

Giuliana Zlitini

MIAMI-DADE · BROWARD · PALM BEACH

South Florida Seller's Guide

How to price, prepare and market your home
for a top-dollar result.

-22%

REGIONAL SINGLE-FAMILY INVENTORY

~40

DAYS ON MARKET

-1.6%

CLOSED SALES

THE MARKET WINDOW

Tight supply is giving prepared sellers leverage

Across the tri-county, single-family inventory was down 22% in August 2026 while closed sales dipped only 1.6%. Demand is holding up far better than supply - an important advantage for homes that enter the market with the right price, presentation and launch plan.

PALM BEACH

\$650,000

+3.2% year over year

~40 days · 3.5 months supply
Inventory down 24%

BROWARD

\$650,000

+4.0% year over year

~40 days · 4.1 months supply
Inventory down 23%

MIAMI-DADE

\$680,000

+3.8% year over year

~40 days · 4.9 months supply
Inventory down 19%

A seller's market is not a blank check.

Buyers still compare value carefully. The listings that win are the ones that make the decision easy.

COUNTY	MEDIAN	YOY	SUPPLY	INVENTORY
Palm Beach	\$650,000	+3.2%	3.5 mo.	-24%
Broward	\$650,000	+4.0%	4.1 mo.	-23%
Miami-Dade	\$680,000	+3.8%	4.9 mo.	-19%

Palm Beach

Broward

Miami-Dade

-24%

-23%

-19%

Market snapshot: August 2026. Figures supplied for this guide. Median prices and market conditions vary by neighborhood, property type and condition.

THE LAUNCH PRICE

Price to the market - not to the wish

Your first days on the market carry the most attention. A price supported by recent comparable sales, current competition and buyer behavior gives that launch window the best chance to produce showings and serious conversations.

Price with the market

- Creates urgency while the listing is fresh
- Supports stronger showing activity
- Protects negotiating leverage
- Lets presentation and demand do the work

Chase the market

- Starts above buyer expectations
- Misses the highest-attention period
- Accumulates days on market
- Requires reductions to restart interest

01 Read the closest evidence

Start with recent nearby sales, active competition, pending activity, location, condition and the features buyers are rewarding now.

02 Choose a positioning range

Set a range that reflects your likely buyer pool and the search brackets they use. The goal is qualified attention, not the highest theoretical number.

03 Launch with a review plan

Track inquiries, saves, showings and feedback from day one. If the market sends a clear signal, respond while the listing is still new.

The right list price is a marketing decision.

It shapes who sees the home, how quickly they act and how much leverage you carry into negotiations.

WHAT MOVES THE NEEDLE

Prepare for the camera - and the first five minutes

Preparation should sharpen what buyers notice, not turn into an open-ended renovation. Focus effort where it improves photographs, arrival and the feeling of space.

Edit

Remove visual clutter, oversized furniture and highly personal items. Give every room one clear purpose.

Refresh

Handle visible maintenance, touch up paint, replace tired bulbs and make doors, fixtures and hardware feel cared for.

Stage

Open sightlines, balance furniture and add restrained styling that helps buyers understand scale and flow.

Capture

Complete cleaning, landscaping and final styling before professional photography - not after the listing goes live.

First impressions

- Clean approach and entry
- Fresh landscaping where needed
- Clear house numbers and lighting
- Welcoming front-door moment

Camera-ready interiors

- Bright, consistent bulbs
- Clear counters and surfaces
- Made beds and crisp linens
- Open blinds and clean glass

Spend where the buyer will see it.

Before approving a major project, compare its likely impact with a simpler repair, styling change or price adjustment.

☐ Repair obvious defects

☐ Deep-clean every surface

☐ Reduce closets and cabinets

☐ Store valuables and documents

☐ Plan for pets during showings

☐ Finalize photography day

A COORDINATED LAUNCH

Your home needs one clear story everywhere it appears

Giuliana's marketing approach begins with professional photography and a positioning story built around the property's strongest reasons to buy. That story then carries through listing presentation and her Instagram presence at [@soldbygiuliana](#).

01 Position

Define the likely buyer and the features that matter most to them.

02 Produce

Use professional photography and polished copy to make the listing easy to understand and share.

03 Distribute

Launch consistently across the listing and social channels, including [@soldbygiuliana](#).

04 Respond

Use showing activity and buyer feedback to protect momentum and guide decisions.

What a seller should expect

- A clear launch recommendation
- Professional visual presentation
- Consistent property messaging
- Communication around activity and feedback
- A negotiation strategy tied to the seller's priorities

REPRESENTATION IN ACTION

JUST SOLD

9020 Bellhurst Way West
Palm Beach, FL

GIULIANA REPRESENTED BOTH BUYER AND SELLER

YOUR NEXT MOVE

What could your home sell for now?

Get a free, property-specific home valuation and a clear recommendation for pricing, preparation and timing.

CALL OR TEXT GIULIANA

(561) 695-1017

@soldbygiuliana

Your valuation includes

- Recent comparable sales
- Current competition
- Property-specific positioning
- A practical launch conversation

Giuliana Zlitini

South Florida Realtor

License
DRE 3543256