

YOUR COMPLETE GUIDE TO SELLING YOUR HOUSE

THE ZUCKERMAN GROUP™



YOUR COMPLETE GUIDE TO
PREPARING YOUR HOUSE FOR
A SUCCESSFUL SALE

THE
ZUCKERMAN
GROUP™

LOKATION®
REAL ESTATE

HELLO! I'm Roxy.

I founded The Zuckerman Group™ with a simple goal: to give our clients a more personal, strategic, and hands-on real estate experience.

We help homeowners throughout Boca Raton, Delray Beach, Boynton Beach, and surrounding South Florida communities sell their homes with a thoughtful approach designed to maximize value and make the process as smooth as possible.

From preparing your home for the market and developing the right pricing strategy to professional marketing, showings, negotiations, and closing, we are there to guide you every step of the way.

Our goal is to make sure you feel informed, supported, and confident throughout the entire process.

Roxy Zuckerman

THE ZUCKERMAN GROUP™



WHAT TO EXPECT

The Zuckerman Group™ created this guide to make the selling process feel clearer, more organized, and less overwhelming from the very beginning. Here, you'll find practical guidance on preparing your home for the market, pricing, marketing, showings, negotiations, and what to expect once your home is under contract.

HAVE MORE QUESTIONS

We're always available to help! Shoot us a text or give us a call for the quickest response.

LICENSE

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EMAIL

info@thezuckermangroup.com

INSTAGRAM

[@zuckermangroup](https://www.instagram.com/zuckermangroup)

CELL

(561) 325-9088

WEBSITE

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"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world."

–Franklin D. Roosevelt, U.S. President



WHAT OTHERS ARE SAYING

"The Zuckerman Group excelled with their service and quick response for solving issues very efficiently. They made the process stress-free. "

- B. Zilberberg

"Roxy Zuckerman is the best in the business! She is professional, responsive, and truly cares about her clients. She really understands what you are looking for, so she doesn't waste your time... which says a lot! She made what could have been a stressful experience feel easy. 10/10!!"

- M. Scherzer

"I had a great experience working with Zuckerman in Boca Raton, Florida! Dedicated professionals who make a real difference in the property transaction process, guiding us efficiently and making sure we find exactly what we want."

- B. Prodanescu

THE SELLING PROCESS

STEP ONE

PREPARE YOUR HOME

- ☐ MEET WITH YOUR AGENT
- ☐ CONSIDER REPAIRS
- ☐ CREATE A GAME PLAN
- ☐ HOME PREP CHECKLIST

STEP THREE

SHOW YOUR HOME

- ☐ PRE-SHOWING CHECKLIST
- ☐ NEGOTIATING OFFERS

STEP TWO

STRATEGICALLY MARKET YOUR HOME

- ☐ DETERMINE THE PRICE
- ☐ PROFESSIONAL PHOTO/VIDEO
- ☐ EXECUTE MARKETING PLAN

STEP FOUR

SELL YOUR HOME

- ☐ GO UNDER CONTRACT
- ☐ PRE-CLOSING CHECKLIST

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THE MARKETING PROCESS

WE POSITION YOUR HOME WITH TARGETED EXPOSURE TO THOUSANDS OF QUALIFIED BUYERS ACROSS DIGITAL AND LOCAL CHANNELS.

1

SOCIAL MEDIA

We take huge pride in our social media presence. We've worked very hard to grow a large following that will really give your home the best chance to be seen by as many potential buyers as possible! We'll share your home on our social media prior to and after listing.

2

MAILERS

We'll send "Just Listed" post cards to your closest neighbors. This ensures they see what is for sale in their neighborhood and they're more likely to share with family and friends who also love and would like to live in the area!

3

OPEN HOUSE

Once your home hits the market, we'll personally host an open house to showcase it to potential buyers and generate strong interest right from the start. It's a great opportunity to highlight your home's best features and create a lasting first impression.

ALONG WITH THE STRATEGY ABOVE, WE ALSO PUBLISH YOUR LISTING ON THE MLS (MULTIPLE LISTING SERVICE), WHICH WILL SYNC WITH ALL MAJOR REAL ESTATE PLATFORMS LIKE ZILLOW, TRULIA, AND REALTOR.COM.





