

# The Strategic Seller Guide

## *How to Position, Price, and Negotiate for Maximum Return*

Selling your home is not simply a transaction — it is a strategic event. The way your property is positioned in the first 14 days determines momentum, leverage, and ultimately, your final net proceeds. This guide outlines the key phases and strategies that protect your value and maximize results.

### 1. Strategic Pricing

- Pricing is about positioning, not optimism.
- Overpricing reduces early momentum and buyer urgency.
- Correct pricing creates competition — and competition creates leverage.
- The strongest offers typically emerge within the first 7–14 days.

### 2. Preparation & Presentation

- High-impact improvements outperform full remodels.
- Professional photography and staging elevate perceived value.
- Thoughtful preparation influences both buyer emotion and appraisal strength.

### 3. The First 14 Days on Market

- Your home receives peak online visibility.
- Buyer activity reveals real-time market response.
- Early data allows for precise adjustments if needed.
- Momentum created here often determines final sale price.

## **4. Negotiation Strategy**

- The highest offer is not always the strongest offer.
- Terms, financing strength, and contingency structure matter.
- Negotiation continues through inspections, appraisal, and contingency removal.
- Strategic leverage protects both price and certainty.

## **5. From Contract to Closing**

- Inspection oversight and repair negotiation.
- Appraisal coordination and lender communication.
- Deadline management and escrow collaboration.
- Final walk-through and seamless closing execution.

When executed with precision, selling becomes a controlled strategy — not a gamble. Our role is to create leverage, protect your interests, and deliver a seamless experience from launch to closing.