Florida Future Realty

YOUR FUTURE IN FLORIDA AWAITS



SELL YOUR HOME QUICKLY IN TODAY'S MARKET

Your FREE Comprehensive Guide to Selling Your Cape Coral Home In 2025!

1 | SUMMARY

Cape Coral has **shifted** from a “name-your-price” **boom** to a **skills market**. Median values have **dipped**, listings linger **longer**, and over half of all sellers have already **reduced** their asking price.

Yet **well-priced**, **well-prepared**, and **well-promoted** homes are **still closing**—and often at **strong** numbers. This guide shows you exactly how to join that **winning** group.



2 | CAPE CORAL MARKET SNAPSHOT – JULY 2025

Metric	Current Level	YoY Change	Source
Median Sale Price	$361,250	–7.7 %	redfin.com
Average Days on Market	76 days	+17 days	redfin.com
Listings with Price Cuts	≈ 52%	n/a	wsj.com
Owners Underwater	≈ 8%	n/a	wsj.com
Florida Active-Listing Growth	+14.2% YoY	n/a	redfin.com

Key Takeaways

- Buyers now hold **more** negotiating power.
- Homes still go **pending** inside ±80 days when the **right** strategy is applied.
- Local values remain roughly 30% **above** 2019 levels, **preserving** significant **equity** for most owners.

3 | LISTINGS THAT LINGER

- Half of Cape Coral sellers have already **dropped** their price, and the average home now sits **76 days** before finding a buyer.
- As homes **age** on the market, they earn a **"what's wrong with it?"** stigma, inviting **bargain hunters**, **low-ball** offers, and **little** to **no activity**.
- Meanwhile, **insurance**, **taxes**, **HOA dues**, **utilities**, and **interest** keep **draining** equity each extra month a property goes **unsold**.

Bottom line: Speed equals **profit**. To beat the **76-day** clock you need a smarter approach than **"list high and hope."**

4 | THE CORE SUCCESS FORMULA – THE THREE P'S

At **The Milner Team** we don't just list your home and hope. We utilize our 3 P's formula to ensure it stands out from the competition. And today we're sharing it with you for **FREE**

4.1 Competitive Pricing

- **Goal:** List at a level that instantly looks **better** than competing homes, sparks **real showings**, and **protects** your hard-earned equity.
- **Method:** Hyper-local CMA inside a one-mile radius, micro-adjusted for canal frontage, pool, age, and upgrades. We look at **REAL SALES** not just what's **sitting stagnant** on the market to come up with a recommended list price.
- **Outcome:** Motivated buyers feel genuine **urgency**—without reading **desperation**.

4.2 Flawless Presentation & Staging

- Declutter, depersonalize, and deep clean
- Coastal/Neutral paint (whatever matches your home style and decor), LED lighting, fresh mulch, and small handyman fix's
- **Professional** staging adds **1%–15%** to sale price and slashes days on market by up to **50%**.

4.3 Precision Promotion

- 4K HDR photos, cinematic walk-through, and a drone flyover **highlighting** your properties **best features**
- Facebook, Instagram, and YouTube ads to **local and nationwide buyers** looking for homes like yours, plus **retargeting** until an offer is accepted
- Open house events for **buyers and local agents** alike to stimulate **excitement** about your home.
- Custom landing page with **instant SMS + email follow-up** so every click becomes a **showing**.
- **Nationwide** listing syndication on all major platforms
- **Local** postcard campaign, flyer drops, and more!



5 | CREATIVE EXIT STRATEGIES

If you own your home **free-and-clear** and need **terms** today's market **can't deliver.** Or if you're **upside-down** and think selling is **impossible**, you're **not out of options**.

From **premium-rent lease-purchase agreements** that lock in your price and put monthly income in your pocket, to **seller-financed notes** that turn equity into **predictable interest payments**, to expertly negotiated **short sales** that **wipe out negative equity and minimally affect your credit**, we structure solutions that traditional listings simply can't match.

5.1 Short Sale

We negotiate directly with your lender to **avoid foreclosure** and wipe out any **deficiency balance**.

More information **HERE** : https://floridafuturerealty.com/sw-florida-short-sale-help

5.2 Lease-Purchase (Rent-to-Own) – Seller Benefits

1. Locks today's sale price—shielding you from **further declines**.

2. Premium monthly rent flows in while the tenant-buyer **secures financing**.

3. Lower upkeep costs—tenant-buyers treat the home as their **own**.

4. Wider buyer pool—captures families **sidelined** by current rate hurdles.

5.3 Seller Financing

Turn equity into a secured, interest-bearing note while attracting buyers ready to **pay your price** to avoid traditional financing hurdles.

