



Pricing 517 Larkwood Ave

Listing Presentation · Casselberry, Fernwood Park

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Our Recommendation

Recommended List Price

\$470,000

It sits at the middle of what recent sales support and gives you the strongest launch, when buyer attention is highest.

Supported Value Range

\$455K–\$480K

What recent sales support

Expected Sale

About \$467,000

After the usual negotiation in today's market

How We Priced It

From the neighborhood's sales to one number

- 1** **33**
sales within a mile since April
- 2** **5**
closest matches in size, pool, age and neighborhood
- 3** **\$431K–\$486K**
after adjusting each for differences from your home
- 4** **\$469,900**
median adjusted value

Recommended List Price

\$470,000

Supported Value Range

\$455K–\$480K

Adjusted for size (\$1,200 to \$1,875); lot (\$5,000 to \$10,000); market changes since each sale (2% a quarter off sales before July); recent systems (\$5,000); condition and updates (\$30,000 to \$45,000, against this home's full renovation); and seller credits (taken off each sale price).

What Buyers Will Pay For



Renovated Kitchen and Baths

The single biggest reason your home sells near the top of the neighborhood.



Private Pool

Every one of the closest sales had one, so it keeps your home in that group.



Four Bedrooms, No HOA or CDD

Flexible space and no monthly association costs.



Flood Zone X

Outside the high-risk flood zones; buyers still get their own flood insurance quote.

Needs Paperwork to Count



The Roof

Permit and date. Roof age decides whether a buyer can insure the home.



The Permits

Kitchen, bath, electrical, and plumbing work. Undocumented upgrades count for less.

