



2026 EDITION

THE GULF COAST SELLER'S PRICING GUIDE

Know Your Number.

What your home is actually worth, where that number really comes from, and why homes that don't sell usually weren't "overpriced."

Venice · Sarasota · Nokomis · Wellen Park · Englewood · Port Charlotte

A free guide from

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REALTOR® · Your Florida Connection · Je parle français.



One number decides everything

Sell now or wait. List it or rent it. Fix the roof first or sell as-is. Take the offer or hold out. Every one of those decisions gets easy the moment you know one thing: **what your home would actually sell for today.**

Most sellers make those decisions with the wrong number. A portal's guess. The neighbor's asking price. A county average someone quoted on the news. What they paid, plus what they hope.

On this coast the wrong number is expensive, because the market here is very local. Venice and Sarasota County run on one set of numbers, Englewood and Charlotte County on another, and a figure that is true in one is simply not true in the other.

This guide shows you exactly where the right number lives:

- Where your number comes from — and where it doesn't
- How to read a board report the way an agent reads it — five lines that matter, with this month's figures and the source beside each one
- Why homes don't sell — it's a combination, not a number
- The prep that moves your number, and the three things not to do
- How to sell from 1,200 miles away without flying down

Read it once now, while nothing is on the line. That's the whole idea: know your number before you need your number.

The honest pricing map

- 01 Where your number comes from, and where it doesn't
- 02 How to read your number like an agent
- 03 Why homes don't sell: it's a combination, not a number
- 04 The prep that moves your number
- 05 Selling from 1,200 miles away
- 06 What good looks like
- ☐ The seller's prep checklist — print this one
- ✓ How I help next — and where to reach me

Who this is for: anyone who owns a home in Venice, Sarasota, Nokomis, Wellen Park, North Port, Englewood, Rotonda West, Port Charlotte or Punta Gorda and is thinking about selling — this year, next year, or "someday."

Every market number in this guide comes from the local REALTOR® board that actually covers that town, with the board and month printed beside it — never a county average painted across every community, never a website's guess. Where a board has not published a verifiable 2026 figure, there is no number, on purpose.

Where your number comes from, and where it doesn't

Not from a website.

A seller in Englewood once told me Zillow said her house was worth \$450,000. I asked her, pleasant as can be, when Zillow last came over, walked through her house, and asked when the roof was replaced. An automated valuation has never seen your home — it doesn't know the roof is two years old or the lanai leaks.

Not from the county.

A county-wide median describes a county. Your street is not a county. When someone quotes you “the Sarasota number” for a house in Englewood, they are describing a market forty minutes away.

From your local REALTOR® board.

The association whose members actually list and sell in your town publishes its numbers every month. Four boards cover this coast; which one covers you is the first thing to get right.

Venice Area Board of REALTORS® (VABR)

Venice · Wellen Park · North Port

REALTOR® Association of Sarasota and Manatee (RASM)

The Sarasota area · Nokomis · Osprey · Manatee County, including Lakewood Ranch

Englewood Area Board of REALTORS® (EABOR)

Englewood · Manasota Key · Rotonda West · Placida · Cape Haze

REALTORS® of Punta Gorda–Port Charlotte–North Port–DeSoto

Port Charlotte · Punta Gorda

Then it comes from someone who walked your house. The board's number tells you which league your town is playing in this month. Your number — the one you'd list at — comes from that, plus your roof, your lot, your condition, and what sold on your street. That is a conversation, not a printout.

How to read your number like an agent

A board report has a lot of lines. Five of them matter to a seller. Here they are, with what each one means for you, using the two boards on this coast that have published a report I can verify this month — the source is printed beside every figure.

1 · Median sale price

Half of the homes sold for more, half for less. It's the league your town is playing in — not your price.

\$465,873

Venice Area Board of REALTORS® · July 2026 · single-family

Sarasota County \$493,500 · Manatee County \$495,000

REALTOR® Association of Sarasota and Manatee · July 2026 · single-family

2 · Median time to contract

How many days a typical home sat before a buyer signed. This is your patience number.

