



Gulfside Guide

Your Home Sold
GUARANTEED
or I buy it

Your Coastal Compass for Buying & Selling



Marianne Zeltner

Real Estate Agent



239-565-6232



ZELTNERMA@ICLOUD.COM



WWW.MARIANNEZELTNER.COM

CONTENTS

01

6 Costly Mistakes

02

FREE Special Reports

03

Special Summer Events



6 MISTAKES TO AVOID



When moving up to your next home

Unlike the experience of buying a first home, when you're looking to move-up, and already own a home, there are certain factors that can complicate the situation. It's very important for you to consider these issues before you list your home for sale. Not only is there the issue of financing to consider, but you also have to sell your present home at exactly the right time in order to avoid either the financial burden of owning two homes or, just as bad, the dilemma of having no place to live during the gap between closings. In this Summer edition we outline the six most common mistakes homeowners make when moving to a larger home. Knowledge of these six mistakes, and the strategies to overcome them, will help you make informed choices before you put your existing home on the market.

*Feel free to share these SIX mistakes with anyone you know considering moving up to a bigger home this summer.



1. Rose-Colored Glasses

Most of us dream of improving our lifestyle and moving to a larger home. The problem is that some- times a discrepancy between our hearts and our bank accounts. You drive by a home that you fall in love with only to find that it's already sold or that

it's more than what you are willing to pay. Most homeowners get caught in this hit or miss strategy of house hunting when there's a much easier way of going about the process. For example, find out if your agent offers a Buyer Profile System or "House Hunting Service,"

continued on next page...

6

MISTAKES TO AVOID



When moving up to your next home

which takes the guesswork away and helps to put you in the home of your dreams. This type of program will cross-match your criteria with ALL available homes on the market and supply you with printed information on an on-going basis. A program like this helps homeowners take off their rose-colored glasses and, affordably, move into the home of their dreams.

2. Failing to make necessary improvements

If you want to get the best price for the home you're selling, there will certainly be things you can do to enhance it in a prospective buyer's eyes. These fix-ups don't necessarily have to be expensive. But even if you do have to make a minor investment, it will often come back to you ten-fold in the price you are able to get when you sell. It's very important that these improvements be made before you put your home on the market. If cash is tight, investigate an equity loan that you can repay on closing.



3. Not selling first

You should plan to sell before you buy. This way you will not find yourself at a disadvantage at the negotiating table, feeling pressured to accept an offer that is below-market value because you have to meet a purchase deadline. If you've already sold your home, you can buy your next one with no strings attached. If you do get a tempting offer on your home but haven't made significant headway on finding your next home, you might want to put in a contingency clause in the sale contract which gives you a reasonable time to find a home to buy. If the market is slow and you find your home is not selling as quickly as you anticipated, another option could be renting your home and putting it up on the market later - particularly if you are selling a smaller, starter home. You'll have to investigate the tax rules if you choose this latter option. Better still, find a way to eliminate this situation altogether by getting your agent to guarantee the sale of your present home (see point number 5 below).

4. Failing to get a preapproved mortgage

Preapproval is a very simple process that many home-owners fail to take advantage of. While it doesn't cost or obligate you to anything, preapproval gives you a significant advantage when you put an offer on the home you want to purchase because you know exactly how much house you can afford, and you already have the green light from your lending institution. With a preapproved mortgage, your offer will be viewed far more favorably by a seller - sometimes even if it's a little lower than another offer that's contingent on financing. Don't fail to take this important step.



continued on next page...

6

MISTAKES TO AVOID



When moving up to your next home

5. Getting caught in the “Real Estate Catch 22”

Your biggest dilemma when buying and selling is deciding which to do first. Point number 3 above advises you to sell first. However there are ways to eliminate this dilemma altogether. Some agents offer a Guaranteed Sale “Trade-Up” Program that actually takes the problem away from you entirely by guaranteeing the sale of your present home before you take possession of your next one. If you find a home you wish to purchase and have not sold your current home yet, they will buy your home from you themselves so you can make your move free of stress and worry.



6. Failing to coordinate closings

With two major transactions to coordinate together with all the people involved such as mortgage experts, appraisers, lawyers, loan officers, title company representatives, home inspectors or pest inspectors the chances of mix-ups and miscommunication go up dramatically. To avoid a logistical nightmare ensure you work closely with your agent.

