

# THE STRATEGIC SELLING PROCESS

HOW WE PROTECT VALUE, MANAGE RISK, AND MOVE YOU FROM LIST TO CLOSE.

## 1 PRICING + MARKET POSITIONING

We begin with a pricing strategy grounded in current market data, buyer behavior, and recent comparable sales — not online estimates. The goal is to position your home competitively while protecting value and creating early momentum. You'll receive clear guidance on price, timing, and strategy.

## 2 PRE-MARKET PREPARATION

Before listing, we assess the home's condition and may recommend a pre-market inspection to identify potential issues early. Based on your goals, we outline a focused plan for cleaning, minor repairs, or selective improvements that support buyer confidence and pricing — without unnecessary overwork.

## 3 LAUNCH + EXPOSURE

Your home is launched with a focused marketing plan designed to reach qualified buyers. Professional photography, targeted digital exposure, and agent outreach are used to support pricing and create momentum. Showings and timing are managed intentionally.

## 4 OFFERS + NEGOTIATIONS

When offers are received, we evaluate more than price alone. Terms, timelines, financing strength, and overall structure are reviewed carefully so you can make informed decisions. Negotiations are handled strategically and professionally to protect leverage and move the transaction forward.

## 5 INSPECTIONS, APPRAISAL + DUE DILIGENCE

During inspections and appraisal, buyer requests are managed thoughtfully and with intention. Legitimate concerns are addressed, unnecessary concessions are avoided, and the contract is protected. Clear communication helps keep the deal on track.

CURIOUS WHAT YOUR HOME COULD SELL FOR?



Scan for a real time market snap shot and pricing insight.

## 6 CLOSING + TRANSITION

During inspections and appraisal, buyer requests are managed thoughtfully and with intention. Legitimate concerns are addressed, unnecessary concessions are avoided, and the contract is protected. Clear communication helps keep the deal on track. From contract to closing, we coordinate timelines with the attorney, lender, and all parties involved to ensure a smooth and timely close. You'll be guided through final paperwork, required preparations, and next steps so the transition is clear and organized. Our goal is for you to arrive at closing confident and fully informed.