SOCIAL MEDIA MARKETING

When it comes to selling a property, the more eyes on the home, the better chance the right buyer will see it and the property will sell faster and for a higher price! Here's how we utilize our knowledge and our social media presence to get your listing in front of more buyers:

VIDEOGRAPHY

We hire a professional videography company to film our listing videos. They utilize drone shots, professional editing and high-quality equipment to make your listing video stand out among others.

PERSONALIZATION

We show our face and speak in every single one of our listing videos because properties perform better when there is a personal presence behind the listing, the audience is more engaged when they hear a voice and see a face as opposed to JUST the home.

**IN 2025, 97%
OF HOMEBUYERS USED THE
INTERNET IN THEIR HOME SEARCH.**

STATISTIC PROVIDED BY THE NATIONAL
ASSOCIATION OF REALTORS

PHOTOGRAPHY

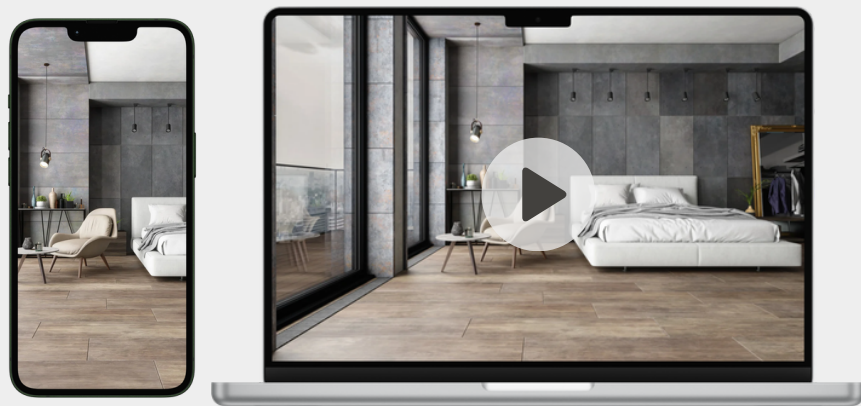
The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing, showcasing the best qualities and features of your home.

Because of this, we choose to work with the highest quality videographer for all of our photography, videography & drone needs. This is a service paid for by us. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



LISTING VIDEO

Promoting your listing on Instagram and Facebook is our specialty. We have a strategic process to get the video of your home viewed tens of thousands of times. This way, it will get in front of eyes that may not even be in the market for a new home, but would be if they saw yours!



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PRINT MARKETING

In addition to our Instagram marketing strategy, we also create and distribute 'Just Listed' postcards, flyers, and other print materials to neighbors near your home. This helps generate buzz and drive traffic because people who already love the neighborhood often want their friends and family to move close by, too!



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DIRECT MAIL HAS A 90% OPEN RATE

That's why postcards and flyers are still one of the most effective ways to grab attention, especially in your own neighborhood.

IN PERSON MARKETING

OPEN HOUSE

For every listing, we host an open house shortly after it goes live to build early momentum and attract interested buyers. We create a welcoming atmosphere with light refreshments, helping visitors feel comfortable as they tour the home. It's a great opportunity for potential buyers to experience the space firsthand and envision themselves living there.

OPEN HOUSE

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CREATE A GAME PLAN

FRESH EYES

1

We encourage you to walk through your home, room by room as if you are a buyer and take notes on what needs to be done. It also may be beneficial to consider having a home inspector come by and see if anything needs to be repaired prior to listing.

PREINSPECTION

2

Many of our sellers opt for a preinspection (described above) and it helps them hugely in prepping the home and when it comes to being prepared for what the buyer may ask for in the inspection period.

the CHECK LIST

PREPPING THE HOME

USE THIS CHECKLIST TO DO A WALK THROUGH OF YOUR HOME, ROOM BY ROOM AS IF YOU ARE A BUYER. CHECK OFF WHAT NEEDS TO BE DONE, AND THEN CHECK OFF ONCE YOU COMPLETE.

