sell

- ◇ Selling is personal, with emotional and practical sides. Assess your situation and timing first.
- ◇ Ask yourself: do you need to move, or do you want to capitalize on market conditions?
- ◇ In a buyer's market, homes sit longer and often sell for less.
- ◇ In a seller's market, homes sell faster and often above asking price.
- ◇ We analyze conditions in your area so you know whether now is the right time to list.

STEP 2

Choose Your Agent

- ◇ Your agent is your negotiator, strategist and advocate from listing to closing.
- ◇ The right agent is the difference between an average sale and an exceptional one.
- ◇ Look for deep local market experience, a record of successful sales and command of current trends.
- ◇ At Winslow Homes LLC, every client gets a personalized approach.





WHY SELLERS CHOOSE WINSLOW HOMES

What You Get With Us

- ◆ Licensed in FL, MA, CT and RI, with deep knowledge of each market.
- ◆ Professional photography, staging consultations and virtual tours.
- ◆ Targeted digital marketing reaching thousands of qualified buyers.
- ◆ Expert negotiation to maximize your sale price.
- ◆ Full-service support from listing to closing day.
- ◆ Transparent communication, so you always know where things stand.

WHY SELL WITH WINSLOW HOMES

Coverage and Local Expertise

Multi-state reach

Licensed in Florida, Massachusetts, Connecticut and Rhode Island, with local expertise wherever your home sits.

Pricing strategy

Data-driven pricing from market conditions, comparable sales and location, for the best price in the fastest time.

MLS exposure

Listed on major MLS databases and real estate websites, in front of buyer agents and active buyers.

Closing support

We coordinate with title companies, lenders and inspectors and handle the paperwork.

Sell in Your State

MIAMI, FORT LAUDERDALE, NEW SMYRNA BEACH, ORLANDO,
FLORIDA KEYS

Florida

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WORCESTER COUNTY, BOSTON AND SUFFOLK COUNTY
Massachusetts

PROVIDENCE, COASTAL AND RURAL COMMUNITIES

Rhode Island

HARTFORD, FAIRFIELD AND LITCHFIELD COUNTIES

Connecticut

LOCAL MARKET EXPERTISE ACROSS
FOUR STATES

Four Markets, One Team

- ◆ Florida: Miami, Fort Lauderdale, New Smyrna Beach, Orlando, the Florida Keys and surrounding towns. Strong buyers, active markets.
- ◆ Massachusetts: Worcester County and Boston and Suffolk County. Strong demand and competitive pricing.
- ◆ Rhode Island: Providence, coastal and rural communities. A growing market with steady buyer activity.
- ◆ Connecticut: Hartford, Fairfield and Litchfield counties. Affluent communities with strong buyer interest.

