AUDREY PASCALE SMITH

2026 Edition

◆ The Out-of-State Seller's Guide

Sell Your Gulf Coast Home From Anywhere.



How your home gets analyzed, priced, prepared and marketed before it ever goes on the market, without you flying down.

For owners of a home in Venice, Nokomis, Osprey, Wellen Park, North Port, Sarasota, Englewood, Manasota Key, Rotonda West, Port Charlotte or Punta Gorda who live somewhere else: snowbirds, second-home owners, and anyone who has already moved on.

Audrey Pascale Smith, PA · REALTOR® · Florida's Gulf Coast

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You Don't Have to Be Here to Sell Well

If you're reading this from Ohio, New York, Canada or anywhere else, and your home is on Florida's Gulf Coast, this guide is for you.

I'm the agent for people who can't be here. Fully remote sales are routine for me: I walk the house, open the door for the contractor, move the furniture, and send you what I see, in English or in French. You get me, directly, from the first call to the closing table and long after it.

This is the out-of-state seller's guide: how your home gets analyzed, priced, prepared and marketed before it ever goes on the market, without you flying down. It isn't a list of generic tips. It's the actual process I use, written down.

Before, during and forever after.

Audrey

Audrey Pascale Smith, PA · REALTOR® · Keller Williams Island Life Real Estate



CIPS® | CLHMS™ | RSPS | SRES® | CRS

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Chapter 1

You Don't Have to Be Here

01

Most of what you'll find online about selling a Florida home from out of state comes from cash buyers, and the message is always the same: you're far away, so take a quick offer at a discount.

It doesn't have to work that way.

Distance changes who does the legwork. It doesn't change what your home is worth, and it doesn't have to shrink the pool of buyers who see it.

You can sell on the open market, with full marketing, without flying down.

You can approve every repair, every quote and every price decision from your kitchen table, wherever that is.

You can sign your closing documents where you live.

Your Eyes and Hands on the Ground

What you need is someone on the ground who will be your eyes and hands: walk the house, open the door for the contractor, move the furniture, check on the place after a storm, and tell you the truth about what she sees.

This guide walks you through everything that happens before your home goes on the market, and how each step gets done while you're somewhere else.

Chapter 2

Step One: Understand Your Goal

02

"The goal is to understand your goal, not just throw a number at you."

Before Anyone Talks Price

Before anyone talks price, we talk about you, by phone or on a video call:

- Why you're selling, and when you need to be done.
- Whether you want to sell the home furnished or empty.
- What you've already fixed, and what you know needs attention.
- How involved you want to be: every decision, or the big ones only.
- Whether you're buying somewhere else at the same time.

Then the Practical Setup

- **Keys.** A lockbox, a neighbor, a property manager: we agree on how I get in.
- Gate codes, garage remotes, community fobs, and who to call at the HOA or condo association.
- **The utilities stay on.** Power and air conditioning, especially: a closed-up Florida home without A/C invites humidity.



Under a minute each

The Room-by-Room Walkthrough

Then I walk the house alone first. I record it room by room in short videos, under a minute each, and send them to you with my notes. Not how pretty the crown molding is: what I actually see. A stain on a ceiling, a crack in the tile, a smell, an A/C that's struggling.

You see your home the way a buyer will, before a buyer does.

◆ Chapter 3

The Market Analysis: Your Street, Your Board

03

This coast is not one market. What's true in Venice is not true in Englewood, and a county average describes a market that may be forty minutes from your street.

So the analysis starts with the right source: the local REALTOR® board that covers your town.

Venice, Nokomis, Osprey, Wellen Park and North Port
Venice Area Board of REALTORS®

Sarasota and Lakewood Ranch
REALTOR® Association of Sarasota and Manatee

Englewood, Manasota Key and Rotonda West
Englewood Area Board of REALTORS®

Port Charlotte and Punta Gorda
the Punta Gorda–Port Charlotte–North Port–DeSoto REALTORS® association

What I Look at for Your Home

1. What has actually sold in your community recently, and for how much.
2. What's on the market right now: your real competition, the homes a buyer will compare yours to on the same afternoon.
3. What's under contract, and how quickly it went.
4. What didn't sell, and why: price, condition, photos, or marketing.
5. Your board's own monthly report: how long homes are taking to go under contract, how much inventory there is, and what share of their original list price homes are selling for.

Every number I show you comes with the board's name and the month beside it, checked at the board's own website. If a board hasn't published a figure, I tell you that, instead of borrowing one from somewhere else.

