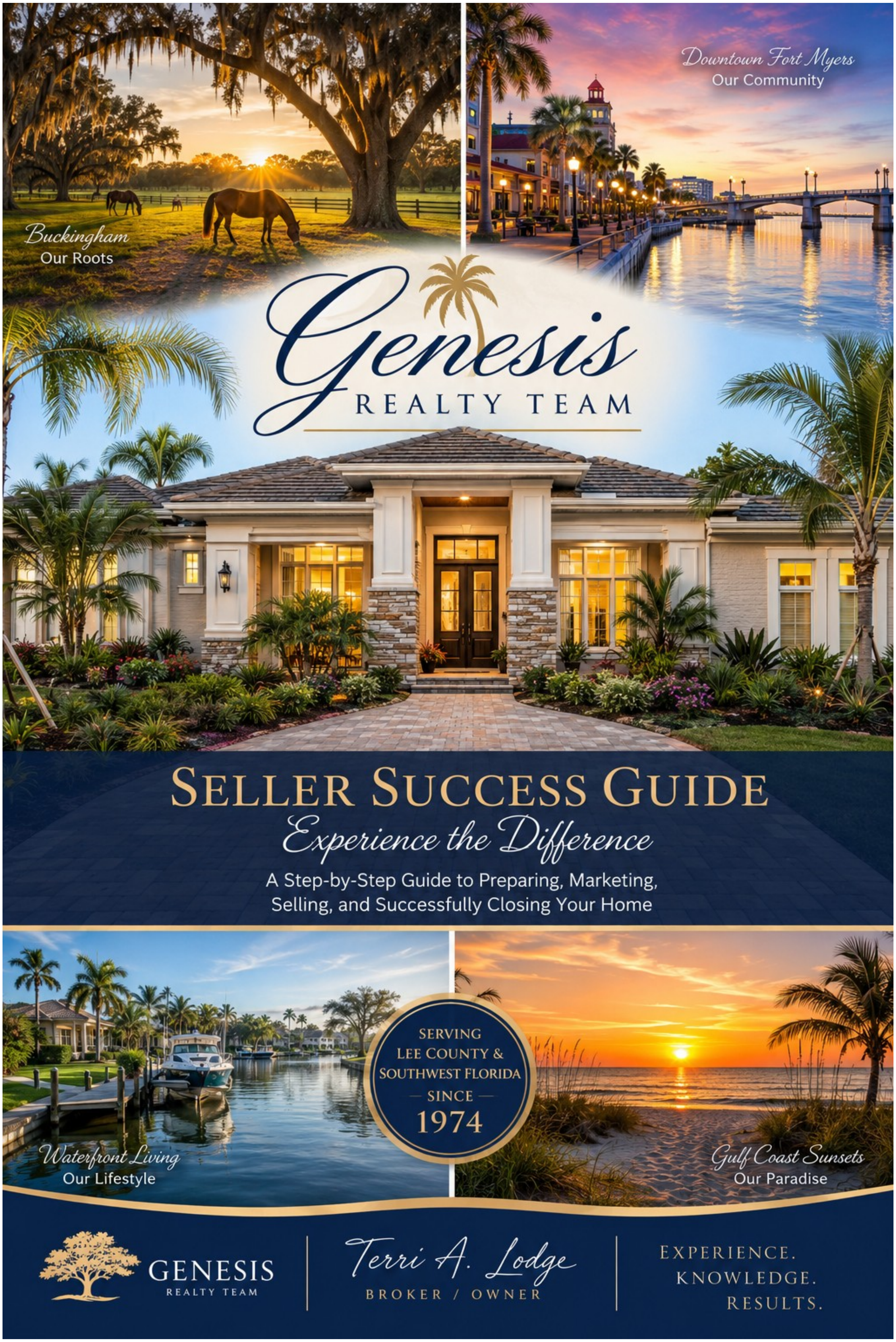

Downtown Fort Myers
Our Community
Buckingham
Our Roots
Genesis
REALTY TEAM
SELLER SUCCESS GUIDE
Experience the Difference
A Step-by-Step Guide to Preparing, Marketing,
Selling, and Successfully Closing Your Home
SERVING
LEE COUNTY &
SOUTHWEST FLORIDA
— SINCE —
1974
Waterfront Living
Our Lifestyle
Gulf Coast Sunsets
Our Paradise
GENESIS
REALTY TEAM
Terri A. Lodge
BROKER / OWNER
EXPERIENCE.
KNOWLEDGE.
RESULTS.

A PERSONAL WELCOME

Welcome to Genesis Realty Team

Dear Seller,

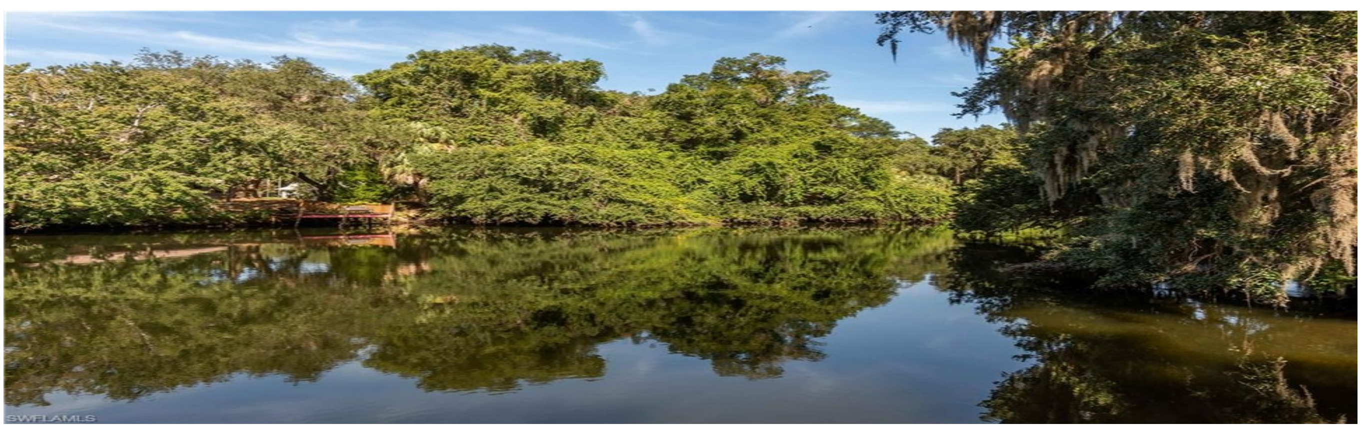
Selling a home is more than a transaction. It is a life transition, and it deserves thoughtful preparation, honest guidance, and experienced representation.

For more than five decades, I have had the privilege of helping families navigate changing markets, important decisions, difficult negotiations, and successful closings. Every home has a story, and every seller has goals that deserve to be heard.

This guide was created to educate, prepare, reduce uncertainty, and replace fear with confidence. My promise is to listen first, guide you every step of the way, and work tirelessly to help you achieve the best possible outcome.

Serving Lee County and Southwest Florida since 1974

With gratitude,
Terri A. Lodge
Broker / Owner



Experience matters. Service builds trust. Gratitude creates lasting relationships.

YOUR ROADMAP

Inside Your Seller Success Guide

Keep this guide nearby. It is designed to answer questions before they become worries.

KNOWLEDGE • JUDGMENT • SOLUTIONS

Why Experience Still Matters

Experience is not simply about how long someone has been in business. It is the judgment gained from seeing markets change, contracts evolve, financing tighten, inspections surprise us, and negotiations take unexpected turns.

The value of experience is knowing what deserves immediate attention, what can be solved calmly, and how to protect your interests while keeping everyone focused on a successful closing.

