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SELLER REPRESENTATION | NEW CONSTRUCTION SPECIALIST

SELLING YOUR HOME?

LET'S MAKE YOUR NEXT MOVE A SMART ONE.

A STRATEGIC APPROACH TO SELLING YOUR HOME,
MAXIMIZING YOUR OPPORTUNITY, AND CONFIDENTLY
MOVING INTO WHAT'S NEXT.

SELLING YOUR HOME IS ABOUT MORE THAN
PUTTING A SIGN IN THE YARD.
IT'S ABOUT UNDERSTANDING YOUR GOALS, POSITIONING
YOUR PROPERTY CORRECTLY, CREATING DEMAND,
NEGOTIATING STRATEGICALLY, AND PROTECTING YOUR
INTERESTS FROM LISTING TO CLOSING.
THAT'S WHERE I COME IN.

BUILDER INSIDER. BUYER ADVOCATE.

LET'S UNLOCK YOUR NEXT CHAPTER TOGETHER.

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THE STRATEGY

SELLER GUIDE

DEFINE YOUR WIN

BEFORE WE TALK ABOUT LISTING YOUR HOME, WE TALK ABOUT YOU.

- WHY ARE YOU SELLING?
- WHAT IS YOUR IDEAL TIMELINE?
- WHERE ARE YOU GOING NEXT?
- WHAT MATTERS MOST: PRICE, TIMING, CERTAINTY – OR A COMBINATION?
- WHAT DO YOU NEED TO WALK AWAY WITH?

KNOW YOUR MARKET

YOUR HOME DOESN'T COMPETE AGAINST EVERY HOME FOR SALE. IT COMPETES AGAINST THE HOMES BUYERS ARE CONSIDERING RIGHT NOW.

- ANALYZE CURRENT ACTIVE COMPETITION
- REVIEW PENDING AND SOLD PROPERTIES
- IDENTIFY YOUR HOME'S STRENGTHS AND WEAKNESSES
- EVALUATE CURRENT MARKET CONDITIONS
- ESTABLISH A STRATEGIC PRICING POSITION

ESTABLISH TERMS

PRICE IS IMPORTANT. TERMS MATTER TOO. BEFORE OFFERS ARRIVE, WE'LL DETERMINE WHAT MATTERS MOST TO YOU:

- IDEAL CLOSING DATE
- POSSESSION
- CONTINGENCIES
- INSPECTION CONSIDERATIONS
- FINANCING CONSIDERATIONS
- OTHER TERMS THAT AFFECT YOUR GOALS

THE GOAL ISN'T SIMPLY TO GET AN OFFER.
IT'S TO GET AN OFFER THAT WORKS FOR YOU.



PREPARE FOR THE MARKET

NOT EVERY IMPROVEMENT IS WORTH MAKING. TOGETHER, WE'LL IDENTIFY THE CHANGES THAT CAN MAKE THE BIGGEST DIFFERENCE TO BUYERS – WHILE AVOIDING UNNECESSARY EXPENSES.

- PROPERTY WALKTHROUGH
- IMPROVEMENT RECOMMENDATIONS
- STAGING STRATEGY
- DECLUTTERING AND PREPARATION
- PROFESSIONAL PHOTOGRAPHY
- VIDEO AND PROPERTY MEDIA

TELL YOUR HOME'S STORY

BUYERS NEED MORE THAN A LIST OF ROOMS AND SQUARE FOOTAGE.

WE'LL IDENTIFY AND SHOWCASE THE FEATURES THAT MAKE YOUR HOME DIFFERENT.

- KEY FEATURES AND BENEFITS
- PROPERTY HIGHLIGHTS
- COMPELLING LISTING PRESENTATION
- PROFESSIONAL VISUAL MARKETING
- DIGITAL EXPOSURE
- SOCIAL MEDIA MARKETING

CREATE BUYER INTEREST

THE GOAL IS TO CREATE MEANINGFUL ACTIVITY FROM THE RIGHT BUYERS.