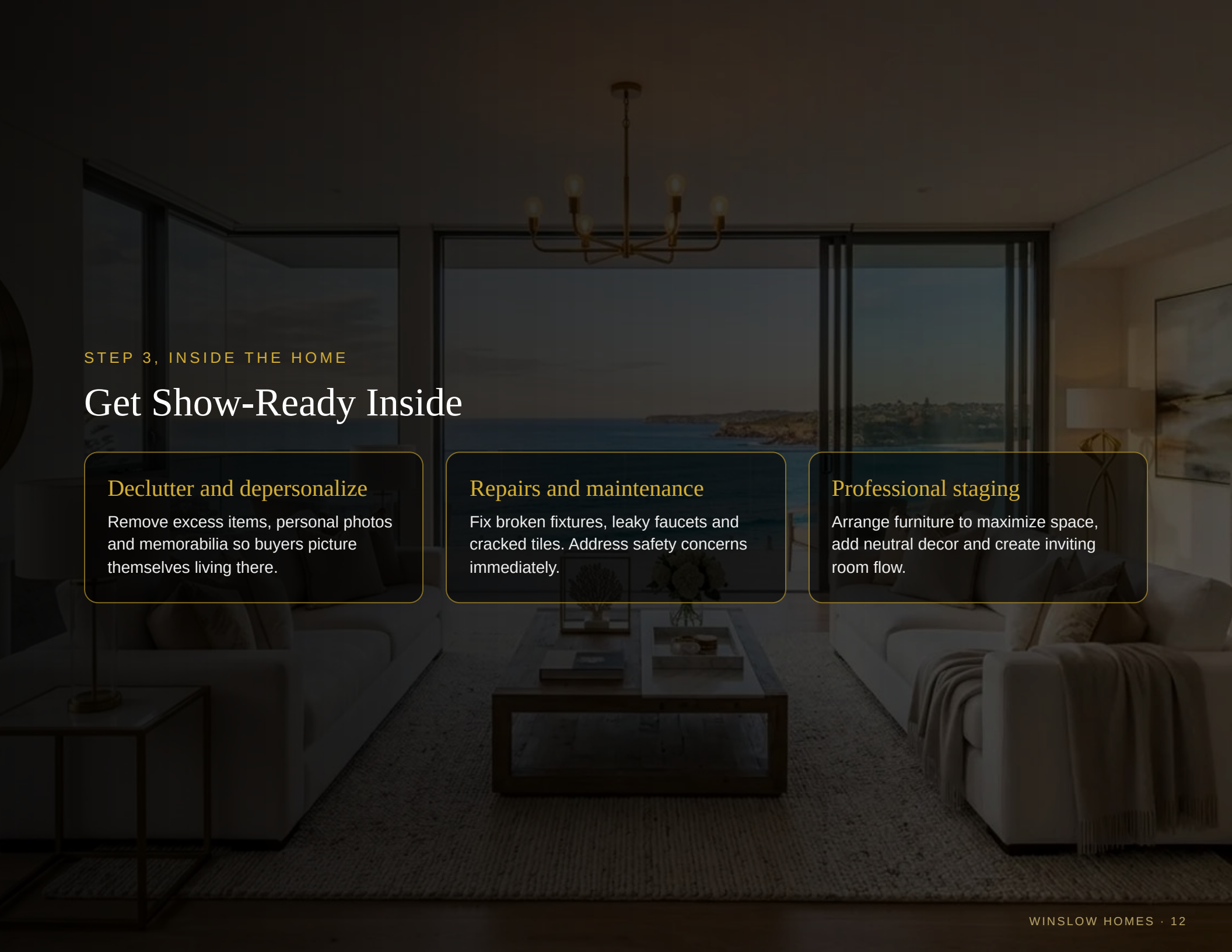




STEP 3

Prepare Your Home

- ◇ First impressions matter enormously in real estate.
- ◇ Strategic preparation lifts buyer interest, perceived value and final sale price.
- ◇ We evaluate your home's condition first.
- ◇ Then we address the items with the greatest impact on appeal and marketability.



STEP 3, INSIDE THE HOME

Get Show-Ready Inside

Declutter and depersonalize

Remove excess items, personal photos and memorabilia so buyers picture themselves living there.

Repairs and maintenance

Fix broken fixtures, leaky faucets and cracked tiles. Address safety concerns immediately.

Professional staging

Arrange furniture to maximize space, add neutral decor and create inviting room flow.

A large, modern house with a dark roof and light-colored walls is shown at dusk. The house has multiple windows, some of which are illuminated from within. In the foreground, there is a swimming pool with a dark blue surface, surrounded by a paved deck and lush landscaping including palm trees and various shrubs. The sky is a deep blue with some light clouds.

STEP 3, OUTSIDE AND ONLINE

First Impressions Count

Curb appeal

Trim landscaping, power-wash walkways, paint the front door and make the exterior shine.

Professional photos

We arrange professional photography, aerial drone shots and virtual tours.

Pre-listing inspection

Consider one to find and fix issues before buyers do, strengthening your negotiating position.

