



THE BUYING & SELLING GUIDE

Winter Park, done *right*.



A visual guide to buying and selling
in one of Central Florida's most distinctive markets.



Know the market



Plan your move



Get the keys

A feel for the market.

A seller-leaning market, with more room to make a thoughtful move.



ILLUSTRATED LOCATOR / NOT TO SCALE



\$811,947

Median value

+5.6% year over year



\$432

Median \$ / sq ft

Winter Park core



38 days

To pending

August 2026 snapshot



96.4%

Sale-to-list

Sale price / list price



IF YOU'RE BUYING

Room to negotiate

Negotiate thoughtfully. Be ready to act on scarce lakefront and Via-district homes.



IF YOU'RE SELLING

Make the first impression

Lead with realistic pricing and standout presentation. Prepare before you launch.

03 BUY

Your six-step path

04 SELL

Prepare, launch, close

05 PLAN

Timing + costs

Winter Park core (32789), August 2026. Sources: Zillow & Redfin housing-market data. Market figures are a snapshot, not an appraisal.

The path to the right home.

Six steps from ready to keys.



1

Get ready

Secure a mortgage pre-approval or documented proof of funds before you tour.



2

Pick your pocket

Choose your budget and target streets: Via district, lakefront, or near Park Avenue.



3

Tour with intent

Compare condition, location, lake access, and any historic-district restrictions.



4

Offer strategically

Balance price, contingencies, and timing with the competition for that specific home.



5

Check the details

Review inspection, survey, title, and applicable HOA, flood-zone, seawall, or dock issues.



6

Get the keys

Finalize financing, appraisal, and title. Allow roughly 30-45 days from contract to closing.

YOUR LOCAL LENS



Via district



Chain of Lakes



Park Avenue

Your price band and street matter more than a citywide average.

A smarter way to sell.

A thoughtful plan, from preparation to sold.



1

Find your specialist

Choose experience in your neighborhood and price range before you plan the launch.



2

Price with purpose

Use relevant comparable sales and current competition to set a realistic asking price.



3

Prep the lifestyle

Handle small repairs, let the light in, and stage around the home's best features.



4

Make it stand out

Bring the home to life with professional photography, video, and a coordinated marketing plan.



5

Launch ready

Have pricing, presentation, and media in place before the listing goes live.



6

Choose the right offer

Weigh financing, contingencies, concessions, and timing alongside price, then work toward closing.



THE LIST MY LUXE EDGE

Luxury listing media + a specialist matched to your home.
We connect you with an agent; we don't take your listing.

The move, at a glance.

A practical planning guide. Timing and costs vary with the property and the deal.

BUYER TIMELINE



Pre-approval to keys

- **Get ready**
Week 1
- **Search + tour**
Weeks 1-6
- **Offer + contract**
Week 6+
- **Diligence + close**
30-45 days after contract

SELLER TIMELINE



Preparation to sold

- **Prep + media**
Weeks 1-3
- **Launch**
Around week 3
- **Showings + offers**
About 38 days to pending
- **Diligence + close**
30-45 days after contract

FOUR COSTS TO PLAN FOR

BUYER



Closing costs

Lender fees, title, taxes, and recording. Often a few percent of the price.

BUYER



Inspection + diligence

Inspection and survey, plus waterfront checks when relevant.

SELLER



Fees + concessions

Brokerage fees and any negotiated buyer credits.

SELLER



Preparation + media

Repairs, staging, photography, video, and marketing.

Set your budget with your lender, agent, and closing team. These are general planning ranges, not a quote; the terms of your transaction determine the final figures.

Your next move starts with the right person.



Find your local specialist.

Tell us where, when, and what you're planning.
We'll make a personal introduction.

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SCAN TO CONNECT