A website's estimate never walked through your house. It doesn't know when the roof was replaced, or whether the electrical panel was updated. **I do, because I've been inside.**

Chapter 4

The Pricing Strategy: A Conversation, Not a Guess

04

Price is a conversation we have together, by phone or video, with the market analysis in front of us. It is not a number I send you in an email.

What That Conversation Covers

- Where your home sits against the homes it's competing with today, not the ones that sold at the peak.
- What buyers in your price range are comparing, and what they're willing to pay more for.
- The difference between a price that invites showings and a price that invites a long wait.

Pricing to lead the community

37
days

One seller came to me in a buyer's market with several homes already listed in the same community. We priced and marketed hers so it sold before every one of them: 37 days.

The Honest Math If You're Buying Somewhere Else

If you're selling and buying in the same market, it cuts both ways.

In a strong market

you get paid more for yours, and you pay more for the next one.

In a softer market

you may buy for less, and you sell for less too.

Knowing that up front keeps the decision calm.

What a Price Change Says

Buyers and their agents notice every change. A home priced right on day one rarely needs one. If the market moves, we look at the showings and the feedback together and decide, never on a hunch.

The smart thing is to know your number before you need your number.

Chapter 5

Getting the Home Ready From 1,200 Miles Away

05

This is where most out-of-state sellers feel stuck. It's also where I do the most.

The Repair List

From my walkthrough videos we build one list together: what a buyer's inspector is likely to flag, what actually moves your price, and what isn't worth your money.

The Vendor Bench

I've spent eighteen years finding out who's actually good: inspectors, roofers, A/C and pool specialists, electricians, handymen, cleaners and movers. I coordinate them. You approve every quote before any work starts.

I Let Them In

I'm there to open the door, see the work, and send you photos when it's done.

The Things Buyers and Their Insurers Ask About First

- The age of the roof, the A/C, the water heater and the electrical panel, with permits or receipts if you have them.
- A wind mitigation report and a four-point inspection, if you already have them, or whether it's worth getting them before you list.
- Your flood history and Florida's required flood disclosure.

The Paperwork File

Gathered before launch, not after the offer:

- The seller's disclosure.
- HOA or condo documents, fees, and the association contact for the estoppel letter.
- CDD details, if your community has one.
- A survey, if you have it.
- Condo buildings: the association's inspection and reserve paperwork, which buyers and lenders now ask for.

Everything is signed electronically. You never need a printer, and you never need a plane ticket.



◆ Chapter 6

The Staging Strategy

The lanai and the pool area are rooms.

Buyers decide in the first few photos. Staging is how your home earns the showing.

Furnished or Empty? Decide Early.

Turnkey is winning on this coast in 2026: many buyers are coming from out of state themselves and would love to arrive with a suitcase. If you sell furnished, we write down exactly what stays and what doesn't, so there are no surprises at the walkthrough.

If It Stays Furnished

- Less is more. Clear surfaces, fewer pieces, open walkways.
- Personal photos, collections and paperwork go into closets or storage.
- The lanai and the pool area are rooms. They get the same attention as the living room.

If It's Empty

Empty rooms photograph small and cold. We talk about which rooms need help, and how much it's worth doing.

Before the Photographer Arrives

- A deep clean, fresh air-conditioning filters, working light bulbs.
- Window coverings open, ceiling fans consistent, the pool clean and the water clear.
- The front walk, the entry and the driveway: the first thing a buyer sees.

I have moved furniture myself, more than once, for sellers who couldn't be here. It's part of the job.

Chapter 7

The Marketing Strategy: What Happens, and When

07

Before It Goes Live

- Professional photography, cinematic video and aerial drone footage of your actual home.
- A tour of your home on my YouTube channel, with the full address in the title, so it's never mistaken for a neighbor's.
- A community story: why this street, this community and this stretch of coast, told plainly.

Launch Day

- Your home goes live on Stellar MLS, which feeds the major home-search websites.
- It goes out across my Facebook page, Instagram, TikTok, YouTube Shorts and Google Business Profile.
- An email to my clients, a personal note to agents whose buyers fit your home, and texts to buyers I'm already working with.
- A French-language post for Canadian and European buyers. Je parle français, and my CIPS® designation is built for exactly those buyers.

2
weeks of daily content

The Launch Window

- For the first two weeks, something new goes out every day: a reel, a photo post, a story, a feature on a room or the community.
- An open house only when it helps your home, and only if you want one.

While It's on the Market

- You hear from me at every milestone, and you get a call the moment anything moves.
- Showing feedback, what the market is doing, and what, if anything, we should adjust.
- You get a reply within the hour during waking hours. Directly from me, not a team inbox.