STEP 4

Price Your Home Right

- ◇ Pricing right from the start is one of your most critical decisions.
- ◇ An overpriced home sits, develops a stigma and often sells for less than if priced right on day one.
- ◇ An underpriced home leaves money on the table.
- ◇ Our CMA weighs recent sales, competing active listings, market trends and days on market averages.
- ◇ It also accounts for your home's unique features and condition.





STEP 5

Market Your Property

- ◇ Marketing separates a quick, profitable sale from a prolonged listing.
- ◇ We run a multi-channel strategy built for your property type and price range.
- ◇ The goal: reach the maximum number of qualified buyers.

STEP 5, PROVEN STRATEGIES THAT SELL HOMES

Our Marketing Plan

Photography and video

High-quality photos, drone footage, video walkthroughs and 3D tours buyers view from anywhere in the world.

MLS and IDX syndication

Hundreds of sites, including Zillow, Realtor.com and Redfin, plus all major MLS databases.

Targeted digital ads

Facebook, Instagram and Google ads reach buyers searching in your area and price range.

Open house events

Professional open houses and buyer agent previews build momentum and drive offers.

STEP 6

Showings and Open Houses

- ◆ We coordinate every showing and open house.
- ◆ You get guidance on preparing for each showing, and we manage the scheduling.
- ◆ We gather feedback from visiting agents and buyers.
- ◆ Direct outreach to nearby agents and buyers generates more interest and showings.
- ◆ We keep you informed on showings, feedback and market activity.
- ◆ Goal: maximum convenience for you and maximum exposure for your home.





STEP 7, NEGOTIATE OFFERS

What We Evaluate in an Offer

Offer price	How it compares to asking price and market value.
Financing	Cash, conventional, FHA or VA, and the strength of the pre-approval.
Contingencies	Inspection, appraisal, financing and sale contingencies.
Closing timeline	Whether the proposed date works for you.
Earnest money	The deposit that shows buyer commitment.

STEP 7, OUR NEGOTIATION STRATEGY

How We Win Better Terms

Multiple offers	We create competition to maximize your price.
Counteroffers	Strategic countering to optimize your terms.
Repair requests	Fair handling of inspection-related negotiations.
Escalation clauses	We put buyer competition to work for you.
Appraisal gaps	Strategies ready for low appraisals.





STEP 8, TYPICALLY 30 TO 45 DAYS

Under Contract to Closing

Days 1 to 10

Home inspection. We help you handle any repair requests.

Days 10 to 21

The buyer's lender orders an appraisal to confirm value supports the price.

Days 14 to 28

Title company verifies ownership and prepares title insurance and closing documents.

Day before closing

Final walkthrough confirms condition and completed repairs.

Closing day

Sign the documents, hand over the keys and receive your proceeds.