> ***Experience isn't about having all the answers. It's about having the judgment to find the right solution when it matters most.***

Experience working for you

- Strategic pricing supported by current market evidence
- Exposure through multiple MLS systems and a broad agent network
- Skilled negotiation focused on your goals and net result
- Guidance through inspections, appraisals, financing, and closing
- Consistent seller and agent communication
- Professional representation when the unexpected happens

Terri A. Lodge has been a Florida real estate broker since 1976, has owned and led real estate companies, trained hundreds of agents, served in local, state, and national Realtor leadership, and helped generations of Southwest Florida families.

YOUR SELLER ROADMAP

Navigate the Selling Process

1	**Listen & Plan**	Clarify your goals, timing, priorities, and concerns.
2	**Prepare**	Gather property information and create a readiness plan.
3	**Price**	Study the market and choose a strategic asking price.
4	**Showcase**	Create professional photography, remarks, and marketing.
5	**Launch**	Activate MLS exposure, signage, online promotion, and agent outreach.
6	**Evaluate**	Review activity, feedback, competition, and market changes.
7	**Negotiate**	Compare price, terms, timing, financing, and risk.
8	**Close**	Manage inspections, appraisal, lender milestones, title, and moving.

The seller determines the asking price. Buyers determine what they are willing to pay. The market ultimately determines value. Our strategy determines opportunity.

YOU SHOULD NEVER WONDER WHAT IS HAPPENING

Our Communication Commitment

Good communication protects confidence and helps us make timely, informed decisions together. Some sellers prefer a weekly summary. Others need communication several times a week. We will establish the rhythm that works for you.

Your weekly seller update includes

- Online views, inquiries, and showing activity
- Buyer and agent feedback when available
- New listings that compete directly with your home
- Recent pending sales and closings that affect positioning
- Marketing actions completed and next recommendations

Your preferred communication

☐ Primary method: ☐ Text ☐ Email ☐ Telephone call

☐ Best days or times: ____

☐ Other decision-makers to include: ____________________________

OUR PROMISE Our weekly-update guarantee

If we miss a promised weekly seller update, you receive a $100.00 credit at closing. Your listing deserves consistent attention, and our commitment should be measurable.

THE RIGHT STRATEGY BEGINS BY LISTENING

Understanding Your Goals and Your Property

Before we recommend price, timing, or marketing, we want to understand what a successful sale means to you. Your priorities shape every decision that follows.

Your goals

☐ Ideal moving date: ____

☐ Is your next home already identified? ☐ Yes ☐ No

☐ Will you be buying and selling at the same time? ☐ Yes ☐ No

☐ Most important outcome: ☐ Highest net ☐ Timing ☐ Convenience ☐ Other

☐ Special concerns or non-negotiables: __________________________

Help us help you

- Survey, title policy, and elevation certificate if available
- Roof, HVAC, appliance, and improvement records
- HOA or condominium documents and current fees
- Insurance information and known claims
- Solar ownership, lease, loan, or transfer information
- Known defects and completed repairs
- Utility and trusted vendor information

Complete information helps us market accurately, answer buyer questions quickly, and reduce surprises later.

YOUR HOME DESERVES MORE THAN A LISTING

Modern Marketing Strategy

Marketing begins with understanding what makes your property special and which buyers are most likely to value it. We then build a coordinated launch that creates a clear, consistent first impression.

Professional Presentation Location-driven photography, compelling remarks, feature highlights, and clean design.	**Digital Reach** MLS syndication, major consumer websites, social media, email, and agent-to-agent outreach.	**Property-Specific Tools** Drone photography for view assets, short virtual tours, custom brochures, and targeted promotion.
Visible Presence Professional yard signage, showing access, and local network exposure.	**Market Intelligence** Track views, inquiries, feedback, competition, pendings, and closed sales.	**Responsive Strategy** Adjust positioning and incentives when market evidence supports a change.

Professional signage supports recognition, confidence, and buyer response.

