

THE 2026 SOUTHWEST FLORIDA

SELLER STRATEGY GUIDE

*Selling with Strategy,
Precision, and Maximum
Exposure*



SERHANT. | Southwest Florida

Luxury Real Estate Advisor

A Strategic Approach to Selling in Southwest Florida

Selling a home in Southwest Florida isn't about putting a sign in the yard and hoping for the best.

It's about positioning.

In today's market, pricing precision, preparation, and exposure determine whether a property sells quickly and profitably, or sits, reduces, and loses leverage.

As a former Division I athlete, I was trained to prepare differently.

To study the field.

To anticipate moves before they happen.

And to execute with discipline.

I bring that same mindset to every property I represent.

Every listing begins with a strategic pricing analysis.

Every launch is intentional.

Every negotiation is calculated.

We don't "list" homes.

We launch them.



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THE SOUTHWEST FLORIDA MARKET REALITY

What Sellers Must Understand in Today's Market

Inventory Has Increased

The market has shifted from the extreme seller conditions of recent years.

With more homes available, **buyers now have more options and leverage.**

Buyers Are More Selective

Today's buyers **compare homes carefully.**

Pricing and presentation determine which homes sell.

Demand Remains Strong

Southwest Florida continues to attract buyers nationwide seeking **lifestyle, weather, and tax advantages.**

The difference today is simple:

**Homes positioned correctly sell.
Homes priced emotionally sit.**

February 2026

Median Sale Price

\$480,000

Median Days on Market

55 Days

Sale-to-List Price Ratio

91.8%

Active Homes for Sale

11,220

Months of Inventory

8.0 Months

New Listings (Monthly)

3,074

In today's market, precision wins.

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THE PRICING STRATEGY

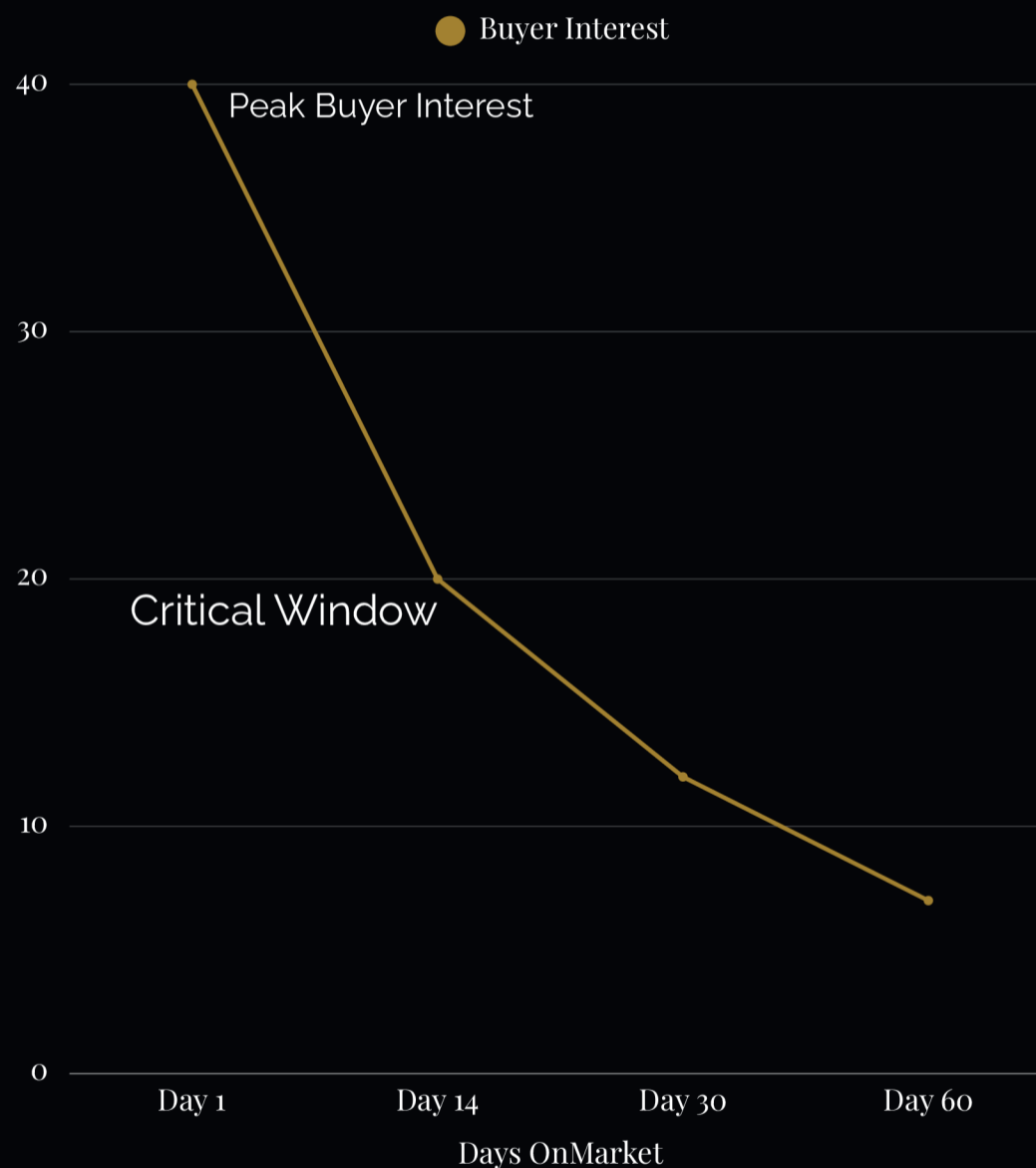
The First 14 Days Rule

When a home first hits the market, it receives the most attention it will ever get.

