THE DALY GROUP
LUXURY REAL ESTATE AND YACHTING

REAL ESTATE SELLER'S LISTING GUIDE

Waterfront. Without compromise.

A private guide to selling your Florida home.

PREPARED BY

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Founder | Real Estate Advisor | Yacht Broker

DELRAY BEACH · PALM BEACH · FORT LAUDERDALE

A NOTE FROM THOMAS

Sell it right.

Selling a home in South Florida is a real business event. The right listing brings serious buyers, a clean process, and the strongest possible outcome. The wrong one lingers on the market, gets pigeonholed as stale, and eventually sells for less than it should have.

For more than a decade I have listed properties across the full South Florida market - waterfront estates, downtown condominiums, gated homes, and inland residences. I am a full-market advisor with a specialist's eye for waterfront: dock diligence, elevation, and insurance are second nature, but I list dryland homes the same way - with the same production team and the same discipline.

This guide walks you through exactly how I work - the CMA, the prep, the marketing, the offer, and the closing. Read it at your pace. When you are ready, let's meet.

Thomas Daly

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USCG Captain

OUR APPROACH

The Daly Group Way.

A great listing is not about a sign in the yard. Our job is to price it right, market it like the luxury asset it is, and keep you informed every step. Three ideas anchor everything we do.

01

Priced to Market

A CMA that reads the whole market - active, pending, sold, and off-market comparables. We price where serious buyers will engage on day one, not where hope lives.

02

Marketed Like Luxury

Professional photography, drone, and video. In-house content team across multiple platforms and accounts. Broker network outreach. Paid placement where it matters. Nothing is skipped.

03

Owner-First Communication

You get a weekly update whether the news is good or slow. Showing feedback, market movement, and next-step recommendations - not silence.

$100M+	10+ yrs	Licensed	5.0
CLOSED ACROSS LAND AND SEA	REAL ESTATE AND YACHTING	SL3381369 · #11793	GOOGLE RATING (16 REVIEWS)

ROADMAP

The eight-step seller's journey.

Every seller moves at their own pace, but the sequence is the same. Most well-priced listings go under contract within 30 to 90 days from launch.

01 Discovery Call

In person or virtual. We talk about your goals, timeline, and any moving parts - next home, tax planning, or family logistics.

02 Comparative Market Analysis

Full CMA with active, pending, sold, and off-market comps. We agree on a price band before we sign anything.

03 Listing Agreement

Standard Florida listing agreement. Commission negotiated per listing, paid at closing from proceeds - documented in writing.

04 Prep & Photography

Punch list of prep items, then a full professional shoot - photography, drone, and video. First impression is 80 percent of the sale.

05 Launch to Market

MLS, syndication, broker network outreach, paid placement, social, email, and dalygroupfl.com. Coordinated launch week.

06 Showings & Feedback

Every showing is qualified and tracked. Weekly report on activity, feedback, and any pricing recommendations.

07 Offer & Negotiation

Written offers reviewed together. We evaluate price, buyer quality, and contingencies before responding.

08 Closing & Wire

Title, escrow, appraisal, walkthrough, and wire. Proceeds land the day of closing. I project-manage the clock.

PRICING STRATEGY

The price derivative.

Every home will sell. Price is the single biggest factor determining how quickly, and how close to asking. Below is what the Palm Beach and Broward luxury market actually shows in 2026 - correctly priced homes move in about 33 days, while overpriced sit 90+ days and take reductions to close.

- **+15% over market** — 120+ days, sits stale
- **+10% over market** — 60-120 days, price cuts
- **+5% aspirational** — 45-90 days, one negotiation
- **At market value** — 30-45 days, near-list offers
- **Slightly under market** — Under 30 days, multiple offers likely

What this means for your listing.

The 2026 luxury market is bifurcated.

Well-priced Palm Beach luxury moves in about 33 days at 95% of list. Overpriced $2M+ product sits 60-120 days and takes reductions. Broward non-waterfront $1.2M-$2M sees the deepest cuts.

Waterfront is still supply-constrained.

Las Olas Isles, Harbor Beach, Manalapan, and Delray Intracoastal remain tight. Priced correctly, these move fast. Priced at 2022 peak, they sit.

Cash is nearly half the buyer pool.

49% of Palm Beach closings in June 2026 were cash. Cash buyers move fast on the right price - and walk away from a stretched one.

What I need from you to list.

A clean, well-documented home sells faster and for more. Below is exactly what I need from you before we launch to market.