LIVING + DINING

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ STAGE WITH PILLOWS & THROWS
- ☐ DUST & CLEAN ALL SURFACES & FIXTURES
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED

BEDROOM

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ CLEAN OUT AND ORGANIZE CLOSETS
- ☐ REPAIR ANY DAMAGE IN WALLS KEEP ALL
- ☐ TABLES CLEAR & DECLUTTERED MAKE
- ☐ BEDS BEFORE ANY SHOWINGS

KITCHEN

- ☐ CLEAN OFF COUNTERS & DECLUTTER
- ☐ CLEAN TILE GROUT IF NEEDED
- ☐ THOROUGHLY CLEAN ALL APPLIANCES
- ☐ ORGANIZE ALL DRAWERS AND PANTRIES
- ☐ THOROUGHLY CLEAN FLOORS

BATHROOM

- ☐ THOROUGHLY CLEAN ALL SURFACES
- ☐ DECLUTTER COUNTERTOPS AND DRAWERS
- ☐ REMOVE ANY UNNECESSARY ITEMS
- ☐ CLEAN OR REPLACE SHOWER CURTAINS
- ☐ CLEAN ANY MOLDY AREAS
- ☐ FOLD TOWELS AND STAGE DECOR

EXTERIOR

- ☐ PRESSURE WASH ANY DIRTY CONCRETE
- ☐ CLEAN OR REPAINT FRONT DOOR
- ☐ REPAINT EXTERIOR AND TRIM IF NEEDED
- ☐ WASH WINDOWS INSIDE AND OUT
- ☐ SWEEP WALKWAYS AND PATIOS
- ☐ MOW THE LAWN AND TRIM SHRUBS
- ☐ FENCE IS IN GOOD SHAPE
- ☐ REPLACE ANY ROTTEN WOOD
- ☐ POOL/SPA IS CLEAN & IN WORKING CONDITION
- ☐ YARD IS CLEAN AND MAINTAINED
- ☐ OUTDOOR FURNITURE STAGED AND INVITING





CONSIDER REPAIRS

GET THAT SOLD PRICE UP BY CONSIDERING SOME REPAIRS WITH A GOOD RETURN ON INVESTMENT. NOT ALL BUYERS HAVE THE VISION TO SEE WHAT YOUR HOME COULD BE, SO EVEN LITTLE CHANGES WILL HELP THEM SEE THE BIGGER PICTURE.

IMPROVEMENTS THAT BUYERS WILL LOVE:

1

OPEN THE FLOOR PLAN

Knock down walls and create the spacious layout that's on many buyers' wishlists.

2

INVEST OUTDOORS

Consider adding outdoor living space such as a patio or deck. According to NAR (National Association of Realtors), the average cost of building a deck is between \$4,000-\$8,000. On average, a deck adds \$7,000 in real value. Therefore, adding a deck can bring a high ROI and data shows most homeowners can recoup 102-106% of the cost to build a deck upon sale of their home.

3

THE DETAILS WITH BIG IMPACT

Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.

4

TIME FOR A FRESH COAT?

Paint in a neutral palette. This allows buyers to picture their own belongings in the space.

