

THE CENTRAL OREGON

Seller Guide

A data-backed guide to pricing, preparation, negotiation, and selling well in Central Oregon

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01

A Note Before We Start



Selling a home in Central Oregon is not a casual decision. It's a series of judgment calls about pricing, preparation, timing, and negotiation that add up to a real financial outcome.

I built this guide so you're not guessing at those decisions in the moment or relying on generic advice that doesn't fit this market. Central Oregon has its own patterns, buyer behavior, and pressure points—and they should shape how you sell.

What follows is a practical playbook for how I think about pricing, preparation, marketing, offers, and getting from “we're thinking about selling” to a clean closing without leaving money on the table.

“Sellers don't need more hype. They need clear decisions, in the right order, with the right information.”

What I see go wrong

Pricing based on want, not evidence.

Buyers are comparing your home to everything on the market right now. The market sets the price—you decide whether to work with it or against it.

Starting prep too late.

Everything takes longer than expected. Starting two weeks before you want to list usually means going live before the home is truly ready.

Spending money on the wrong things.

Major renovations rarely return dollar-for-dollar at resale. Before you spend on anything significant, let's look at what actually moves the needle in this price range and neighborhood.

Underestimating first impressions.

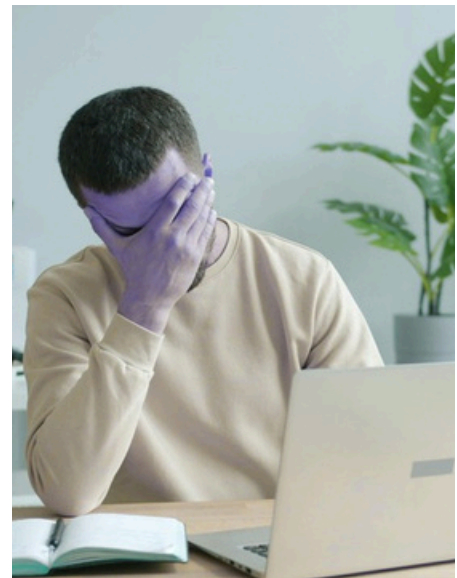
In a digital market, buyers decide whether to see your home from a screen. If the photos don't earn the click, the showing never happens.

Assuming the highest number is always the best offer.

It usually isn't. Financing strength, contingencies, and possession timing all determine what an offer is actually worth. I'll walk you through how to read one.

Not anticipating what comes after acceptance.

Inspection, appraisal, and lender requirements each create their own negotiation moments. Sellers who aren't ready for those points tend to give back more than they should.



03

Pricing Strategy



Pricing is the decision everything else flows from. Get it right and the process tends to work. Get it wrong and you spend weeks trying to recover.

The First Seven Days Are the Most Important

Buyers who have been watching the market are ready to act when something new appears. If the price is right, that first week can generate strong, competitive interest. If it's too high, the most motivated buyers pass—and what's left is a listing that starts accumulating days on market and the skepticism that comes with it.

Overpricing is not a negotiating strategy.

Overpriced homes don't just sit—they train buyers to expect a discount. A price reduction signals the market rejected the original number, which gives buyers more leverage and consistently produces lower net proceeds than a well-priced listing from day one.

How I Build a Pricing Recommendation

I don't price from a single comp or a gut feeling. We look at:

- Recent comparable sales: same area, similar condition, realistic timeframe
- Active competition and what buyers are currently choosing between
- Your home's condition and positioning relative to those comps
- Market velocity: absorption rate and average days on market
- Buyer search band behavior—how buyers filter online by price range
- Seasonal timing and the current interest rate environment

04

Preparing Your Home

The way a home shows is the second most important factor in how buyers respond. Price opens the door; presentation is what gets them to make an offer.

The Walkthrough

Before every listing, my wife (a designer) and I offer a complimentary walkthrough—what to address, what to move, and what to leave exactly as it is. The goal is not to have you spend money you don't need to spend. It's to make smart, targeted adjustments using what you already own.

Where to Focus

- Declutter every room, closet, and storage area
- Deep clean: windows, baseboards, fixtures, grout
- Address deferred maintenance before listing
- Neutralize odors—fresh air beats any fragrance
- Lighting: daylight bulbs, open everything, add lamps
- Curb appeal: fresh mulch, trimmed shrubs, clean entry

What Central Oregon Buyers Notice

In most homes, buyers react to three things quickly: smell, light, and whether the space feels cared for. Here in Central Oregon, indoor–outdoor connection is also a real selling point—decks, views, and trail access need to show clearly.