COMPONENT AGE & CONDITION

- Roof age, warranty, and last inspection
- AC age, service history, and warranty
- Water heater age and type (tank / tankless)
- Appliance age, pool equipment, and generator

PROPERTY MAINTENANCE

- Seawall condition report and last cap repair
- Dock, lift, and pilings inspection
- Termite bond, WDO reports, and pest history
- Pool resurfacing, tile, and equipment service

UPGRADES & UNIQUE FEATURES

- Impact windows, doors, and shutter package
- Kitchen, bath, and flooring renovations with dates
- Smart home, sound, security, and lighting systems
- Any custom millwork, wine room, or specialty finishes

DOCUMENTATION

- Deed, survey, and any prior title work on file
- Permits pulled on additions, roof, or seawall work
- Any prior inspection or appraisal reports on file
- Owner ID, homestead history, and mortgage payoff

HOA / CONDO (IF APPLICABLE)

- Governing documents, budget, and SIRS report
- Last 12 months of board meeting minutes
- Application, transfer fees, and pet/rental rules
- Any pending assessments, litigation, or reserve gap

WATERFRONT (IF APPLICABLE)

- Dock permits and elevation certificate
- Boat lift capacity, water depth, bridge height
- Flood zone (AE/VE/X) and Base Flood Elevation
- Wind, flood, and umbrella insurance history

MARKETING

Where we find your buyer.

Luxury real estate buyers do not browse the classifieds. They look where their peers, agents, and lifestyle brands send them. Here is the marketing plan I build for every listing.

Professional Photography & Video

Full daylight shoot including drone and cinematic video. First impression is 80 percent of the sale - we do not skip this.

MLS + Zillow / Realtor / Homes.com

Full data-rich listing on BeachesMLS with syndication to Zillow, Realtor.com, Homes.com, and hundreds of broker sites. 20+ photos, floor plans, and full spec.

Broker Network Outbound

Direct email to my broker network with the listing package. Co-broke commission split explicit, so agents show your home willingly.

Paid Placement

Featured listing budget on Zillow and Realtor.com for launch week and month one. Higher-tier placement means 4-6x more views.

Social & Email

Instagram Reels, Facebook, LinkedIn, and YouTube posts across multiple platforms and accounts, plus direct email to my buyer database. Owned audience reaches people search engines never touch.

Dalygroupfl.com

Featured on my own site with SEO-optimized listing page and organic search visibility. Zero commission split to a third-party platform.

SHOWINGS

Qualified buyers only.

Every showing I book has been vetted first. Your home is not a museum - showings are a controlled part of the sale, and every one gets tracked.

Financial qualification

Proof of funds or lender pre-approval before boarding a showing. No exceptions on homes over $2M.

Cooperating agent check

If a buyer is represented, I verify the agent is licensed and the co-broke agreement is in writing.

Scheduling on your terms

24-48 hour minimum notice unless you specifically want same-day. We coordinate with pets, staff, and family schedules.

Feedback the same day

Every buyer gets a follow-up. Feedback lands in your weekly report - price, condition, and any objections we can address.

I run the showing

You do not need to be present. Owner-present showings can feel awkward and hurt the sale. I know your home cold.

Weekly seller report

Every Friday: showings booked, feedback themes, market movement, pricing recommendation if needed.

EVALUATING OFFERS

Price is only part of it.

A high number on paper can still be a weak offer. When an offer arrives, we evaluate it on three axes together - and I write the counter that maximizes your position.

Price

- Net to you after closing costs and concessions
- Comparable to recent sold data
- Escalation clause if any competing bids
- Cash vs. financed materially changes the number

Buyer Quality

- Verified pre-approval or proof of funds
- Down-payment size and loan type
- Represented by a serious, licensed agent
- Track record on prior offers (if known)

Contingencies

- Inspection period length and scope
- Financing and appraisal contingencies
- Insurance contingency (four-point / wind mit)
- Home-sale or move-out timing terms

Findings become negotiation.

Almost every deal has a second negotiation after inspection. Handled well, findings become talking points, not deal-breakers. Handled poorly, they become excuses to walk.

Common Findings

Every home has a list - roof age, HVAC service, minor plumbing, and cosmetic items. What separates a smooth close from a stalled one is how the response is framed.

- Roof, HVAC, and water heater age most-cited
- Plumbing and electrical minor items are normal
- Waterfront homes add seawall and dock items
- Nothing is a surprise when we have prepared the file

Response Options

The buyer's inspection report is a starting point, not a demand letter. I frame our response so we address real issues, hold on the immaterial ones, and keep the deal moving.

- Credit at closing (cleanest path most of the time)
- Seller repairs before close (with contractor selection)
- Price reduction (rare - only when substantial)
- Rejection with counter-position (used sparingly)

CLOSING

Closing and proceeds.

Between clear-to-close and the wire, there is real work. I coordinate all of it - you sign and receive proceeds.

Title & Payoff

Title company opens escrow, orders payoff on any existing mortgage, and prepares the settlement statement. I review before you sign.

