GO WITH JC

The Wesley Chapel Home Seller Guide

FALL 2026

What homeowners need to know about pricing, competition, preparation, new construction, and making the next move strategically.

Jevon & Cindy Williams · Wesley Chapel REALTORS®

BROKERED BY eXp REALTY

"Make The Right Move — Not Just The Next Move".

GO WITH JC · FALL 2026

The Market Changed. Your Strategy Should Too.

Selling in Wesley Chapel in fall 2026 is very different from selling during the frenzy of a few years ago. Buyers have choices again — which means price, condition, presentation, and strategy matter more than ever. The opportunity is not gone. The easy market is.

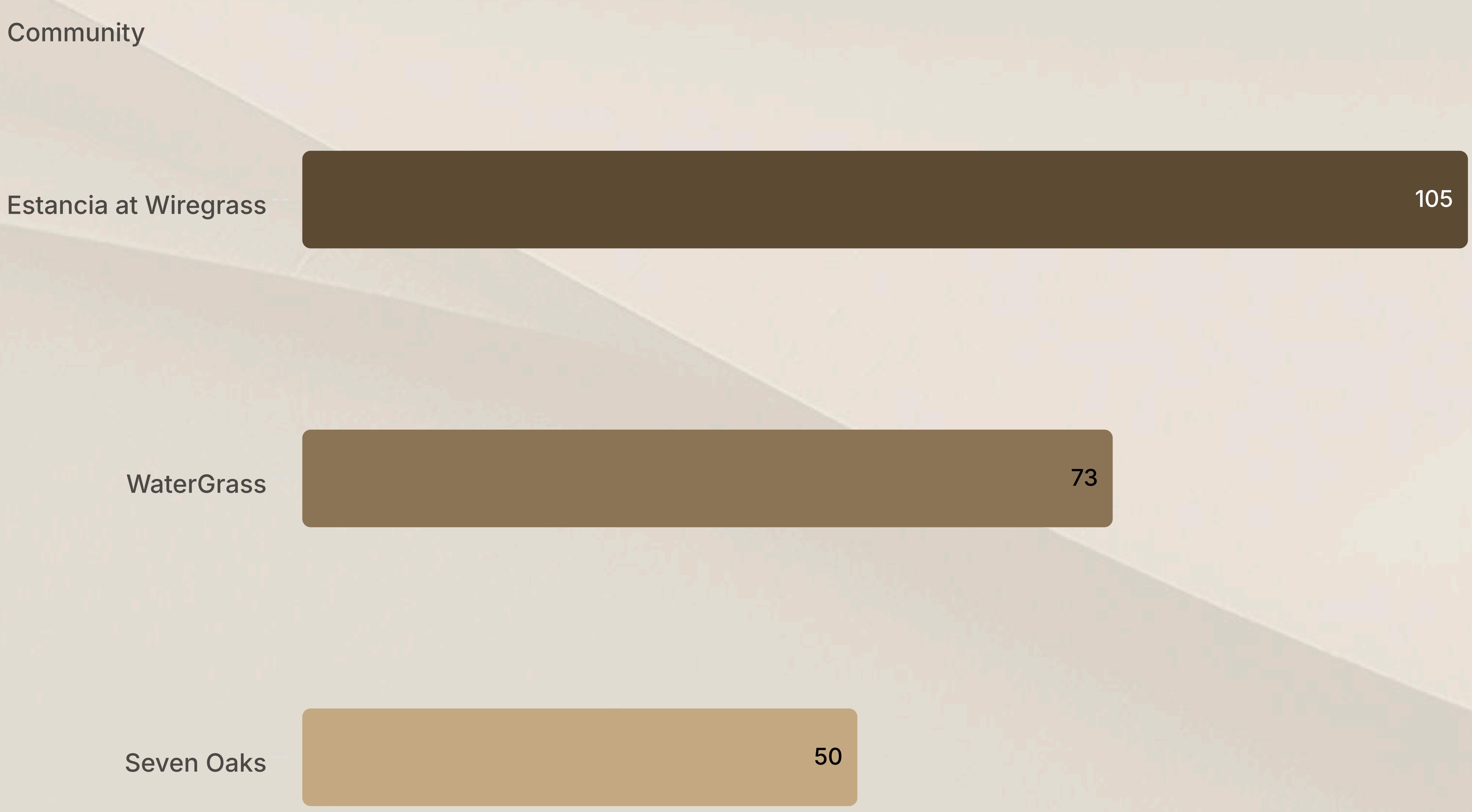
WESLEY CHAPEL MARKET SNAPSHOT · AUGUST 2026

