PRICE NM

REALTY ONE GROUP CONCIERGE

SELL WITH STRATEGY

Your New Mexico Home-Selling Guide

A practical guide to preparing, positioning, marketing, negotiating, and closing with confidence.

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Client Focused. Results Driven. Guiding You with Heart and Expertise!

A Smarter, More Thoughtful Sale

Selling a home is not one decision—it is a series of decisions about preparation, pricing, presentation, access, negotiation, and timing. My job is to help you make those decisions with reliable information and a strategy built around your property and priorities.

What you can expect	Straightforward advice, careful preparation, consistent communication, and active management of the details that can protect your time and your bottom line.

We begin with your goals

- Timing and preferred closing date
- Financial priorities and estimated net proceeds
- Repairs, improvements, and available preparation budget
- Occupancy, pets, tenants, access, privacy, or relocation needs

Then build the strategy

- Property walk-through and condition review
- Comparable-market and competing-listing analysis
- Preparation and presentation plan
- Launch, showing, feedback, and communication plan

The Seller Roadmap

Strong results usually begin well before the listing goes live.

1 Consultation + objectives

We identify your timing, priorities, property story, and any concerns that may affect the sale.

2 Prepare the property

We focus effort where it can improve buyer confidence, presentation, or marketability—without automatically recommending unnecessary expense.

3 Price + position

We use recent market evidence, current competition, condition, and buyer behavior to select an informed launch position.

4 Launch + market

The listing is presented clearly and distributed through a coordinated plan designed to reach buyers and the agents representing them.

5 Evaluate + negotiate

We compare price, financing, concessions, contingencies, timelines, and risk—not simply the headline offer amount.

6 Contract to closing

I track inspections, appraisal, title, deadlines, communications, and negotiated obligations through closing.

Preparation That Supports Value

The goal is not to make your home look like someone else’s. It is to help buyers understand the property, feel confident about its care, and see themselves living there.

High-impact basics

- Address visible deferred maintenance and safety concerns
- Deep clean, declutter, and improve lighting
- Create a welcoming entry and tidy curb appeal
- Gather invoices, warranties, permits, and improvement records
- Plan storage, pets, valuables, and showing access

Property-specific choices

- Compare likely benefit before investing in updates
- Consider staging or targeted styling where it adds clarity
- Review roof, HVAC, solar, septic, well, tenant, or HOA information as applicable
- Decide whether any inspections or estimates would reduce uncertainty

Where experience matters

Some improvements support value; others simply consume time and money. I’ll help you prioritize what buyers are most likely to notice and what the market is most likely to reward.

Pricing + Marketing With Purpose

Pricing creates the first impression before a buyer ever enters the home. Marketing then has to support that position with accurate information, strong presentation, and easy next steps.

Pricing strategy

We will establish a range based on evidence—not an automated estimate or a single comparable.

- Recent comparable sales and relevant pending activity
- Active competition, buyer alternatives, and days on market
- Location, condition, improvements, layout, and property-specific features
- Online search ranges, financing considerations, and likely appraisal support

Marketing launch

The exact plan will be tailored to the home, but may include:

- Professional-quality photography and compelling listing copy
- MLS distribution and major consumer real estate websites
- Social and digital promotion appropriate to the property
- Direct outreach, agent-to-agent marketing, reverse prospecting, and open-house strategy
- Clear feature, improvement, and property-information materials

Active market management

A listing should not be placed online and left unattended.

- Track inquiries, showings, saves, online engagement, and agent feedback
- Provide regular updates with context—not a pile of unexplained numbers
- Watch new competition, pendings, price changes, and sales
- Recommend adjustments when the evidence supports action

Offers: Look at the Whole Picture

The best offer is the one most likely to meet your priorities and reach a successful closing. We will compare the financial outcome, obligations, flexibility, and risk of each offer.

Financial terms

- Price and estimated net proceeds
- Loan type, cash, and proof of qualification
- Requested concessions or credits
- Earnest money and appraisal considerations

Timing + risk

- Inspection and due-diligence terms
- Financing and appraisal contingencies
- Closing, possession, and move-out timing
- Buyer home-sale or other contingencies

My role in negotiation	I will organize the terms, explain the tradeoffs, verify what can be verified, and recommend a response strategy. You make the final decision with a clear view of both opportunity and risk.

From contract to closing

Once you accept an offer, I continue coordinating the transaction: deadlines, inspections and responses, appraisal access, title questions, agreed repairs, document flow, lender and closing updates, final walk-through, and possession details. This is where steady communication and follow-through matter most.

Let’s Position Your Home Well

Every property has a story, and every seller has different priorities. The right strategy should reflect both—while staying grounded in what today’s buyers can see, compare, and finance.

I’ll give you an honest assessment, a clear plan, and thoughtful recommendations throughout the sale. If the market gives us new information, we will respond deliberately rather than react emotionally.

Seller preparation checklist

- Clarify timing and financial goals
- Gather improvement and system records
- Address priority repairs and safety concerns
- Declutter, clean, and plan showing logistics
- Review comparable activity and pricing options
- Confirm disclosure and property-document needs
- Understand estimated proceeds and contract milestones

Let’s talk about your next move

A good plan begins with a conversation. I’ll help you understand the options, identify the next right step, and move forward at a pace that fits your goals.

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My commitment	Clear guidance, honest conversations, thoughtful strategy, and consistent follow-through—from our first conversation through closing and beyond.

Real estate decisions carry both financial and personal weight. You deserve an advocate who will help you understand the details without losing sight of what matters most to you.