RESOURCES FOR HOME SELLERS

Know Before You List

Pricing

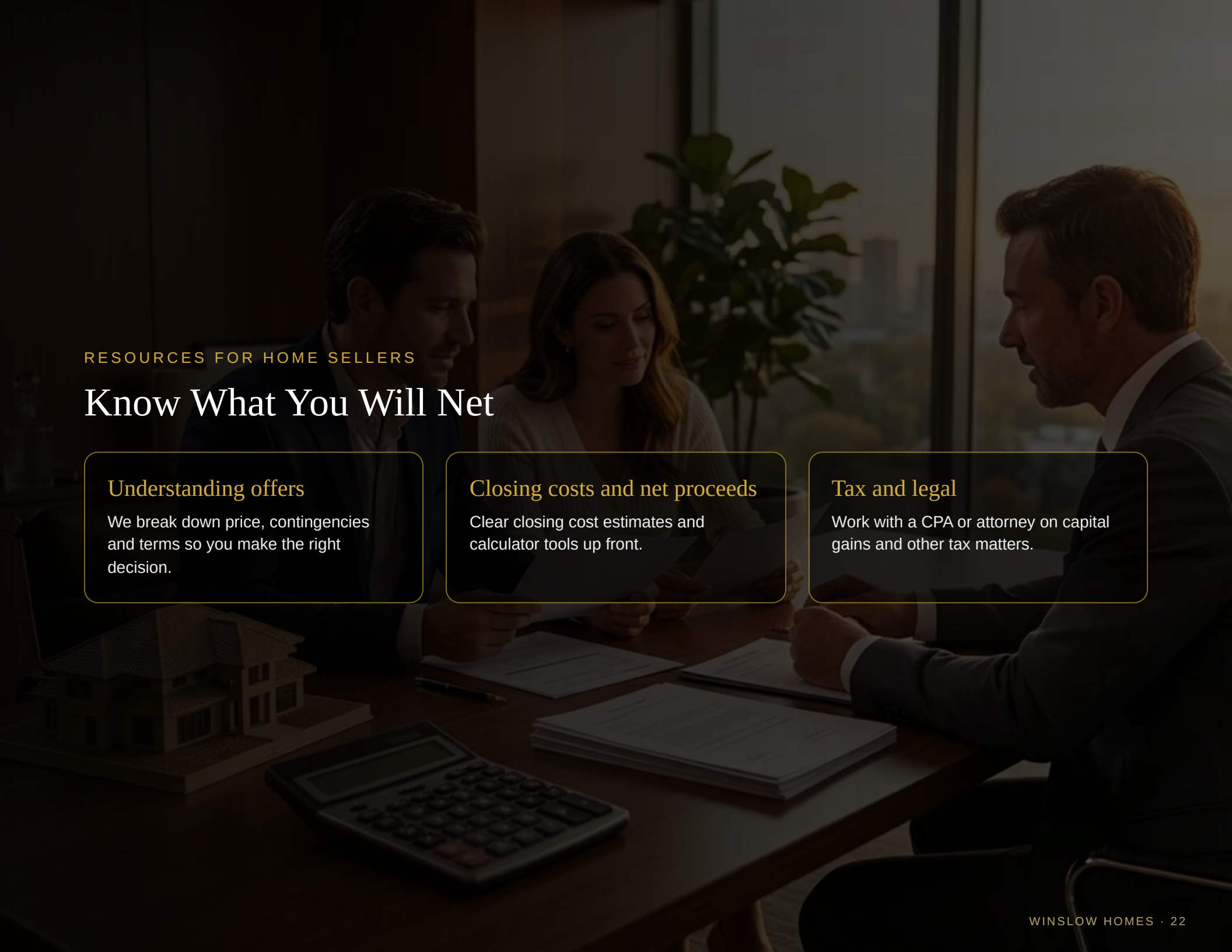
Set the right price. We analyze comparable sales and trends to position your home competitively.

Staging tips

Simple staging changes raise buyer interest and final sale price.

Disclosure and inspections

Know what you must disclose. We guide you through inspection reports and repair negotiations.

A background image showing three people (two men and one woman) in business attire sitting around a conference table, looking at documents. On the table are a laptop, a calculator, and a small model of a house. A large window in the background shows a city skyline.

RESOURCES FOR HOME SELLERS

Know What You Will Net

Understanding offers

We break down price, contingencies and terms so you make the right decision.

Closing costs and net proceeds

Clear closing cost estimates and calculator tools up front.

Tax and legal

Work with a CPA or attorney on capital gains and other tax matters.

NEXT STEP

Ready to Sell Your Home?

- ◇ Start with a free, no-obligation market analysis and professional valuation.
- ◇ We evaluate your home and local market conditions.
- ◇ Then we build a custom selling strategy to maximize your return.
- ◇ Call 386-690-5858 or email Broker@WinslowHomesLLC.com.
- ◇ Winslow Homes, real estate brokerage licensed in FL, MA, CT and RI.
www.winslowhomesllc.com





Let's Sell **Your Home**

Call or text **386-690-5858**

Broker@WinslowHomesLLC.com

winslowhomesllc.com

Miami, Fort Lauderdale, New Smyrna Beach, Orlando, the Florida Keys and surrounding towns in Florida. Worcester County and Boston in Massachusetts. Rhode Island and Connecticut.

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