$440K	$437.5K	61	98%	1,163
Median List Price	Median Sold Price	Median Days on Market	Sale-to-List Ratio	Active Listings

But There Is No One "Wesley Chapel Market."

Market speed varies considerably by community — and even by ZIP code. That's why your strategy must be built around your home, your community, and your competition. Not a citywide average.

DAYS ON MARKET BY COMMUNITY



Approximate median days on market by community. Source: Realtor.com Economic Research, data available July/August 2026.

That is why your pricing strategy should be built around:

Your community.	Your home.
Your current competition.	Your likely buyer.

The goal is no longer just to get your home on the market. The goal is to **position it to win.**

MARKET INTELLIGENCE

YOUR BIGGEST COMPETITOR MAY NOT BE ANOTHER SELLER.

It may be a builder. Wesley Chapel continues to offer substantial new-construction choices — and builders have tools individual homeowners usually do not.

BUILDER INCENTIVE TOOLKIT

- Below-market financing
- Closing-cost assistance
- Rate buydowns
- Design-center credits
- Appliance packages & upgrades
- Move-in-ready incentives

During summer 2026, some area builders promoted significant buyer incentives — including financing specials and tens of thousands of dollars in qualifying savings.

Promotions change frequently, but the larger point remains:

A resale buyer may not be comparing only your home against another resale. They may be comparing you against a brand-new one.

YOUR HOME vs. NEW CONSTRUCTION

That changes the math — and how a resale home should be positioned. (Illustrative comparison only. Builder incentives, financing and availability vary by community, home and date.)

YOUR HOME · RESALE	NEW CONSTRUCTION
$500,000 list price	$515,000 list price
Existing finishes	Potential builder-paid closing costs
Established neighborhood/existing landscaping	Potential special financing
Known condition & history	All-new finishes & appliances
Faster move-in timeline	Builder structural warranty
Negotiable price & terms	Design-center customization if available
No builder construction timeline	Potential rate buy downs & incentive credits

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THE GO WITH JC APPROACH

Before recommending a list price, we want to understand what else your buyer can purchase nearby — including new construction and current builder incentives.

Because your competition is not determined by which homes look exactly like yours. It is determined by what else your buyer can choose.

PRICE FOR TODAY'S BUYER.

NOT YESTERDAY'S MARKET.

THE MARKET DOES NOT CARE:

> What your neighbor received in 2022.

> What an automated online estimate says.

> How much you spent on the kitchen.

> What another seller is asking.

> Or what you hope to net.

The buyer cares about **VALUE** compared with the alternatives available today.

In August 2026, Wesley Chapel homes were selling at roughly **98% of asking price** on average.

That does not mean every homeowner should simply discount the asking price by 2%.

It means buyers have enough options to distinguish between compelling value and aspirational pricing.

THE COST OF STARTING TOO HIGH

01

Too-High Price

Your listing enters the market misaligned with buyer expectations.

02

Fewer Interested Buyers

Qualified buyers self-select out before they ever visit.

03

Fewer Showings

Low foot traffic signals weakness even before an offer comes.

04

More Days on Market

Time erodes perceived value faster than any price gap.

05

Price Reduction

The number changes. The momentum you had on launch day does not come back.

> PRICING IS POSITIONING.
>
> The goal is not to price low. The goal is to price **intentionally** — so the right buyers see compelling value from day one, and you never have to recover lost momentum.