12

What to Ignore — and What Actually Helps

Not every flaw needs to be fixed before you list, and not every project is worth the money. The goal is not to make your home perfect. The goal is to make it easy for buyers to say yes

What usually helps most

- Paint: clean, neutral, and consistent throughout the home
- Flooring fixes where wear is obvious or distracting
- Lighting improvements that make the home brighter and more inviting
- Deep cleaning and decluttering in every room, closet, and storage area
- Basic exterior cleanup: entry, landscaping, pressure washing, and curb appeal
- Small repairs buyers interpret as deferred maintenance: caulking, trim, hardware, touch-ups

What to ignore

- Minor cosmetic imperfections that don't affect how the home lives
- Small signs of wear that are common for the age and price point
- Trends you don't personally love but buyers are unlikely to care about
- Big remodel ideas with poor resale timing, especially right before listing
- Over-improving for the neighborhood or price range

How I think about projects

Before recommending any work, I ask three questions: Will buyers notice it immediately? Will it improve the photos or showings? Will it make the home feel more cared for and easier to buy? If the answer is no, it usually belongs on the ignore list.



05

Getting Ready for Photos



Most buyers decide whether to schedule a showing based on listing photos. This isn't a formality—it is the primary filter.

A well-prepared home, photographed well, generates more clicks, more showings, and better offers. The reverse is also true, and harder to undo once a listing is live.

Day-of Photo Checklist

- All counters cleared: kitchen, bathrooms, laundry, bar areas
- Beds made with clean, wrinkle-free linens
- Personal photos and excess decor removed or significantly reduced
- Toilet lids down; bath products stored out of sight
- All lights on; all blinds and curtains fully open
- Vehicles out of the driveway; garbage bins moved out of view
- Lawn mowed, entry swept, front area tidied
- All pet items—beds, bowls, toys, crates—removed from every room

In Central Oregon, morning light on a mountain-facing home is worth scheduling around. Outdoor spaces and views are strong selling points—they deserve to look their best in the photos.

06

Marketing Your Home

Strong marketing is not about putting a home in the MLS and waiting. It's about reaching the right buyers with a presentation that makes them want to act.

What That Actually Looks Like

- Professional photography (and video when it makes sense) that shows the home's best attributes
- Thoughtful MLS presentation: complete data and listing copy that earns the showing
- Syndication to Zillow, Realtor.com, Redfin, and all major search platforms
- Targeted social media campaigns reaching active and relocating buyers
- Email to my buyer and agent network in your price range
- Paid digital ads targeting key migration corridors from California and the Pacific Northwest
- Open house and broker events when they fit the strategy

Listing Copy That Works

Most descriptions could fit any house on the street. Mine are written specifically for yours.

I skip the adjectives and focus on what serious buyers actually want to know — the floor plan, the light, the views, the storage, the outdoor space, and what it genuinely feels like to live in this part of Central Oregon. The goal is to make the right buyer feel like they're already living there before they ever schedule a showing.

The result is better-qualified showings and less time wasted on curiosity tours.



07

Showings

Every showing is an opportunity to win a buyer or lose one. The preparation you did before listing doesn't matter if the home is not consistently show-ready once it's on the market.



Before Every Showing

- Restore all rooms to show condition: clean, open, and well-lit
- All lights on; blinds and curtains fully open
- Neutral smell—no heavy cooking odors, no strong air fresheners
- Valuables, medications, and financial documents secured
- Pets removed or crated; all pet items out of sight
- Leave the property if possible—buyers explore more honestly without sellers present
- Lockbox accessible; respond to scheduling requests promptly

Feedback Is Data

When buyers or their agents share what gave them pause, that's useful information. One comment is noise. The same comment from three buyers is a pattern worth addressing—whether that means a presentation tweak, a pricing conversation, or both.

08

Understanding Offers

When an offer arrives, the headline number is just the starting point. Here's what I lay out before recommending how to respond

Purchase price. Where the conversation starts. Not where it ends.

Financing type. Conventional loans close more reliably. Cash eliminates appraisal and financing risk entirely.

