



SINGLEWIDESHANE.COM

EDITION 01 - 2026

The Seller's *Checklist*

Straight-talking guidance for Florida 55+ and lease-land manufactured home sellers who don't know where to start.

01 PRICE SMARTER

Understand the numbers before you list. The right price brings the right buyer.

02 PREP CLEANER

Make buyers feel confident fast. Clean beats expensive every single time.

03 SKIP NONSENSE

Avoid the bad advice that wastes time and costs you real money.

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Educational guidance only. Not Florida brokerage representation.

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A FLORIDA SELLER'S GUIDE



KNOW THE NUMBERS · READ THIS SLOW

The 3 Prices

EVERY SELLER SHOULD UNDERSTAND.

Most sellers in Florida price off the wrong number. They don't know it's the wrong number, because nobody told them there were three of them. Read this page slow. If you understand it by the end, you're already ahead of half the sellers in your park.

01

ASSESSED VALUE

What the county uses to calculate your taxes.

- ✓ It's a formula, updated once a year.
- ✓ Does NOT know what your home will sell for.

THINK OF IT AS:

The tax number, not the market number.

02

APPRAISED VALUE

What the lender thinks your home is worth on the day they look at it.

- ✓ Important if your buyer is using a loan.
- ✓ The bank won't lend more than this.

THINK OF IT AS:

The bank's opinion, not the buyer's opinion.

03

TRUE MARKET VALUE

What a real buyer is willing to pay, right now, in today's market.

- ✓ Not what you paid.
- ✓ Not what your neighbor sold for.
- ✓ Only a real offer tells you this.

THINK OF IT AS:

The only number that puts money in your pocket.

★ REAL TALK

Sentimental value, what you paid, and the upgrades you put in **don't set the sale price**. The market does. Plan around that and you save yourself months of frustration.



GET IT READY TO SHOW · PRINT THIS PAGE

Room-by-Room

WALK THROUGH, ONE ROOM AT A TIME.

Check off what's done. Don't try to do it all in a day — work one room at a time. Small wins keep momentum.

■ OUTSIDE

- Yard mowed, edges trimmed
- Skirting clean and intact
- Steps and railings sturdy
- Carport / driveway swept
- House numbers visible
- Front door area welcoming

■ KITCHEN

- Counters cleared (3-4 items max)
- Appliances wiped down
- Sink empty and shining
- Cabinets organized inside
- Floor swept and mopped

■ BATHROOMS

- Counters cleared
- Towels fresh and folded
- Medications stored out of sight
- Mirrors and fixtures shining
- Toilet and tub spotless

■ BEDROOMS

- Beds made, neutral bedding
- Closets cleared to 50% full
- Nightstands nearly bare
- Personal items stored away

■ LIVING AREAS

- Personal photos packed away
- Surfaces cleared of clutter
- Carpets vacuumed / floors mopped
- Curtains open, blinds up
- Lamps working, bulbs bright

■ OVERALL FEEL

- Smells fresh (no smoke / pet odor)
- Lights all working
- Temperature comfortable
- Pets out during showings
- Valuables locked up



WHAT ACTUALLY MOVES A HOME

Right Price + Good Condition.

THAT'S IT. THAT'S THE WHOLE GAME.

Two things sell a home: the price you set, and the condition buyers see. Get both right and your home is **in the market**. Get either wrong and buyers skip past it.

PILLAR ONE

PRICE

- The first 30 days are the most important.
- Most offers come in weeks 2 and 3.
- Priced too high = invisible to buyers.
- Drop the price later? You lose momentum.
- Underpricing slightly creates urgency.

PILLAR TWO

CONDITION

- Buyers decide in the first 10 seconds.
- Clean beats expensive every time.
- Bright rooms photograph and show better.
- Clutter makes rooms look smaller.
- Small repairs build buyer confidence.

HOW PRICE AFFECTS WHO EVEN SEES YOUR HOME

the closer to market price, the bigger your audience ↓



★ **Price is a marketing tool, not a wish list.**



STUFF TO IGNORE · DON'T FALL FOR THESE

Bad Advice

TO POLITELY IGNORE.

Most bad advice comes from neighbors and family who mean well but haven't sold a home in 20 years. Here's what to ignore.

× MYTH 1 *"Just price it high — you can always come down."*

THE TRUTH: Pricing high makes your home invisible the first 30 days, when most offers come in. By the time you drop the price, the active buyers have already bought somewhere else.

× MYTH 2 *"You'll get back every dollar you spent on upgrades."*

THE TRUTH: You won't. A \$25,000 kitchen redo doesn't add \$25,000 to your sale price. Manufactured homes sell on cleanliness and presentation, not luxury upgrades.

× MYTH 3 *"Wait for the spring market."*

THE TRUTH: Florida 55+ buyers shop year-round. Snowbirds peak in winter. There's no magic season — there are ready buyers right now if your home is priced right.

× MYTH 4 *"Don't let buyers in until everything is perfect."*

THE TRUTH: Clean and tidy beats perfect. Don't let a kitchen renovation delay you six months. A clean, decluttered home shows just fine.

× MYTH 5 *"Use the tax assessment as your asking price."*

THE TRUTH: The county tax assessment has nothing to do with what your home will sell for. It's a formula. Buyers don't care about it.

× MYTH 6 *"Just take the cash offer — it's easier."*

THE TRUTH: Cash investors typically pay 60-70% of what your home is actually worth to a real buyer. They count on you being tired. Easy is not the same as fair. Get a second opinion before signing anything.

When in doubt → ask someone who's actually selling homes today.



YOUR NEXT 5 MOVES · YOU'VE GOT THIS

What to do

NEXT.

You don't have to figure this all out alone. Here's a simple order to tackle it — and how to reach me if you want a second set of eyes.

01

STEP 01

PICK ONE ROOM.

Start with the easiest. Use the checklist on page 3. Cross things off as you go — momentum matters.

02

STEP 02

GET REALISTIC ON PRICE.

Use the 3 Prices on page 2. Look at homes in your park that actually **SOLD** recently — not what's listed.

03

STEP 03

TAKE HONEST PHOTOS.

Bright, clean, no clutter. Shoot during the day with curtains open. Take 10 — pick the best 5.

04

STEP 04

DECIDE WHO HANDLES THE SALE.

DIY, flat-fee MLS, or full-service agent. Each has trade-offs. Happy to walk you through them.

05

STEP 05

CALL ME IF YOU GET STUCK.

No pressure, no pitch. I help Florida manufactured-home sellers think through the next step. That's it.

READY TO TALK?

Call or text: **(808) 631-9258**

Email: shane@singlewideshane.com

no pressure. no pitch. just straight answers.