PREPARE STRATEGICALLY.
PRESENT INTENTIONALLY.

You do not need to renovate your entire house before selling. You need to understand which changes influence your buyer.

START HERE.

FIX

- Clearly broken items
- Visible deferred maintenance
- Damaged fixtures or finishes
- Small issues that make the home feel uncared for

CLEAN

- Floors & baseboards
- Windows & vents
- Kitchens and bathrooms
- Outdoor living areas

EDIT

- Declutter surfaces
- Reduce personal items
- Organize closets
- Give every room a clear purpose

REFRESH

- Entry & landscaping
- Exterior surfaces
- Touch-up paint
- Lighting

> ## Will spending money here improve marketability enough to justify the cost?
>
> Every dollar spent before listing should be measured against its impact on buyer perception — not personal preference.

> PRESENTATION IS PRICE SUPPORT.
>
> Today's buyer often meets your home on a phone before ever stepping through the door.
>
> The photography. The video. The first image. The description. The community story. The way the rooms are presented.
>
> All of it influences perceived value.

A well-positioned listing should answer:

Why this home?	Why this community?
Why this price?	Why now?

We are not simply putting a house online. We are creating the argument for why a buyer should choose it.

Negotiation

IS ABOUT THE OUTCOME — NOT THE EGO.

Today's buyers may ask for:

- Closing-Cost Assistance
- Repair Credits
- Rate Buydowns
- Home Warranties
- Price Adjustments
- Other Concessions

That does not automatically mean the seller is losing. The strongest transaction is not always the highest headline price — it is the one with the strongest overall outcome.

THE DECISION FRAMEWORK

Every offer should be evaluated across five dimensions.

Price

The gross number on the contract

Terms

Contingencies, conditions, and concessions

Timing

Close date, possession, and flexibility

Risk

Financing strength, contingencies, buyer certainty

Net Proceeds

What the seller actually walks away with

A SIMPLE EXAMPLE

$10,000 Closing-Cost Concession

The seller contributes toward eligible buyer closing costs, subject to contract and lender requirements. This may reduce the buyer's cash needed at closing.

$10,000 Price Reduction

The purchase price decreases by $10,000. How that affects the buyer's payment, loan amount and cash needed depends on their financing structure.

> Negotiations should be evaluated as math — not emotion. The goal is not to "win" every individual line item. The goal is to structure the strongest acceptable transaction.

EQUITY STRATEGY

YOUR EQUITY MAY BE THE BRIDGE TO YOUR NEXT MOVE.

Many homeowners focus entirely on today's mortgage rates and overlook one of the biggest advantages they may already have:

ESTIMATED CURRENT HOME VALUE

What buyers are paying for homes like yours today

– MORTGAGE BALANCE

Your remaining loan payoff amount

– ESTIMATED SELLING COSTS

Commissions, fees, and closing expenses

= APPROXIMATE NET EQUITY

The capital available to power your next move

Your equity may help you:

Make a larger down payment

Reduce the amount you finance

Preserve cash reserves

Right-size into a less expensive home

Improve your next property

Create more flexibility in the timing of your move

SHOULD I SELL FIRST OR BUY FIRST?

SELL FIRST MAY MAKE SENSE WHEN:

- You need sale proceeds for the next purchase
- You want certainty about your available equity
- Carrying two homes would create unnecessary pressure
- You value financial simplicity

BUY FIRST MAY MAKE SENSE WHEN:

- You can comfortably qualify before selling
- You have sufficient liquidity
- The right next home may be difficult to replace
- Avoiding a rushed purchase matters more than temporary carrying costs

The right answer depends on more than market conditions. It depends on your finances, timeline, risk tolerance and the reason you are moving.

Make the right move — not just the next move.

SELLER SERVICES

OUR SELLER STRATEGY

STRATEGIZE · PRICE · PREPARE · POSITION

01

STRATEGIZE

Before talking about a list price, we want to understand the entire move.

Why are you selling? Where are you going? When does it need to happen? What does a successful outcome actually look like?