What Comparable Homes Sold For

Each sale adjusted to what it would have sold for as your home

622 Fernwood Park Blvd

Renovated pool home; sold earlier in the year

516 Tallow Ct

Strongest match · Same era and size; systems documented

745 Little Heron Cir

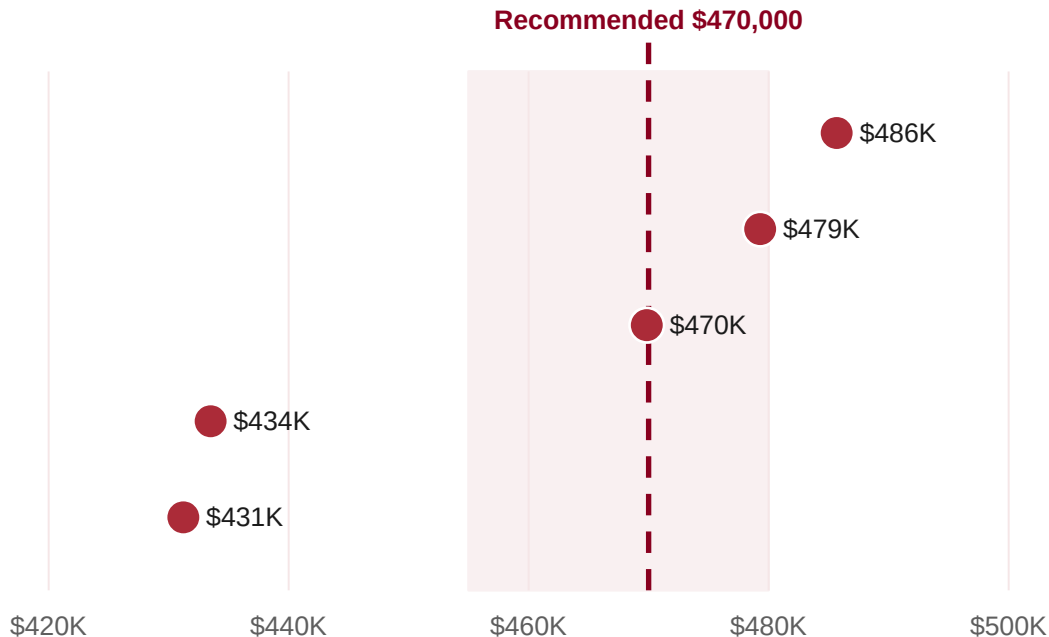
Most recent pool sale; not renovated

602 Thrasher Ln

Same floor plan; partly updated

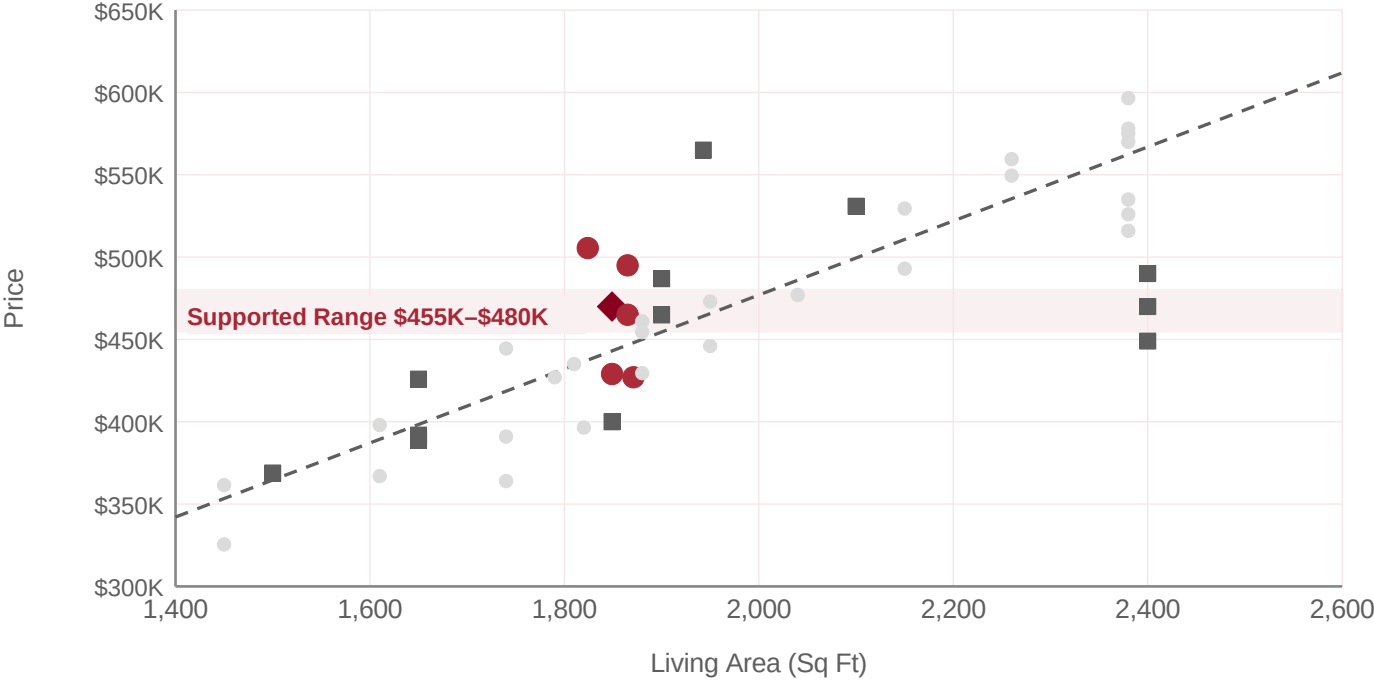
621 Little Heron Rd

Renovated; bigger canal lot



Shaded: Supported Range \$455K–\$480K. The two highest sold earlier in the year. The recent sales point to the middle of the range.

Where Your Home Fits in the Neighborhood



The renovated comparable sales sit well above the neighborhood trend, and yours sits among them without testing the ceiling.

Size alone predicts about \$443K at your size. Your price is about \$27,000 above the line.

- Other Sales
- For Sale Now
- - - Size-Only Trend
- Comparable Sales
- ◆ Your Home, Recommended

The Market Has Shifted

Nearby sales, April–June vs. July–September



Sale vs. Original Price

Earlier

98.7%

Now

93.9%



Days to Contract

Earlier

8 days

Now

22 days



Sales with Seller Credits

Earlier

50%

Now

89%



Typical Seller Credit

Earlier

\$8,250

Now

\$12,100

Buyers are negotiating again. Price for the market we have now, not the one from earlier in the year.

Your Competition

The homes buyers will tour alongside yours

644 Quillwood Dr

\$400,000

For sale · 91 days

Renovated, same size, no pool.
The value alternative buyers
will tour.

412 Calloway Ave

\$454,900

Under contract · 9 days

Renovated pool home. Priced
right, it sold fast.

394 Tansy Ln

\$565,000

For sale · 57 days

Updated pool home. Priced
above the market, and sitting.

Well-priced renovated pool homes are moving. Overpriced ones sit.

Three Ways to Price It

PREMIUM

\$475,000

Time to Contract **5–9 weeks**

Expected Sale **\$467,500**

Seller Credit **\$11,000**

Tests the upper part of the range;
takes longer and may need a price
cut before an offer