Down payment. Higher down payments signal financial strength and reduce lender-related delays.

Earnest money. A meaningful deposit signals commitment and provides protection if the deal falls apart outside the contingencies.

Inspection contingency. The scope and timeline determine how much exposure you carry to post-inspection renegotiation.

Appraisal contingency. If the home appraises below purchase price and the buyer holds this contingency, a gap conversation follows.

Seller concessions. These reduce your net proceeds dollar for dollar and must be factored into any honest offer comparison.

Possession timing. When you need to be out matters. An offer that matches your timeline has value that doesn't show in the price.

Negotiation does not end at acceptance. Inspection requests, appraisal gaps, and closing-timeline changes all create additional decision points. Sellers who are prepared for this respond strategically instead of reactively.



09

Your Net Sheet

The number at the top of an offer is not what you walk away with. Understanding the difference is one of the most important things I can show you before you decide anything.

What Goes Into a Seller Net Sheet

- Estimated sale price
- Mortgage payoff: principal balance plus reconveyance fees
- Real estate commissions
- Title and escrow fees
- Prorated property taxes through closing
- Agreed seller concessions or repair credits
- HOA transfer fees, if applicable
- Miscellaneous closing costs
- = Estimated net proceeds to seller

A \$600,000 offer with \$10,000 in concessions and a \$5,000 repair credit nets you \$585,000 before costs. A \$590,000 offer with nothing attached nets you more. I prepare a net sheet for every offer so you can compare them on a true apples-to-apples basis.



“The headline price is where negotiations start. The net sheet is where they end.”

10

Contract to Close

Accepting an offer is the beginning of a new phase, not the finish line. Here is what to expect from acceptance through recording.

Inspection period (10–15 days).

The buyer hires an inspector. They may request repairs, a price reduction, or credits. Not every request is reasonable, and not every request requires a full yes—this is a negotiation.

Appraisal.

If the buyer is financing, the lender orders an appraisal. If it comes in below the purchase price, we decide how to handle the gap: price change, additional cash from the buyer, or a mix of both.

Underwriting.

The lender reviews the buyer's full file alongside the property. Minor delays are common. My job is to keep you informed and keep pressure on the process so small issues don't become big ones.

Title and escrow.

A title company confirms ownership history and manages the exchange of funds at closing. In Oregon, this runs concurrently with inspections and financing.

Final walkthrough.

Buyers confirm the property's condition matches expectations and that agreed repairs are complete. It's a verification step, not a second inspection.

Closing and recording.

Documents are signed, funds transfer, and the sale records with the county. Net proceeds typically disburse on the recording date or the next business day.



11

What My Designations Mean for You

These aren't just letters after my name. Each designation reflects advanced training in a specific part of the process—and each one shows up directly in how I represent you.



RENE — Real Estate Negotiation Expert

Focus: negotiation psychology, frameworks, and strategy.

What that means for you: I understand how buyers and their agents think, when to push back on inspection requests, how to structure counteroffers, and how to protect your position without blowing up a deal.

Negotiation isn't instinct—it's a discipline, and this certification reflects that.

PSA — Pricing Strategy Advisor

Focus: comparative market analysis, pricing methodology, and appraisal processes.

What that means for you: Overpricing is the most common and costly seller mistake. PSA training means your price recommendation is built from a defensible, data-backed process—not a single comp or a “let's try high” guess. In a market where the first seven days define your outcome, accurate pricing is everything

ABR — Accredited Buyer's Representative

Focus: representing buyers and understanding how they evaluate homes, risks, and tradeoffs.

What that means for you: I know how buyers prioritize features, what objections are real versus tactical, and how they make decisions at each step of a transaction. That perspective is an advantage for sellers—I can anticipate likely pushback, address it before it shows up in an offer, and keep negotiations anchored in what actually matters.

12

Let's Build Your Strategy

Every situation is different. This guide is the framework—your strategy starts with your specific property, your timeline, and what the market is doing right now.

What a Strategy Conversation Covers

- A current market analysis for your specific property and neighborhood
- An honest pricing discussion based on real comps and live competition
- A preparation assessment: what to address, what to skip, and in what order
- A net sheet projection so you know your expected proceeds before you decide
- A timeline review: when to list given your goals and current market conditions



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