02

PRICE

We evaluate more than closed sales. We look at current competition, pending homes, price reductions, community-specific demand, property condition, days on market, buyer alternatives, nearby new construction, and builder incentives.

03

PREPARE

We determine which changes are worth making — and which are not. The objective is not perfection. It is market readiness.

04

POSITION

We introduce the property to the market with a clear pricing, presentation and marketing strategy built around the buyer most likely to choose it.

— WHAT WE LOOK AT BEFORE RECOMMENDING A PRICE —

THE PROPERTY

- Size
- Floorplan
- Condition
- Updates
- Pool
- Lot
- View
- Age
- Major systems
- Unique features

THE COMMUNITY

- HOA
- CDD
- Amenities
- Location
- Community age
- Buyer demand

THE COMPETITION

- Active listings
- Pending listings
- Recent closings
- Price reductions
- Days on market
- New construction
- Builder incentives

THE BUYER

- What else can they purchase?
- What monthly-payment tradeoffs are they comparing?
- Which features matter most?
- How much leverage does current inventory give them?

> A comparable sale tells us what happened. Strategy requires understanding what is happening now.
>
> *The sign is not the strategy. The strategy comes first.*

YOUR WESLEY CHAPEL SELLER CHECKLIST

A complete guide from preparation to closing

PHASE 01

Before You List

- [ ] Clarify your next move
- [ ] Estimate your equity and likely net proceeds
- [ ] Review current competition
- [ ] Review nearby new-construction alternatives
- [ ] Establish pricing strategy
- [ ] Identify repairs worth making
- [ ] Identify updates not worth making
- [ ] Declutter and organize
- [ ] Address curb appeal
- [ ] Prepare the home for photography

PHASE 02

At Launch

- [ ] Property fully prepared
- [ ] Pricing aligned with strategy
- [ ] Photography complete
- [ ] Marketing assets complete
- [ ] Showing process established
- [ ] Competing inventory monitored

PHASE 03

Once Live

- [ ] Review showing activity
- [ ] Monitor competing listings
- [ ] Evaluate buyer feedback
- [ ] Track new listings
- [ ] Track price reductions
- [ ] Adjust only when the data supports it

PHASE 04

When an Offer Arrives

Do not evaluate only the price.

Review:

- [ ] Financing
- [ ] Down payment
- [ ] Deposit
- [ ] Concessions
- [ ] Inspection terms
- [ ] Appraisal exposure
- [ ] Closing date
- [ ] Contingencies
- [ ] Overall risk
- [ ] Estimated net proceeds

> A strong offer is a combination of price, terms and probability of closing.

JEVON & CINDY WILLIAMS
Wesley Chapel REALTORS®
Proud Members of

The Kendall Bonner Team

Brokered by eXp Realty

Make the right move — not just the next move.

OUR STORY

20+ YEARS OF WESLEY CHAPEL, LIVED.

We have not simply studied Wesley Chapel.

We have lived its growth.

We have called Wesley Chapel home for more than 20 years, raised our family here and watched established neighborhoods mature while entirely new communities, roads, schools, shopping districts, medical facilities and employment centers emerged.

That history affects how we advise our clients today.

Because selling a Wesley Chapel home is not simply about square footage and recent comparable sales. It is about understanding where the property sits inside a market that continues to change.

Know Your Number. Know Your Options.

You do not have to be ready to put a sign in the yard to start planning. If you are considering a move in the next few months — or simply wondering whether moving makes sense — start by understanding what your home could realistically sell for, what you may net, how your current competition affects the strategy, and what that equity could make possible next.

READY TO BEGIN?

Schedule Your Seller Strategy Session

No pressure. No obligation. Just clarity on your position, your options, and the right strategy for your next move.

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Market information is provided for educational purposes and is not a valuation of any individual property. Market statistics vary by property, community, condition and time period. Builder promotions, rates, incentives and availability change frequently and may be withdrawn without notice. Information is not financial, tax, legal, insurance or lending advice.