EXPANDED PROFESSIONAL EXPOSURE

The Multiple MLS Advantage

A property cannot sell if the right buyer and the right agent never see it. Terri's membership in multiple MLS systems broadens professional exposure beyond a single local database and helps reach agents working across Southwest Florida and neighboring markets.

More professional visibility creates more opportunities for questions, showings, feedback, and offers.

How expanded exposure helps

- Places accurate listing data before a wider network of cooperating agents
- Supports buyers whose searches cross county or MLS boundaries
- Strengthens awareness among agents who specialize in your property type
- Improves our ability to compare competition and recent sales
- Creates additional channels for direct agent communication

One property. One coordinated message. A broader professional audience.

POSITIONING CREATES OPPORTUNITY

Pricing Matters

The first days on the market matter. Buyers compare your home with everything else available, and their agents quickly recognize whether the price and condition are aligned with the market.

ABOVE THE MARKET

Approximately 10% of active buyers may consider the property

Longer market time • fewer showings • later reductions may be needed

AT THE MARKET

Approximately 50-60% of active buyers may consider the property

Stronger showing activity • better feedback • improved offer potential

BELOW THE MARKET

Up to 100% of active buyers may notice the property

Maximum attention • possible multiple offers • market response helps establish value

Pricing decisions should consider

- Recent closed sales and current competition
- Condition, updates, location, and unique features
- Buyer financing and appraisal realities
- Current inventory, absorption, and days on market
- Your timing, goals, and tolerance for market risk

The seller determines the asking price - not the final price. Buyers determine what they will offer, and the market determines value.

ONE SHOT AT A FIRST IMPRESSION

Preparing Your Home for the Market

Buyers now expect homes to feel clean, cared for, and easy to imagine as their own. Preparation does not mean making every improvement. It means focusing time and money where they can make the greatest difference.

> ***First impressions begin at the curb.*** A tidy, inviting exterior can be the difference between a buyer going inside and driving on. Keep the lawn and landscaping well maintained, and put away toys, tools, and other items that can make the entry feel cluttered.

Presentation priorities

- Deep clean the home, including fans, vents, windows, grout, and floors
- Declutter counters, closets, cabinets, and storage areas
- Remove excess furniture to improve flow and space
- Use neutral paint where strong colors may distract
- Make kitchens and bathrooms sparkle

Protection and maintenance

- Remove personal photographs, especially children's photos
- Secure jewelry, medicine, documents, firearms, and valuables
- Repair obvious leaks, loose handles, bulbs, and damaged caulk
- Service HVAC and address known roof, moisture, or pest concerns
- Create a calm, bright, welcoming entrance

We will help you separate high-impact preparation from unnecessary expense.

TELL THE RIGHT STORY

Building Your Property Showcase

Professional marketing should reveal what buyers will value most. The photography and feature plan will be tailored to the property - waterfront, acreage, community amenities, architecture, updates, lifestyle, or convenience.

Before photography

- ☐ Make all beds and clear nightstands
- ☐ Remove refrigerator magnets, papers, and countertop clutter
- ☐ Hide trash cans, pet bowls, litter boxes, and cleaning supplies
- ☐ Open blinds and curtains; turn on every light
- ☐ Remove vehicles from the driveway when possible
- ☐ Stage patios, lanais, pools, docks, and outdoor living areas

Our showcase may include

- Professional interior and exterior photography
- Drone images when the location, view, acreage, or waterfront benefits
- A short virtual tour or video sequence
- Feature sheets, brochures, and social-ready graphics
- MLS remarks that balance details with lifestyle
- Community, neighborhood, and nearby amenity highlights

The goal is not simply to photograph rooms. It is to help buyers understand how the property could improve their lives.

EVERY SHOWING IS AN OPPORTUNITY

Showings and Electronic Lockbox

Qualified buyers need the opportunity to experience the home comfortably. We use an electronic lockbox to provide controlled access and a record of agent entry.