45 days

Venice Area Board of REALTORS® · July 2026 · single-family

Sarasota County 52 days · Manatee County 50 days

REALTOR® Association of Sarasota and Manatee · July 2026 · single-family

3 · Months supply of inventory

How long it would take to sell every home on the market at today's pace. Under roughly five and a half months favors sellers; over it favors buyers. Venice was the tightest market on this coast in July.

3.2 months

Venice Area Board of REALTORS® · July 2026 · single-family

Sarasota County 3.9 · Manatee County 4.1

REALTOR® Association of Sarasota and Manatee · July 2026 · single-family

4 · Percent of original list price received

What sellers actually got, compared to the first price they asked. This is the honesty line: it tells you how much the market pushed back on first prices.

94.6% of original list price

Venice Area Board of REALTORS® · July 2026 · single-family

Sarasota County 94.2% · Manatee County 95.2% of original list price

REALTOR® Association of Sarasota and Manatee · July 2026 · single-family

5 · Cash share

How many buyers didn't need a lender. High cash means fewer appraisal problems and faster closings — and it tells you who your buyer is.

35.9% of sales were cash

Venice Area Board of REALTORS® · July 2026 · single-family

Not broken out in the county summary — ask me for the full report

REALTOR® Association of Sarasota and Manatee · July 2026 · single-family

Englewood, Rotonda West, Manasota Key, Port Charlotte and Punta Gorda: your boards have not published a 2026 report I can verify at the source, so there is no number on this page for you — on purpose. I would rather leave it blank than print something that might be wrong. Text me your street and I'll pull the live read the day you ask.

Every figure above was checked at the board's own website on September 12, 2026. By the time you read this a newer month is out. Ask for it.



The number tells you the league. The house — the roof, the lanai, the lot — tells you the price.

Why homes don't sell: it's a combination, not a number

When a listing sits, almost every seller hears the same thing: “it was overpriced.” I don't say that, because most of the time it isn't the whole story. A listing that sits is usually a combination of things — in this order.

- 1 Reach.** How far the marketing actually went. A big share of the buyers on this coast are coming from somewhere else — Chicago, New York, Ohio, Quebec, France. Did the listing go where they are?
- 2 Network.** The agent's network, and who they called the day it went live.
- 3 Staging and presentation.** Whether the home was staged and shown at its best on day one — because day one decides how many people walk through in week one.
- 4 Tools.** What was used to put it in front of buyers — a video of every room, or a few photos and a sign.
- 5 The number.** Last. Not first.

I know this because I am very often the second agent. A seller calls after four months with someone else. I do a tight market analysis, I ask a lot of questions about what really happened, and I take a very close look at the marketing that was done. Then I do something most agents won't: **I put it back on the market at the same price.** My marketing is better. My outreach is wider. More often than not, it goes under contract without a price change.

Sometimes price really is the issue. When it is, I'll tell you so — in the house, after I've walked it, with the board's numbers open on the table. But price is the last thing I look at, not the first.

The question to ask any agent before you list, or relist: “What's going to be different in the marketing this time?” If the answer is “a new price,” keep asking.

The prep that moves your number

Buyers on this coast are underwriting the house before they fall in love with it. Insurance is the first quote every buyer gets now — so these are the four things they price first.

1

The roof

Know its age and have the permit handy. Many carriers won't write an older roof at all.

2

The AC

Age and service history. It's the first thing a 4-point inspection asks about after the roof.

3

The electrical panel

Replaced? Say so, with the paperwork. It changes the insurance answer.

4

Wind mitigation

Straps, impact windows, shutters, the "third nail." A good report can cut a buyer's premium meaningfully.

- **Build the flood file.** Elevation certificate if you have one. On the water: anything you know about the seawall, the dock, the lift and the depth at low tide. I never promise navigability to a buyer — I verify it — and a seller who already has the answers sells faster.
- **Turnkey wins right now.** Buyers who move here from 1,200 miles away do not want a project. The homes that move fastest are the ones where the work is done: the roof, the paint, the lanai screens, the clean-out.
- **Staging is not decorating.** It's how the house shows on day one. That gets done before the sign goes up, not after. I won't tell you how beautiful the crown molding is — I'll tell you what a buyer is going to notice.
- **Condo or villa?** Buildings three stories and taller now carry Florida's milestone inspection and structural reserve rules; buildings under three stories are outside that scope, and that is a real selling point — say it.