Active buyers searching in your price range are immediately notified when a new property becomes available.

If the home is priced correctly and positioned well, this early attention creates momentum and competition.

If the home is overpriced, the most motivated buyers simply move on, and that opportunity is lost.



The Cost of Overpricing

When a home sits on the market too long, buyers begin to assume something is wrong.

Price reductions often attract less attention, not more.

This is why strategic pricing from day one is critical.

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The market rewards precision, not testing.



Luxury isn't
defined by price.
It's defined by
the **STANDARD.**



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THE LAUNCH PLAN

Prepare

Before a home ever hits the market, preparation is critical.

Every detail is designed to ensure your property makes the strongest possible first impression.

Services include:

- Professional photography
- Cinematic video and drone media
- Strategic staging consultation
- Custom property website

Launch

When your home launches, it enters the market with maximum momentum.

We coordinate a synchronized release across multiple platforms to capture the largest possible audience immediately.

Launch exposure includes:

- MLS syndication to Zillow, Realtor.com, and major platforms
- SERHANT internal agent network
- Email campaigns to qualified buyers
- Social media release across multiple channels

Amplify

Once your home is live, we continue expanding exposure and maintaining momentum.

Our marketing strategy ensures your listing remains visible to both local and out-of-state buyers.

Ongoing exposure includes:

- Targeted digital advertising
- Social media remarketing campaigns
- Agent-to-agent outreach
- Broker open houses and events

Strategic exposure creates stronger offers.

THE MEDIA ADVANTAGE

How Your Home Commands Attention



Professional Twilight Photography



Aerial & Drone Media



Detailed Interior Photography



Outdoor & Lifestyle Features

Luxury homes deserve luxury presentation.

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CLIENT OUTCOMES

ONE Fort Myers

\$5.3M Pre-Development Capital Commitment

\$5,300,000 secured prior to vertical construction.

Pre-construction residence acquired at the vision stage, placing strategic capital into a premier waterfront high-rise development.

Executed ahead of completion
not on marketing, staging, or timing
but on market intelligence, long-term positioning, and conviction in the project's trajectory.

Seller Representation Pricing & Communication Discipline

Strategic pricing alignment

Transparent communication throughout

Sold ahead of projected DOM

"Smooth, efficient, and handled with professionalism from start to finish."

— Kyle McConnell, Seller

Seller Representation Strategic Repositioning

Property previously listed with another agent with little activity.

Through pricing analysis and repositioning, renewed buyer interest was generated immediately.

Sold in under 30 days in a market where average DOM exceeded 70 days.

"Justin stepped in, repositioned the property, and got it sold faster than expected for a great price."

— Mike Kettleman, Seller

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THE SERHANT ADVANTAGE

Global Reach. Strategic Execution.

Media-First Brokerage

SERHANT was built as both a brokerage and a media company.

Every listing benefits from **professional media, targeted digital marketing, and strategic distribution** designed to reach buyers locally, nationally, and internationally.

National Buyer Reach

Through the SERHANT network and national relocation pipelines, listings gain visibility **far beyond the local MLS.**

Many buyers relocating to Florida begin their search **months before arriving.**

Our strategy ensures your home is **positioned in front of them early.**

Strategic Marketing Execution

From launch strategy to ongoing exposure, every step of the process is **intentional.**

Professional photography, targeted advertising, agent outreach, and digital distribution work together to **create momentum and maintain buyer attention.**

Strategic exposure creates stronger offers.

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WHAT HAPPENS NEXT

Strategy

We begin with a strategic consultation to evaluate **pricing, positioning, and market conditions.**

The goal is to determine the **strongest launch strategy** for your property.



Preparation

Professional photography, video, and marketing materials are created to ensure your home **enters the market at its best.**

Every detail is designed to create a **powerful first impression.**



Launch

Your home is introduced across the **MLS, SERHANT network, and targeted digital platforms** to capture maximum buyer attention.

This coordinated release creates **momentum from day one.**



Momentum

We monitor engagement, manage showings, and maintain exposure while **strategically negotiating offers.**

The focus is on maintaining **leverage throughout the process.**



Closing

From contract to closing, we coordinate every detail to ensure a **smooth and successful transaction.**

You stay informed and supported **every step of the way.**

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PRIVATE STRATEGY CONSULTATION

Relocating to Southwest Florida requires more than access.

It requires **clarity, positioning, and strategy.**

Before a home is brought to market,
the strategy behind the sale should be defined.

During a Private Seller Consultation, We Review:

- Pricing strategy and market positioning
- Property preparation and presentation
- Competitive inventory and market conditions
- Marketing and media launch strategy
- Buyer demand and showing strategy
- Negotiation and timing considerations

When you're ready to move deliberately,
I'm available to help **position your home for the market.**

Scan to Access the
Digital Guide



By introduction or direct inquiry.



Southwest Florida Listing Specialist

Phone: 913.832.7931

Website: <https://notquite7footrealtor.com/>

Email: Justin.Jamison@SERHANT.COM

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