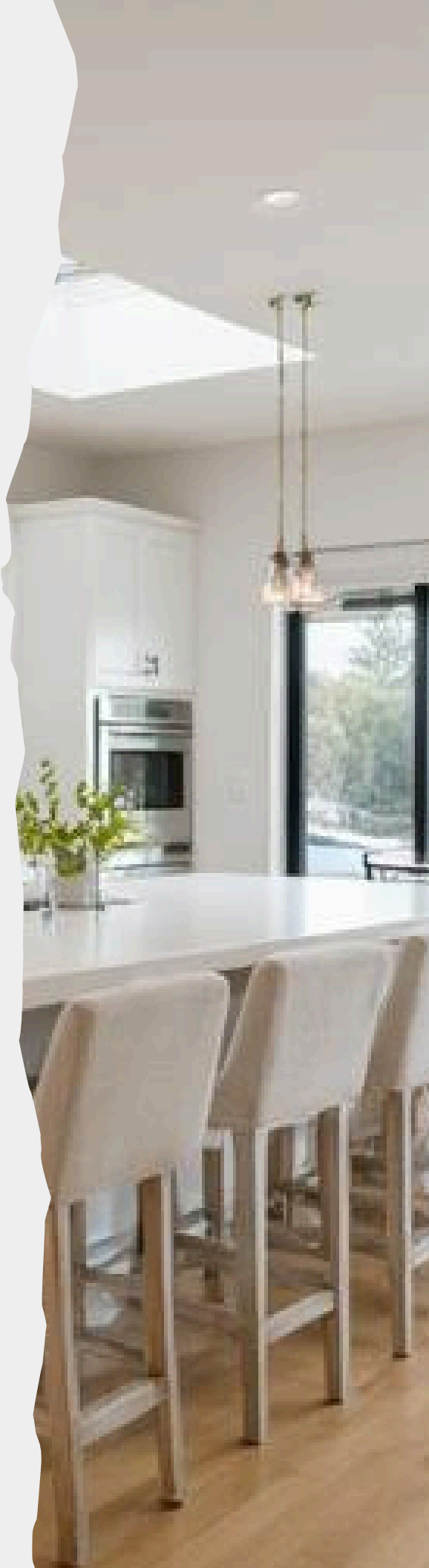
REPLACE OR REPAIR

IF NEEDED

- ☐ LIGHT FIXTURES
- ☐ LIGHT BULBS
- ☐ WORN/STAINED CARPETING
- ☐ WINDOW GLASS
- ☐ KITCHEN APPLIANCES
- ☐ CABINETS
- ☐ SINKS AND FAUCETS
- ☐ HVAC
- ☐ PAINT WALLS WHERE NEEDED
- ☐ FLOORING
- ☐ PAINT WALLS WHERE NEEDED
- ☐ CO2 DETECTORS
- ☐ ELECTRICAL PANEL
- ☐ SMOKE DETECTORS

***PLEASE NOTE**

To satisfy the appraisal, smoke detectors need to be installed within 10 feet of each bedroom, carbon monoxide detectors on each floor & water heater will need to be double strapped. I encourage you to finalize these details prior to listing in order to minimize stress while under contract.





QUICK SHOWING

CHECKLIST

- ☐ REMOVE ALL CLUTTER AND PUT AWAY ANY PERSONAL ITEMS
- ☐ REMOVE ALL DISHES FROM THE SINK AND WIPE IT DOWN
- ☐ COLLECT AND STOW ALL KIDS OR PETS TOYS THAT ARE OUT
- ☐ STORE ANY VALUABLE ITEMS OR TAKE THEM WITH YOU
- ☐ CLEAN BATHROOMS
- ☐ SWEEP/DECLUTTER EXTERIOR WALKWAYS
- ☐ SPRAY AIR FRESHENER OR LIGHT A CANDLE
- ☐ EMPTY TRASH

CONGRATS! YOU'RE UNDER CONTRACT.

WHAT'S NEXT?

ONCE YOU'VE ACCEPTED AN OFFER ON YOUR HOME, IT'S IMPORTANT TO KNOW WHAT STEPS ARE COMING NEXT. MY TRANSACTION COORDINATOR WILL REACH OUT VIA EMAIL TO YOU AND ALL INVOLVED TRANSACTION PARTIES TO GO OVER TIMELINE, NEXT STEPS, AND IMPORTANT DATES.

STEP ONE

The buyers will submit their earnest money and schedule their home inspection based on the timeline agreed upon in their offer.

STEP THREE

The appraiser will call me to schedule a time to come out and perform the appraisal inspection. The buyer's lender will provide a "due date" for the appraisal; usually sometime in week 2-3 of the transaction.

Once the appraisal comes back we are onto closing!

STEP FIVE

As a seller, you can sign all applicable forms up to a week before closing. The escrow closer will call you to schedule a signing appointment about a week before the transaction is scheduled to close.

STEP TWO

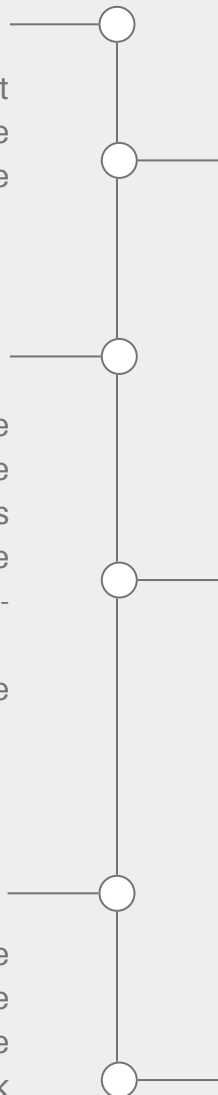
We will receive an inspection request form from the buyer's agent and we will look over it together to strategize what repairs you would like to agree to have completed before closing.

STEP FOUR

The buyers will come by for a final walkthrough a couple of days prior to closing to make sure all repairs have been completed. We will also send them all pertinent repair receipts for their records.

STEP SIX

LASTLY, the buyer will send their wire, sign, and the transaction will record with the county on closing day.



