



SELLING STRATEGY AND ACTION PLAN

A STRATEGIC APPROACH TO SELLING YOUR HOME

Selling your home is more than putting it on the market—it's about positioning it correctly, creating demand, and executing a plan that delivers the strongest possible result.

My role is to guide you through that process with a clear strategy, strong preparation, and thoughtful execution—so you can sell with confidence.

OUR GOAL: *To position your home to sell quickly, smoothly, and for the highest possible price.*

Every decision we make—from pricing to presentation to marketing—is designed to maximize your outcome.

MARKET STRATEGY: *Getting the Price Right*

Pricing is the single most important factor in determining buyer interest, showing activity, and final sale price.

Our approach includes:

- Analyzing recent comparable sales
- Evaluating market trends and buyer behavior
- Identifying where your home fits competitively
- Studying which homes sell quickly versus those that sit

Strategy focus: Position your home correctly from day one to generate strong interest and create competition—rather than relying on future price reductions.

PREPARING THE HOME: *Presentation Matters*

First impressions drive buyer decisions. We will ensure your home shows at its absolute best.

We will focus on:

- Professional staging consultation
- Decluttering and simplifying spaces
- Minor cosmetic improvements where needed
- Enhancing lighting and overall feel

Objective: Create a clean, open, move-in-ready experience that stands out to buyers.



LISTING PRESENTATION: *High-Impact Launch*

Your home's first impression happens online—where most buyers begin their search.

We will showcase your home with:

- Professional photography
- Aerial (drone) photography
- 3D walkthrough tour
- Floor plans
- Twilight imagery

Launch Strategy: We will go live on a Thursday to build momentum heading into weekend showings and open houses.

MARKETING PLAN: *Maximum Exposure*

Your home will be strategically marketed to reach the largest possible audience of qualified buyers.

Online Exposure:

- MLS distribution to all major home search platforms
- Zillow, Redfin, Realtor.com, Homes.com, and more

Agent Network:

- Direct outreach to local agents with active buyers

Digital Marketing:

- Facebook
- Instagram
- LinkedIn
- Nextdoor

Open Houses:

- Well-timed weekend open houses
- Optional co-hosting support for unrepresented buyers

Goal:

- Generate strong early demand and drive qualified buyers through your home during the first week on market.



MANAGING THE SALE: *From Offer To Close*

Once offers are received, execution becomes critical.

You can expect:

- Strategic negotiation to secure the strongest price and terms
- Guidance through inspections and any necessary repairs
- Clear, consistent communication throughout escrow

SUMMARY

Selling your home successfully requires more than just listing it—it requires a clear plan, strong execution, and careful attention to detail.

My role is to bring all of these elements together, anticipate challenges before they arise, and ensure your sale is as smooth and successful as possible.

A handwritten signature in black ink that reads 'Brian' in a cursive, flowing script.

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