For the best showing experience

- ☐ Allow reasonable showing windows whenever possible
- ☐ Leave the home before buyers arrive
- ☐ Secure pets or take them with you
- ☐ Turn on lights, open window coverings, and set a comfortable temperature
- ☐ Keep music and televisions off unless soft background music is intentional
- ☐ Avoid fragrances that may suggest an attempt to hide odors
- ☐ Let the buyer imagine the home as their own

Sellers should not remain for showings. Buyers speak more openly, stay longer, and connect more naturally when they have privacy.

The feedback loop

We request feedback after showings, review patterns rather than isolated opinions, and share meaningful information with you. Not every agent responds, but repeated comments can help us identify an opportunity or concern.

PRICE IS ONLY ONE PART OF THE OFFER

Offers and Skilled Negotiation

When an offer arrives, we slow the moment down, organize the facts, and evaluate the entire proposal. A higher price is not always the strongest offer if financing, appraisal risk, contingencies, costs, or timing weaken the transaction.

Financial strength	**Terms and timing**
• Purchase price and deposit • Cash or financing • Loan type and lender • Proof of funds or approval • Appraisal exposure • Requested seller costs	• Inspection period • Closing date • Occupancy needs • Personal property • HOA/condo approval • Special contingencies
A counteroffer is not a rejection. It is an invitation to keep negotiating.	

Our role is to explain the benefits, risks, and likely consequences of each option so you can make a confident decision. You remain in control; we provide the judgment and negotiation support.

PREPARATION PROTECTS THE TRANSACTION

Inspections and Appraisals

Home inspections

We recommend a professional home inspection on virtually every property, including brand-new homes. Inspections help buyers make informed decisions and give both parties a structured way to address material concerns.

> ***An inspection report is not a report card. It is a tool that helps buyers make informed decisions and helps sellers move forward with confidence.***

When concerns arise, we help organize the issues, distinguish maintenance from material defects, obtain information when needed, and keep the negotiation focused on solutions.

The appraisal

For financed purchases, the lender generally requires an appraisal. We support the process with relevant closed sales, property improvements, features, permits when available, and facts that may not be obvious from public records.

- Provide access and ensure the home is ready
- Share a concise list of major improvements
- Correct inaccurate public-record facts when documentation is available
- Respond promptly if the lender requests additional information

SUCCESSFUL TRANSACTIONS FOCUS ON SOLUTIONS

From Contract to Closing

Once the contract is signed, a coordinated team begins working toward closing. Dates matter, documentation matters, and communication becomes even more important.

Contract & deposit	Executed documents go to the title/closing agent; the buyer delivers the deposit.
Inspection period	Inspections are completed and any permitted negotiations are resolved.
Financing & appraisal	The buyer's lender verifies credit, income, assets, property value, insurance, and loan conditions.
Title & association	Title, lien, survey, HOA/condo, estoppel, and related requirements are coordinated.
Loan approval	Underwriting can continue close to the closing date; proactive updates help us prepare for changes.
Final walk-through	The buyer confirms condition and agreed repairs before closing.
Closing & possession	Documents and funds are completed; keys and possession transfer as agreed.

Successful transactions happen when everyone stays focused on solutions rather than obstacles.

PLAN EARLY - PROTECT YOUR FLEXIBILITY

Moving Timeline Planner

Cash transactions may move quickly. Financed transactions depend on inspections, appraisal, underwriting, insurance, title, and final lender approval. Mortgage approval can arrive less than a week before closing, so avoid irreversible moving decisions too early.

Milestone	Recommended preparation
When the contract is accepted	Confirm dates; compare movers; begin sorting; review possession terms.
After the inspection period	Schedule movers tentatively; begin packing low-use items; address agreed repairs.
After appraisal / loan progress	Confirm utilities, insurance changes, mail forwarding, and moving logistics.
One week before closing	Confirm lender/title status; finalize packing; arrange cleaning; gather keys and remotes.
Closing week	Protect documents, medicines, valuables, and funds; complete walk-through readiness.
After closing	Transfer possession exactly as agreed. A short post-closing occupancy period may sometimes be negotiated.