Chapter 8

What Out-of-State Sellers Get Wrong

08

01
Closing the house up and turning the A/C off. Florida humidity doesn't wait for a buyer.

02
Leaving the paperwork for later. HOA and condo documents, CDD details and estoppel letters take time, and a missing document can hold up a closing.

03
Pricing from a website estimate, or from a county average that isn't true on your street.

04
Hiring an agent who can't, or won't, be at the house when the contractor, the photographer or the inspector arrives.

05 Deciding about the furniture last, after the photos are already taken.

06
June 1 to November 30

Forgetting about storm season. From June 1 to November 30, a storm in the forecast can pause new insurance policies in the area, which can delay a buyer's closing. We plan the timeline with that in mind.

07
Assuming you have to fly down to close. Your closing documents can be signed where you live, with a mobile notary, and the title company handles the rest.

08
Checking your homeowner's policy too late. If the home will sit empty, ask your insurance company about its terms for vacant homes before you list.

◆ Chapter 9

What Good Looks Like

From Ohio

“

We live in Ohio — which could have created a very stressful process for selling our property in Florida, however Audrey took extreme ownership and went above and beyond... she helped us find contractors, moved furniture around multiple times, cleaned our condo and most importantly was upfront and honest about the entire process.

— Out-of-state seller, verified review



From New York, During a Hurricane

A seller living entirely out of state closed during Hurricane Ian, and described the experience as stress-relieving rather than stressful.

Ten Years Apart, Never Present

A Canadian couple bought their vacation home on a one-week trip. Ten years later, I sold that same home for them at full asking price within two weeks of listing. Neither transaction needed them in Florida.

The Listing That Sat

A seller came to me after her home sat for more than four months with another agent. It went under contract a week after she signed with me, with multiple offers.

$125M+
in closed residential sales

5.0 ★
across 31 verified Zillow reviews

Since 2008
licensed on Florida's Gulf Coast

Print This Page

Your Out-of-State Seller Checklist

Everything in this guide, one tick at a time. Keep it on the fridge, wherever your fridge is.

Before We Talk Price

- [ ] Share your goal: why you're selling, when you need to be done, and whether you're buying somewhere else.
- [ ] Decide how involved you want to be: every decision, or the big ones only.
- [ ] Arrange keys, gate codes, garage remotes, community fobs, and the HOA or condo contact.
- [ ] Keep the power and the air conditioning on.

Getting the Home Ready

- [ ] Watch the room-by-room walkthrough videos and read the notes.
- [ ] Approve every repair quote before any work starts.
- [ ] Find the ages of the roof, A/C, water heater and electrical panel, with permits or receipts.
- [ ] Locate your wind mitigation report and four-point inspection, if you have them.

Before Launch

- [ ] Decide furnished or empty, and write down exactly what stays.
- [ ] Gather the seller's disclosure, HOA or condo documents, CDD details and a survey.
- [ ] Ask your insurance company about its terms for vacant homes.

On the Way to Closing

- [ ] Plan the timeline around storm season, June 1 to November 30.
- [ ] Arrange to sign your closing documents where you live, with a mobile notary.

My Notes

AUDREY PASCALE SMITH

Audrey Pascale Smith, PA · REALTOR®
Call or text 941-457-9636
www.AudreySmithFlorida.com

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How I Help Next

Wherever You're Reading This From



Wherever you're reading this from, your Gulf Coast home doesn't need you standing in it to sell well. It needs the right number, the right preparation, and someone on the ground who treats it like her own.

That's What I Do

- A calm, honest pricing conversation built on the board that actually covers your street.
- The home prepared with contractors I trust, and every quote approved by you.
- Professional video and drone, community storytelling and social distribution, in English and in French.
- Negotiation that protects you, including from legal pitfalls, with full or above asking as the goal.
- Before, during and forever after. I'm still answering the phone years after closing.

Over $125 million in closed residential sales. 5.0 across 31 verified Zillow reviews. Licensed on Florida's Gulf Coast since 2008.

When you're ready, or just curious what your home would sell for, reach out. No pressure, and no obligation.

Call or text

941-457-9636

Email

Audrey@AudreySmithFlorida.com

Website

www.AudreySmithFlorida.com

Je parle français.

English and French, directly from me

Facebook: The Audrey Smith Group · Instagram: @audrey_smith_florida_realtor · YouTube: Audrey Smith — Your Florida Connection

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Audrey@AudreySmithFlorida.com

www.AudreySmithFlorida.com

Facebook: The Audrey Smith Group · Instagram: @audrey_smith_florida_realtor

YouTube: Audrey Smith — Your Florida Connection

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KELLERWILLIAMS. REALTY

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