SELLER GUIDE · 2026

The SpaceMatch Listing Standard

What every SpaceMatch listing gets before it reaches a single buyer — and why it is our baseline, not an upgrade.

WHY A STANDARD

We don't list properties. We position assets and execute.

Most listings go live with phone photos, a paragraph of copy and a prayer. Ours go live only when a checklist is complete. The checklist is the same for a $250,000 condo and a $2.5 million mixed-use building, because the buyer on the other side judges both by the first eight seconds on their screen.

This guide shows exactly what is in the standard, how the process runs from strategy call to closing table, and what it has produced for the sellers we have represented.

$297M+
TEAM SOLD VOLUME

147
CLOSED TRANSACTIONS

17
BROKERS, ONE STANDARD

23,000+
BUYERS & INVESTORS IN OUR NETWORK

Figures as published by SpaceMatch Inc., September 2026.

THE STANDARD

Included on every listing. No tiers, no add-ons.

Magazine-grade photography

Professional stills, edited for print and screen. Twilight exteriors when the property earns them.

Trend-forward listing video

Short-form video cut for Instagram, YouTube and the MLS — the format buyers actually watch.

360° walkthrough & floor plans

Every listing. Out-of-state and investor buyers make offers from these.

Digital staging & renovation visualization

Vacant or dated rooms furnished and refreshed digitally through our Stagifi studio — no movers, no rental furniture.

Paid distribution to targeted buyers

Budgeted ad campaigns aimed at the buyer profile for your asset, not a generic boost.

On-market and off-market strategy

Private exposure to our 23,000+ buyer and investor network before, or instead of, the public MLS.

This is our baseline — not an upgrade. If a brokerage sells you these items as a package, you are paying for what should already be included.

HOW WE EXECUTE

Five steps, one accountable team.

1

Strategy & positioning

Pricing, timing and the story of the asset — decided with data before anything is photographed.

2

Buyer targeting

Who is most likely to pay the most, and where they are. Our network is segmented by budget, area and intent.

3

Controlled marketing

The full listing standard, released on a schedule that builds demand instead of burning it.

4

Negotiation & structure

Terms, contingencies and financing are structured to protect price and certainty of close.

5

Execution to close

Inspection, appraisal, attorney review and lender milestones tracked by a dedicated transaction coordinator.

Sellers see live dashboards: showings, buyer engagement and market activity — not promises.

BEFORE YOU LIST

The seller readiness checklist.

ITEM	WHY IT MATTERS	OWNER
Declutter & deep clean	Photography and 360° capture show everything. Empty surfaces read as space.	Seller
Minor repairs list	Small defects become inspection credits at 3–5× their repair cost.	Seller + SpaceMatch
Pre-market renovation review	We estimate return before you spend. Sometimes the answer is "don't".	SpaceMatch
Rent roll, leases, expenses	Required for 2–4 units and mixed-use; investors underwrite from these.	Seller
Survey, title, HOA documents	Ready documents shorten attorney review and prevent closing delays.	Seller + attorney
Off-market decision	Private sale, pre-market or full MLS exposure — chosen for the asset, not by default.	Seller + SpaceMatch

Digital staging and renovation visualization are handled in-house, so a vacant or dated property is not a reason to wait.

NEXT STEP

A real valuation from a broker who knows your block — not an algorithm.

Request a seller consultation and we will come back with pricing, a positioning plan and a marketing calendar for your property or business.

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