PRE-CLOSING CHECKLIST

- ☐ ENSURE YOU'VE PROVIDED ANY ADDITIONAL PAPERWORK REQUESTED PRIOR TO CLOSING
- ☐ TITLE/ESCROW CLOSER WILL CALL YOU TO SCHEDULE YOUR SIGNING
- ☐ OFFICIALLY CHANGE YOUR ADDRESS (SEE NEXT PAGE FOR MOVING CHECK-LIST)
- ☐ CANCEL YOUR HOMEOWNER'S INSURANCE
- ☐ CANCEL UTILITIES
- ☐ CLEAN THOROUGHLY BEFORE THE FINAL WALK THROUGH
- ☐ GATHER KEYS AND REMOTES TO BRING TO LEAVE FOR BUYER
- ☐ GATHER ALL OF THE MANUALS, WARRANTIES, AND RECEIPTS FOR APPLIANCES (IF APPLICABLE)
- ☐ REMEMBER TO BRING YOUR DRIVER'S LICENSE TO YOUR SIGNING APPOINTMENT!



MOVING

CHECKLIST

4-6 WEEKS BEFORE

- ☐ DECLUTTER, DISCARD & DONATE
- ☐ COLLECT QUOTES FROM MOVING COMPANIES
(I RECOMMEND SPOKANE MOVERS)
- ☐ CHOOSE A MOVER & SIGN CONTRACT
- ☐ LOCATE SCHOOLS, HEALTHCARE PROVIDERS IN YOUR NEW AREA
- ☐ SECURE OFF-SITE STORAGE IF NEEDED
- ☐ CREATE A FILE OF MOVING-RELATED PAPERS AND RECEIPTS
- ☐ CONTACT HOMEOWNER'S INSURANCE AGENT ABOUT
COVERAGE FOR MOVING
- ☐ CONTACT INSURANCE COMPANIES TO ARRANGE FOR COVERAGE
IN NEW HOME

3-4 WEEKS BEFORE

- ☐ NOTIFY EVERYONE ABOUT YOUR CHANGE OF ADDRESS
- ☐ NOTIFY UTILITY COMPANIES OF DATE TO DISCONTINUE/
TRANSFER SERVICE

2-3 WEEKS BEFORE

- ☐ NOTIFY DMV OF NEW ADDRESS
- ☐ DISCONTINUE ADDITIONAL HOME SERVICES (HOUSEKEEPER,
GARDENER/LAWN SERVICE)
- ☐ ARRANGE FOR CHILD AND PET CARE ON MOVING DAY
- ☐ NOTIFY HOA ABOUT UPCOMING MOVE (IF APPLICABLE)
- ☐ START USING UP THINGS YOU CAN'T MOVE, SUCH AS PERISHABLES

1 WEEK BEFORE

- ☐ CONFIRM FINAL MOVING ARRANGEMENTS
- ☐ ARRANGE TRANSPORTATION FOR PETS AND PLANTS
- ☐ PACK AN ESSENTIALS BOX FOR QUICK ACCESS AT NEW HOME
- ☐ LABEL MOVING BOXES WITH THE CONTENTS INSIDE





FAQ

WHAT HAPPENS IF MY HOME DOESN'T APPRAISE ABOVE THE CONTRACT PRICE?

A house “appraises low” if the value assessed by the home appraiser is lower than the purchase price agreed upon between the buyer and seller. The home appraisal provides a snapshot of the appraiser’s opinion of the current market value based on similar closed sales in the area. When the appraised value comes in below the contract price, it limits the amount a lender will finance because they base the loan on the appraisal. A low appraisal might delay or even derail your closing. If an appraisal comes in lower than the purchase price when a property is being bought, it can be bad news for the buyer and the seller. When an appraisal comes in low, the buyer’s mortgage lender will not lend more than the appraised value.

HOW LONG WILL IT TAKE TO SELL MY HOME?

The length of time on market will depend on many factors including list price, the time of year we are listing, the location of the home and the state of the home when we hit the market. We find when a home is best priced and marketed, we are able to get the property moving the quickest for you.

THANK YOU FOR TRUSTING US

Thank you for trusting us for the sale of your property. We would love to chat more and guide you through the process. Our goal is to ensure that you are comfortable every step of the way!

Have more questions? We're always available to help! Shoot us a text or give us a call for the quickest response. Helping our clients sell their home for top dollar, with the most ease, is what we are passionate about. We're always here to answer your questions.



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