Buyer Financing Watch

If the buyer is financing, we track appraisal and loan commitment daily. I know when to push and when to hold.

Insurance & HOA Coordination

Buyer insurance binder confirmed, and HOA/condo estoppel and application processed before the closing date.

Final Walkthrough

Buyer walks the property 24-48 hours before closing. Any last-minute items resolved calmly.

Wire of Proceeds

Proceeds wire directly from the title company to your account, same day as closing. Confirmed in writing.

Homestead Port & Capital Gains

If you had homestead here, we plan portability to your next FL home. Federal capital-gains rules and 1031 options discussed with your CPA.

WHY SELLERS CHOOSE US

What sets the work apart.

Six commitments that show up on every listing. This is what our sellers pay for - a listing that performs, and a broker who stays close.

In-house production team

Professional photography, drone, cinematic video, and social content under one roof. Every listing is shot to a luxury standard, not a checklist.

Owned audience reach

Direct email list, Instagram, Facebook, LinkedIn, and YouTube across multiple platforms and accounts. Buyers who follow us find your home before it hits Zillow.

$100M+ closed across land and sea

A track record built across real estate and yachting - which means we've seen the edge cases. Waterfront estates, condominium warrantability, dock permitting, and everything in between.

Real estate + yacht combined

If your home comes with a boat, dock, or slip, we sell both sides fluidly. That's a buyer pool no purely-RE agent can access.

Weekly seller reports

Every Friday. Showings, feedback, and market movement in one place. No wondering what's happening with your listing.

Broker network + off-market outreach

Direct calls to top agents in every submarket, plus quiet outreach to likely buyers before wide launch. Sold-before-listed is a real option.

TRACK RECORD

A few of my recent sales.

Representative closings from the last twenty-four months. Each is a live example of what our process delivers.

NE 12th Street

Delray Beach, FL

Represented buyer and seller

Off-market transaction

3750 NE 23rd Avenue

Lighthouse Point, FL

Represented buyer and seller

Off-market waterfront

7936 Canopy Terrace

Parkland, FL

Represented seller

Parkland Golf & Country

751 SE 7th Avenue

Pompano Beach, FL

Represented seller

Record pricing for the street

745 NE Bay Isle Drive

Boca Raton, FL

Represented buyer

Off-market waterfront

WHAT CLIENTS SAY

Rated 5.0 on Google.

Every review, every client, every close.

"

"One of the most professional individuals I have met in this industry. Very well versed and understanding with all aspects. I would not hesitate to refer him and his team to friends and family."

JAY W.
Google review

"

"Tom priced the home correctly out of the gate, marketed it aggressively across every channel, and negotiated a strong result. Deep market expertise and calm through the whole process."

PAMELA R.
Google review

"

"He is detailed, professional, and friendly. He pays attention to the details and follows through on what needs to be done. I highly recommend him."

JOSEPH B.
Google review

YOUR TEAM

Meet the Daly Group team.

Thomas Daly

Founder | Real Estate Advisor | Yacht Broker

— USCG Licensed Captain

— $100M+ closed across land and sea

— Based in Delray Beach since 2017

— Land and sea, one point of contact

Michael Roberts

Yacht Broker

— 20+ years on the water, USCG Captain

— Sportfish and motor yacht 60-100 ft specialist

— Deep sphere of yacht owners and buyers

— Off-market intel across Bahamas + Caribbean fleet

IN-HOUSE PRODUCTION TEAM

Full-service, under one roof.

Professional listing photography, social media photo and content creation, transaction coordination, and in-house marketing. Every deal is staffed by the same production team from list to close.

TWO OFFICES

Delray Beach | Pompano Beach

900 E Atlantic Ave #14
Delray Beach, FL 33483

3155 E Atlantic Blvd
Pompano Beach, FL 33062

FREQUENTLY ASKED

Answers before you ask.

What is your commission?

Commission negotiated per listing, paid at closing from proceeds. When a cooperating broker brings the buyer, we split. Nothing is billed separately - it all comes out of the sale.

What if I get a private offer without you?

Bring it to me. Under our agreement, all offers - even from your neighbor - route through the listing. This protects you legally and keeps the paperwork clean.

Should I renovate before listing?

Rarely. Small cosmetic updates and staging usually beat big pre-sale renovations on dollar-per-dollar return. We walk the home together and I tell you where to invest and where to skip.

What are typical seller closing costs?

Plan on 5-7% of sale price total, but the mix varies by county. Doc stamps run $7 per $1,000 in Palm Beach and Broward. Title, HOA, condo estoppel, and any local surtaxes shift the exact number. I project a county-specific net-to-you before we sign.

How long is a typical listing agreement?