DON'T

Renovate the kitchen to sell. You rarely get it back.

DON'T

"Test the market" at a hope price. The market tests you back.

DON'T

Skip the video because the photos look fine. Out-of-town buyers buy from video.

Selling from 1,200 miles away

A lot of my sellers are not here. Snowbirds. Owners who moved back north. A family handling a parent's home. You do not have to fly down to sell a house on this coast, and you shouldn't have to. Here is what it actually looks like with me.

First

- I walk the house alone first. Then we talk about your goal — the goal is to understand your goal, not just throw a number at you.
- We price to the right board's current numbers for your community, with the honest market read.

Prep

- I direct the prep with my vendors — contractors, cleaners, movers if you need them — and I check their work myself.

Launch

- Professional photo, video and drone. A video of every room, under a minute each, back to back.
- The story of the community it sits in, and distribution to buyers up north, in Canada and in Europe — in English and in French.

Under contract

- I manage the inspection, the appraisal, the insurance and the storm-season curveballs.
- I report at each milestone — the moment anything moves, you get a call.
- You sign electronically. A mobile notary comes to you for closing.

A seller of mine in New York closed during Hurricane Ian without ever coming down.
Their word for it, in the review they left: stress-relieving. That is the standard.

What good looks like

Two stories from my verified reviews, told without names.

A seller in a buyer's market, in a community with a lot of competing listings. We priced to lead the community — not to chase it — and marketed it properly. It sold in 37 days, before every other listing in the same community.

A seller who had spent more than four months with another agent and nothing had happened. I was the second agent. We relaunched with the marketing done right. It went under contract in one week, with multiple offers.

Neither of those was luck, and neither was a price cut. They were the right number, from the right board, and a listing that reached the buyers who were actually looking.

That's what knowing your number gets you: you decide from strength, on your timeline, with the market working for you instead of against you.



Priced to the right board, shown at its best on day one, and put in front of the buyers who are actually looking.

The seller's prep checklist

KNOW YOUR NUMBER

- ☐ Find out which REALTOR® board covers your town.
- ☐ Get this month's report — median price, days to contract, months of supply, percent of original list.
- ☐ Have the house walked by someone who prices to that board, not a county figure.

BUILD THE FILE

- ☐ Write down the roof's age and find the permit.
- ☐ Write down the AC's age and last service.
- ☐ Pull any wind-mitigation or 4-point inspection reports.
- ☐ Find the elevation certificate, if you have one.
- ☐ Waterfront: gather what you know about the seawall, dock, lift and depth at low tide.

BEFORE THE SIGN GOES UP

- ☐ Finish the work a buyer would price: roof, paint, lanai screens, clean-out.
- ☐ Stage it to show at its best on day one — not to decorate it.
- ☐ Confirm there will be a video of every room, not just photos.
- ☐ Ask the agent: "What's different in the marketing this time?"

DON'T

- ☐ Renovate the kitchen to sell.
- ☐ "Test the market" at a hope price.
- ☐ Trust a website's guess or a county average for your street.





WHEN YOU'RE READY

How I help next

You already know what I'm going to say: the number on page 5 is not your number. Your number is the board's number for your town this month, plus your roof, your lot, your condition and your street — and I'll pull it and walk it with you, in the house, with no pressure and nothing in writing until you're ready.

- **Priced to sell — to the right numbers.** A calm, honest pricing conversation built on the board that actually covers your street, never a county figure.
- **Marketing that drives traffic.** Professional video and drone, a video of every room, a community-specific story, social distribution and reach into Canada and Europe — in English and in French.
- **Sold from anywhere.** Snowbirds and out-of-state owners sell without flying down.
- **The second-agent specialist.** If your home already sat once: diagnosis first, then the fix.
- **Full or above asking is the goal,** not the slogan.
- **I reply within the hour** during waking hours. Directly — no team inbox.

Before, during, and forever after the transaction. Over \$125 million in closed residential sales, licensed since 2008, 67 platform-verified reviews — and the thing my clients say most is that I'm still there years later.

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I'm Audrey Smith, I'm your Florida connection. Give me a call — you'll be glad you did.



Before, During and Forever After

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