

FOR HOMEOWNERS EVALUATING A MOVE

Seller **Decision** Brief

Five questions important to answer before you list, or relist, your home.

BEFORE YOU BEGIN A NOTE FROM CHAD



Selling a home is rarely just a real estate decision. It may be tied to retirement, a change in family life, a new opportunity, or even a previous listing that didn't go the way you hoped.

"Whatever brought you here, you don't need to have every answer today. But you do need clarity on the few decisions that will shape everything else."

Before deciding what comes next, take a few quiet minutes to answer these questions. They'll help you see the path forward more clearly.

— Chad

01 **PURPOSE: What does this move need to make possible for you?**

Name the life change this sale unlocks so we design the strategy around it. Example: "Be settled near grandkids by Thanksgiving without draining savings."

02 **TIMING: When do you need the move completed and what makes that date important?**

Give the real deadline and the why so timing decisions are clear. Example: "Close by Oct 28 because our new build's final draw is due Nov 1."

03 **UNCERTAINTY: What feels most uncertain about selling your home right now?**

Call out the one unknown that would make the decision easier if answered. Example: "Not sure if minor roof wear will scare buyers or if it's a non-issue."

04 **STAKEHOLDERS: Who else will this decision affect, and what matters most to them?**
List the people impacted and the priority you're protecting for each. Example: "Teen needs to finish the semester; spouse needs a stress-light move."

05 **NET: What do you need to walk away with, and what is that number based on?**
Share your net-to-you target and the math behind it so we can validate it. Example: "\$385k net based on payoff, moving costs, and cushion for the next down payment."

Now you know *what matters*.

You've written down what this sale has to do for you. The next question: can your home deliver it, at today's prices and on your timeline?

Book a short, no-obligation strategy conversation. You bring your five answers. We'll tell you what your home can realistically sell for and how fast, and what we'd do next if it were ours. Sometimes that's list it. Sometimes it's wait.

WHAT WE REVIEW TOGETHER

- What your home may realistically sell for
- Whether your timeline is achievable
- What could get in the way
- What to do before going to market
- Whether now is actually the right time to sell



REQUEST YOUR COMPLIMENTARY SELLER STRATEGY REVIEW

Before you make the move, know what the numbers say. Click or scan the QR code to request a Seller Strategy Review.

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Prefer to talk? Call: (904) 414-6200