6 | THE MILNER TEAM 7-STEP LISTING PROCESS

1. Discovery Call – Goals & timeline.

2. Pricing & Prep Audit – In-home review, repair list, staging plan.

3. Media & Marketing Prep – Photos, video, copywriting.

4. Launch Weekend Blitz – MLS live Thursday, mega-open Saturday.

5. Lead Capture & Follow-Up – Automated + personal outreach.

6. Negotiation & Creative Solutions – Offer receipt and negotiation. **(Short sale, lease-purchase, or seller finance when needed.)**

7. Smooth Closing Concierge – Inspections, repairs, utilities transfer, final walk-through, and the best part CLOSING!!





7 | REAL-WORLD CASE STUDIES

Direct Gulf Access Home - SW Cape Coral

List Price: $899,999 **(just under $900K search band)**.

Strategy: Full staging + drone tour + relocation-buyer ad blitz.

Result: Under contract in **8 days** at **$50k** more than the pre-listing **Zillow Zestimate**, while the rest of the homes in the neighborhood **sat stale**.

Golf-Course View Pool Home – SW Cape Coral

Initial List Price: $625,000 with a **“sell-fast, keep-equity”** game plan

Strategy: After 7 days of light traffic, we executed a **rapid micro-adjustment** to $599,000, sliding the home just **under** the $600K search threshold and **re-igniting buyer excitement** while the listing was still **fresh**.

Result: **Showings surged**, and the property went **under contract** in **22 days** handily beating Cape Coral’s **76-day average** and **preserving** the seller’s bottom line.

8 | SELLER CHECKLISTS

Pre-Listing Prep

- ☐ **Deep-clean** kitchens & baths
- ☐ **Touch-up** neutral paint
- ☐ **Pressure-wash** driveway & lanai
- ☐ **Service** HVAC & pool equipment
- ☐ **Gather** HOA docs & utility bills

Showing-Day Musts

- ☐ **Open** blinds, lights, and ceiling fans
- ☐ **Subtle** fresh scent, no heavy candles
- ☐ **Secure** valuables & medications
- ☐ **Leave** 15 minutes before each showing

9 | FREQUENTLY ASKED QUESTIONS

Q: Should I wait for the market to improve before selling?

A: It **sounds smart** in theory—**sell later at a higher price**. But real-world markets are **relative**. When prices **rise** for you, they usually **rise** for the home you'll buy next, **wiping out** much of the "extra" profit. Right now many Cape Coral sellers are **negotiable**, which means you can **secure a strong deal** on your next property while still **protecting the equity** you've already built. Add in **life factors**—job changes, family needs, carrying costs—and **"perfect timing"** rarely exists. If you need or want to sell, moving forward **now** often puts you **farther ahead** overall.

Q: Can I still sell if I'm underwater?

A: Yes. Our **short-sale specialists** negotiate directly with your lender, **eliminate or reduce** the deficiency balance, and help you reset your finances **without** foreclosure.

Q: How much should I invest in my home before listing?

A: We're not recommending a full kitchen or bath **remodel**. Simple **tune-ups**—handyman touchups, a **fresh** neutral paint coat, **professional** deep cleaning, and **strategic** staging—typically run **$2,500–$5,000** and **pay for themselves** many times over at closing. If the property needs **major work**, costs can climb over **$10,000**, but in those cases we often advise selling **as-is** and **pricing** accordingly to **preserve** your bottom line.

10 | NEXT STEPS – BOOK YOUR STRATEGY CALL

1. Schedule a 15-Minute Call

Visit TheMilnerTeamFL.com/contact-us/ or scan the QR code below.

2. Receive Your Custom Plan

Get a detailed pricing recommendation, prep timeline, and net-sheet projection.

3. Launch & Get Sold

Put The Milner Team's full marketing engine, long time industry experience, and unmatched hustle to work for you.

SCAN ME

QUESTIONS RIGHT NOW?

- Text : Brayden @ (239) 634-8639
- Email : contact@braydenmilner.com



Pictured: Brayden Milner (Son/Team Lead) ; Susan Milner (Mom/Broker)

Let's get your Cape Coral home SOLD
Quickly, Profitably, and with ZERO guesswork.

THE MILNER TEAM

Florida Future Realty
YOUR FUTURE IN FLORIDA AWAITS