FREE REPORTS FOR BUYERS AND SELLERS

Scan here to get
**FREE Special
Reports**



How to Avoid Getting Stuck With Two Homes

It's one of the biggest challenges homebuyers face. Either choice can be risky—you could end up with two homes or none at all. With today's tough market, it's more important than ever for agents to use innovative strategies to help clients succeed. To order your FREE copy of this report, call 239-565-6232



27 VALUABLE TIPS You Should Know To Get Your Home SOLD FAST And For TOP DOLLAR!

Want to sell your home for top dollar with less stress? A helpful guide—based on insider industry reports—reveals 27 tips to protect your investment, stay in control, and maximize your profit. To order your FREE copy of this report, call 239-565-6232



SMART STORAGE HACKS

For Compact Living

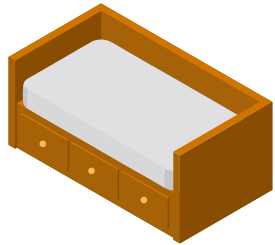
Living in a smaller home or cozy condo? Don't worry—limited square footage doesn't have to limit your lifestyle. With a few clever strategies, you can transform tight quarters into a stylish and functional retreat. Let's unlock the hidden potential of your space

1. Rise Above: Tap Into Vertical Potential

When floor space is precious, walls become your best friend. Install floating shelves, wall-mounted hooks, or tall bookcases to elevate your storage game. Even above-door shelving can store seasonal items or books without sacrificing your flow.



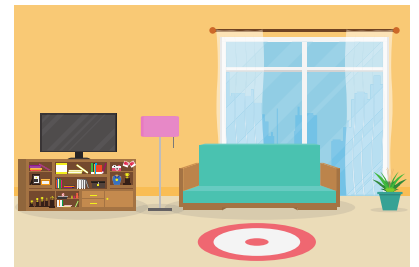
2. Double Duty Furniture = Double the Wins



Why buy two pieces when one can do it all? A bench with built-in storage, a Murphy bed with shelving, or a lift-top coffee table can make a room work twice as hard without crowding it.

3. Hidden Gems: Use the Forgotten Spaces

Look under the bed, stairs, or even behind doors. Slide-in bins, rolling drawers, and over-the-door organizers are your silent space-saving allies. Think like a minimalist magician: make storage disappear into the design.



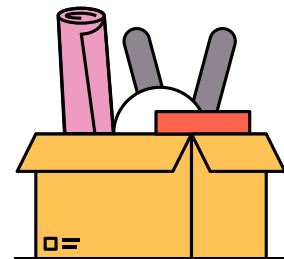
4. Conquer the Closet Jungle

A closet should be more than a door hiding chaos. Maximize vertical real estate with tiered hangers and add extra rods or stackable bins. Shoe racks, shelf dividers, and labeled containers keep it all visible and manageable.



5. Declutter Like a Pro

Less really is more. A regular purge of the “someday-maybe” items helps keep your space airy and stress-free. If it doesn't spark joy — or at least serve a function — it might be time to donate or let it go.



Bonus Tip for Buyers & Sellers

If you're planning to buy or sell, these smart storage ideas aren't just great for living - they're fantastic for staging, too. A tidy, spacious-feeling home leaves a better impression and can help close the deal faster in today's market.

continued on next page...

SPECIAL EVENTS

IN CAPE CORAL & FORT MYERS

Your **Home Sold**
GUARANTEED
or I buy it

Summer Fun is Here in Fort Myers & Cape Coral!

Get ready for an unforgettable summer in Fort Myers, filled with local charm, sunshine, and vibrant community spirit! Whether you're into live music, farmers markets, art walks, or family-friendly festivals, there's something for everyone to enjoy all season long.

Stay tuned for the season's best events, and make the most of summer right here in our own backyard!



Marianne Zeltner

Real Estate Agent



239-565-6232



ZELTNERMA@ICLOUD.COM



WWW.MARIANNEZELTNER.COM



Cape Coral Farmer's Market

Welcome to The Cape Coral Farmers Market

Date: June 21, 2025

Time: 8:00 AM

Address: Cape Coral Farmers Market, SE 47th Terrace & SE 10th Pl, Cape Coral, FL 33904, United States



Cancerslug

Cancerslug is the words and music of Alex Story. A favorite band among many iconic musicians

Date: June 26, 2025

Time: 7:00 PM

Location: Nice Guys Pizza, Beer, and Cocktails, 1404 Cape Coral Pkwy E, Cape Coral, FL 33904, United States



FSC 2025 Ft Myers/Cape Coral Cars & Coffee

Date: June 21, 2025

Time: 9:00 AM

Location: BMW of Fort Myers, 15421 S Tamiami Trl, Fort Myers, FL 33908, United States