Do not cancel insurance or surrender possession until the closing agent confirms that the transaction is complete and funds have been received.

Closing Preparation Checklist

Property & condition	Keys & information
☐ Complete agreed repairs and retain receipts ☐ Remove personal property as required ☐ Leave the home broom-clean ☐ Confirm included items remain ☐ Prepare for final walk-through	☐ House, mailbox, gate, and amenity keys ☐ Garage and gate remotes ☐ Alarm instructions and codes ☐ Appliance manuals and warranties ☐ Vendor and utility information
Documents & logistics	**Safety & possession**
☐ Government-issued identification ☐ Wire instructions verified by telephone ☐ Final closing figures reviewed ☐ Utilities scheduled appropriately ☐ Forwarding address provided	☐ Secure medicines and valuables ☐ Do not share wire instructions by email alone ☐ Confirm closing and funding ☐ Transfer possession only as agreed ☐ Keep copies of final documents

Wire fraud warning: Always verify wiring instructions by calling the title or closing company at a trusted telephone number. Never rely solely on an email requesting a change.

YOUR PRIORITIES LEAD THE CONVERSATION

Questions for Our Consultation

What is most important to you about this sale?

What timing would make the transition easiest?

Are you buying another property, relocating, or coordinating two closings?

What do you believe buyers will value most about your home?

Are there improvements, permits, warranties, or special features we should highlight?

Are there known concerns we should discuss before going to market?

How would you like us to communicate, and who should be included?

What would make you feel confident that the marketing is working?

Which offer terms matter most beyond price?

What questions or worries have not yet been addressed?

No question is too small. Clear expectations now create a smoother experience later.

OUR PROMISE TO YOU

Experience the Difference

Our promise is to listen first, guide you every step of the way, and work tirelessly to help you achieve the best possible outcome.

Terri A. Lodge
Broker / Owner

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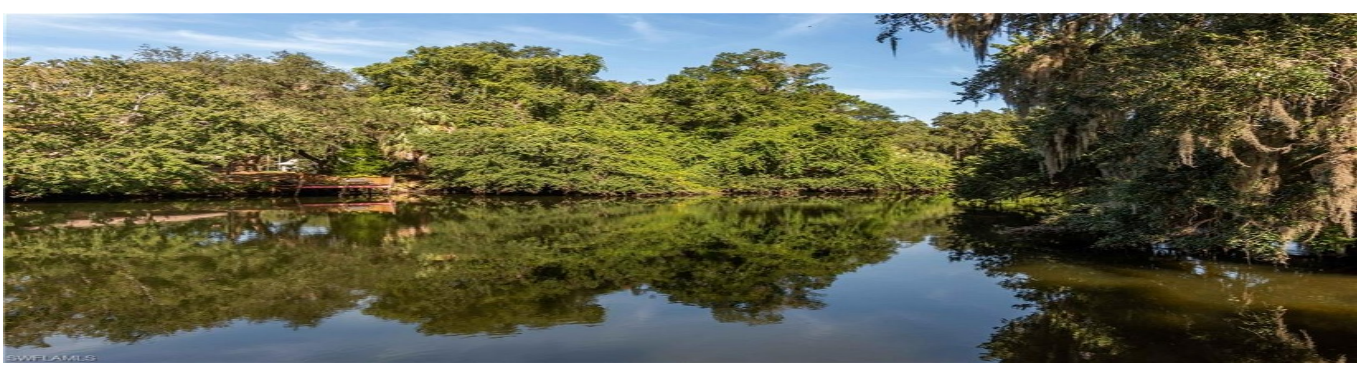
Over 50 years of real estate experience



Built with experience. Refined with curiosity. Shared with gratitude.