MARKET PRICE · RECOMMENDED

\$470,000

Time to Contract **2–5 weeks**

Expected Sale **\$467,000**

Seller Credit **\$11,000**

Priced where recent adjusted
sales support; room to negotiate

DRAW OFFERS

\$460,000

Time to Contract **1–2 weeks**

Expected Sale **\$457,000**

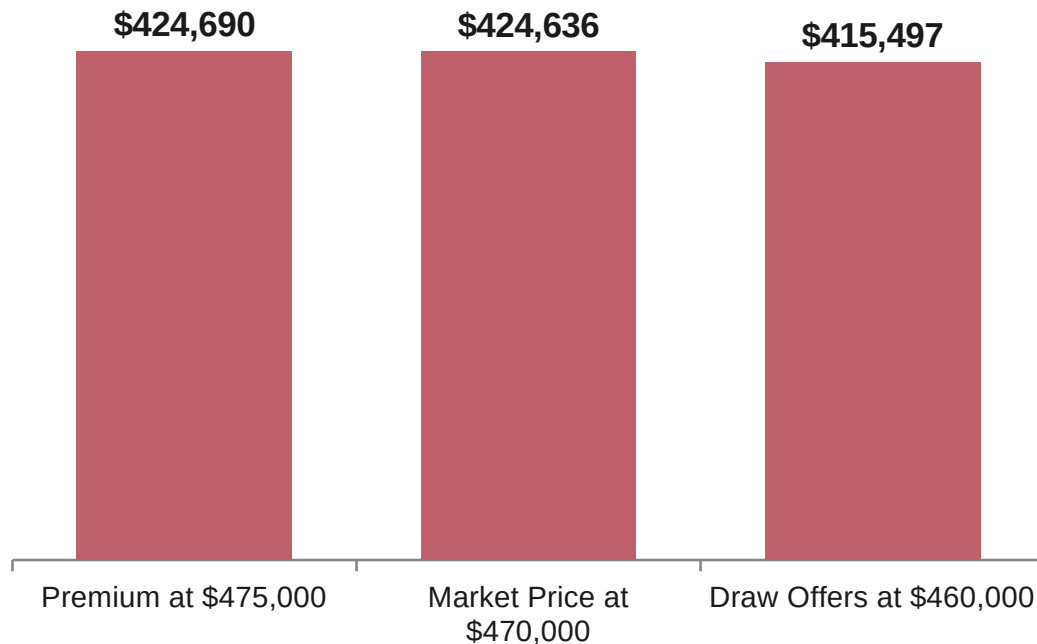
Seller Credit **\$11,000**

Priced to bring the most buyers in
early and draw offers; usually the
fastest to contract

The nets are close. The real choice is time and risk.

What You Walk Away With

Net after holding costs, before mortgage payoff



\$9,193

Difference Between the Highest and Lowest Net

The nets are close. The real choice is time and risk.

How Buyers See Your Price

Estimated monthly payment, conventional loan with 5% down

Premium at \$475,000

\$4,128/mo

\$23,750 down (5%)

Market Price at \$470,000

\$4,088/mo

\$23,500 down (5%)

Draw Offers at \$460,000

\$4,006/mo

\$23,000 down (5%)



Every \$10,000 in price is about \$82 a month to a buyer.

Buyers shop by payment, so a small change in price moves the number they see.

Launch Plan

Before we go live



Document the Roof

Permit and date, ready for buyers and insurers



Get the Inspections

Pre-listing, four-point and wind-mitigation reports



Gather the Renovation Permits

Kitchen, baths, electrical, plumbing



Make It Easy to Show

Short-notice showings in the first weeks



Decide on a Seller-Credit Budget

Decide it now, before offers arrive



Agree on a Review Point

Steady showings but no offer?
Revisit the price

Next Steps

What We Need from You

- Roof permit and date, and any inspection reports
- Ages of the AC, water heater and pool equipment
- Renovation permits
- Anything known about leaks, claims or repairs
- Your mortgage payoff and target closing date

Timeline to Go Live

1

This Week

Sign the listing agreement; order the inspections

2

Before Launch

Photos, documents and a final pricing review

3

Oct 6

Go live at \$470,000

4

After Launch

Price review if steady showings bring no offer

Appendix: Estimated Net Proceeds

Estimated at Closing	Premium at \$475,000	Market Price at \$470,000	Draw Offers at \$460,000
Expected Sale Price	\$467,500	\$467,000	\$457,000
Expected Closing	Dec 24, 2026	Nov 30, 2026	Nov 16, 2026
Listing Brokerage (2.5%)	-\$11,688	-\$11,675	-\$11,425
Buyer's Agent Compensation (2.5%)	-\$11,688	-\$11,675	-\$11,425
Documentary Stamp Tax on the Deed (0.70%)	-\$3,273	-\$3,269	-\$3,199
Owner's Title Insurance	-\$2,412	-\$2,410	-\$2,360
Title Company Fees	-\$1,145	-\$1,145	-\$1,145
Seller-Paid Buyer Costs	-\$11,000	-\$11,000	-\$11,000
Estimated Net Before Mortgage Payoff	\$426,294	\$425,826	\$416,446
Holding Costs Until Closing	-\$1,604	-\$1,190	-\$949
Net After Holding Costs	\$424,690	\$424,636	\$415,497

Commissions are negotiable and not set by law. Not included: your mortgage payoff, this year's property tax proration (the current tax bill adds it) and any repairs agreed after inspection. The closing agent provides the exact figures.

Appendix: Comparable Sales

Sale	Sold For	Seller Paid	Adjusted Value
622 Fernwood Park Blvd	\$505,500	\$0	\$485,700
516 Tallow Ct	\$495,000	\$0	\$479,300
745 Little Heron Cir	\$427,000	\$500	\$469,900
602 Thrasher Ln	\$429,000	\$12,000	\$433,500
621 Little Heron Rd	\$465,000	\$13,071	\$431,200
Your Home (Recommended List)	\$470,000	—	Range \$455K–\$480K

Sales data: Stellar MLS as of September 22, 2026. Deemed reliable but not guaranteed. This comparative market analysis is an opinion of price, not an appraisal, and isn't for lending purposes. Payment, tax and cost figures are estimates only, not lending or tax advice. Equal Housing Opportunity.