- STRATEGIC LAUNCH TIMING
- TARGETED BUYER EXPOSURE
- SHOWING STRATEGY
- OPEN HOUSE STRATEGY
- BUYER FEEDBACK
- ONGOING MARKET MONITORING

ATTENTION CREATES OPPORTUNITY.

OUR GOAL IS TO GIVE BUYERS A REASON TO SEE YOUR HOME – AND A REASON TO ACT.



OFFERS & NEGOTIATION

SELLER GUIDE

ANALYZE THE WHOLE OFFER

WHEN AN OFFER ARRIVES, WE LOOK BEYOND THE PURCHASE PRICE.

- PURCHASE PRICE & FINANCING
- EARNEST MONEY
- INSPECTION TERMS
- APPRAISAL CONSIDERATIONS
- CONTINGENCIES
- CLOSING DATE & POSSESSION
- OTHER TERMS THAT AFFECT YOUR RISK AND NET PROCEEDS

NEGOTIATE STRATEGICALLY

A BUYER'S FIRST OFFER ISN'T NECESSARILY THEIR BEST OFFER.

I'LL HELP YOU UNDERSTAND:

WHAT IS THE BUYER REALLY OFFERING?

WHAT RISKS ARE INVOLVED?

WHERE IS THERE ROOM TO NEGOTIATE?

WHICH TERMS MATTER MOST TO YOU?

THEN WE'LL NEGOTIATE FOR THE COMBINATION OF PRICE, TERMS AND CERTAINTY THAT BEST SERVES YOUR GOALS.

STAY IN CONTROL

THROUGHOUT THE PROCESS, YOU'LL RECEIVE:

- REGULAR UPDATES
- SHOWING AND BUYER FEEDBACK
- MARKET ANALYSIS
- OFFER ANALYSIS
- NEGOTIATION GUIDANCE
- A CLEAR STRATEGY WHEN CIRCUMSTANCES CHANGE

IT'S NOT JUST ABOUT WHAT YOUR HOME SELLS FOR. →
IT'S ABOUT WHAT YOU WALK AWAY WITH.

CLOSE WITH CONFIDENCE.
THEN LET'S TALK ABOUT WHAT'S NEXT.

SELLER GUIDE

GET TO THE CLOSING TABLE

ONCE YOU'RE UNDER CONTRACT, I'LL HELP KEEP THE TRANSACTION MOVING FROM INSPECTION THROUGH CLOSING.

- MANAGE CONTRACT DEADLINES
- COORDINATE INSPECTIONS AND CONTINGENCIES
- COMMUNICATE WITH ALL PARTIES
- NAVIGATE ISSUES AS THEY ARISE
- PREPARE FOR THE FINAL WALKTHROUGH
- COORDINATE THE CLOSING PROCESS

YOUR NEXT MOVE

SELLING YOUR HOME IS OFTEN JUST ONE PART OF THE BIGGER PICTURE.

IF YOU'RE PURCHASING ANOTHER HOME, I'LL HELP YOU NAVIGATE THE NEXT STEP – WHETHER YOU'RE BUYING RESALE, RELOCATING, DOWNSIZING, OR MOVING INTO A BRAND-NEW HOME.

AND IF YOU'RE BUYING NEW CONSTRUCTION, MY EXPERIENCE ON THE BUILDER SIDE GIVES YOU ANOTHER LAYER OF REPRESENTATION.

BUYING NEW CONSTRUCTION?

\$2,000 REBATE

ON QUALIFYING NEW-CONSTRUCTION PURCHASES, WHEN PERMITTED BY THE BUILDER AND TRANSACTION TERMS, I OFFER MY BUYERS A \$2,000 REBATE AT CLOSING.

SELLING ONLY? I ALSO OFFER DISCOUNTED LISTING-ONLY PRICING FOR SELLERS WHO AREN'T PURCHASING ANOTHER HOME THROUGH ME.

WHATEVER YOUR NEXT CHAPTER LOOKS LIKE, MY JOB IS TO HELP YOU GET THERE WITH A STRATEGY THAT MAKES SENSE FOR YOU.

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