Twelve months as the standard, renewable or cancellable by mutual agreement. Luxury homes need a full launch, marketing cycle, and price-testing window - not a rushed drop-in.

Do I need to be out for showings?

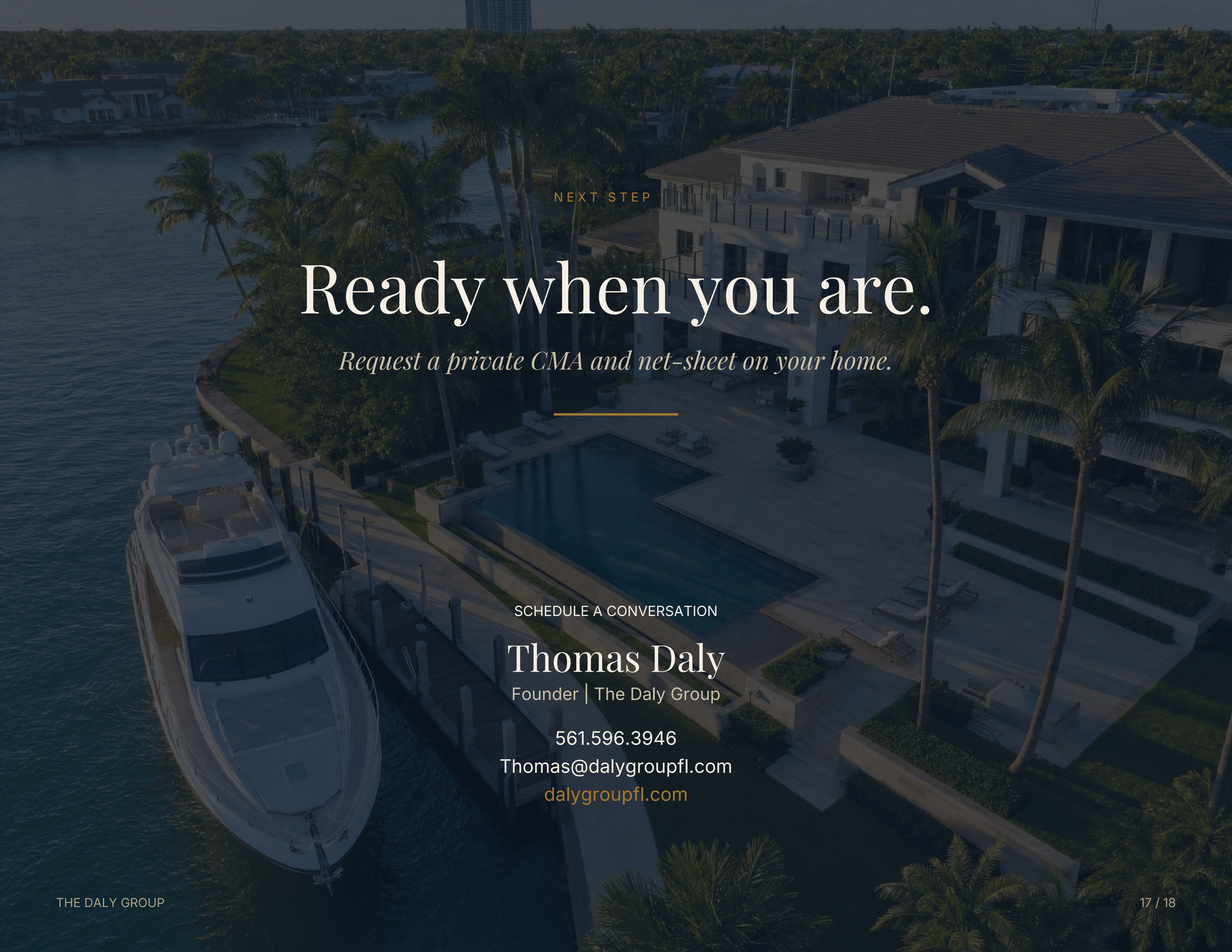
Yes, ideally. Owner-present showings feel awkward for buyers and consistently underperform. I know your home cold and can answer 90% of buyer questions.

How do you price a waterfront home?

Waterfront pricing considers dock length, boat capacity, water depth, bridge height, and protected/exposed water. Standard PPSF comps miss this. My CMA breaks it out line by line.

How is capital gains handled?

Federal exclusion up to $250K single / $500K joint if you've lived in the home 2 of last 5 years. Above that, gain is taxable. If you're rolling into another investment, ask about a 1031 - we introduce your CPA early.



NEXT STEP

Ready when you are.

Request a private CMA and net-sheet on your home.

SCHEDULE A CONVERSATION

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Real estate services brokered by Engel & Volkers Delray Beach.

Yacht services brokered by My Yacht Sales.

All figures, timelines, and process descriptions are directional and vary by transaction.