

THE REYES TEAM LISTING PRESENTATION GUIDE



**STRATEGIC POSITIONING
FOR MAXIMUM EXPOSURE
AND THE HIGHEST
PROBABILITY OF A
SUCCESSFUL SALE**



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INTRODUCTION

Selling a home is a major financial decision.

Success rarely depends on the home itself.

It comes down to how it's positioned and presented to the market.

What actually drives a successful sale?

- Understanding real-time buyer behavior in your immediate market
- Studying active, pending, sold, and failed listings
- Pricing based on what buyers are actually paying, not expectations
- Preparing the home to show at its best, online and in person
- Creating strong early exposure in the first two weeks
- Reaching the right buyers and the agents already working with them
- Managing negotiations to protect equity and leverage

When these elements align, the market responds.

When they don't, homes sit longer and lose leverage.

Our job isn't just to list your home.

It's to position it correctly from the start.

WHY HOMES DO NOT SELL

Most homes that fail to sell do not fail because there is something fundamentally wrong with the property.

In many cases, the real issue is that one or more of the following areas were not handled correctly:

- **Incorrect pricing strategy**
- **Limited marketing exposure**
- **Weak presentation**
- **Poor buyer visibility**
- **Lack of a structured launch plan**

A home can be attractive, well located, and highly desirable, but if it enters the market with the wrong pricing, weak exposure, or poor preparation, buyers may not respond the way the seller expected.

The good news is that these are usually not permanent problems.

They are market positioning problems, and positioning can be corrected.

That is why our approach is designed to study not only what is selling, but also what is not selling and why.

MICRO MARKET VS MACRO MARKET

Macro Market

Big-picture conditions shaping the market

- Interest rates
- Buyer demand
- Inventory levels
- Economic conditions
- Seasonal trends

Micro Market

What's happening around your property

- Active listings (competition)
- Pending sales (current demand)
- Recent sales (true value)
- Price reductions
- Expired listings
- Canceled/withdrawn listings
- Listings that were canceled or withdrawn

By studying not only successful listings but also unsuccessful ones, we gain insight into what buyers rejected, what pricing strategies failed, what presentation issues may have existed, and where sellers lost leverage.

That information is extremely valuable because it helps us avoid repeating the same mistakes when launching your home.

In other words, the macro market gives us context, but the micro market gives us instruction.

PRICING BEHAVIOR IN TODAY'S MARKET

The gap between list price and final sale price reveals how buyers are responding right now.

San Mateo County

- Typical homes: **+3% to +6%**
- Well-positioned: **+5% to +10%**
- Competitive homes: **10%+**
- Days on market: **10–20 days**

What the Market Rewards

- Correct pricing
- Strong presentation
- Strategic launch

REGIONAL MARKET COMPARISON

South Bay (Santa Clara County)

- Typical: **+2% to +7%**
 - Strong homes: **10%+**
-

East Bay (Alameda & Contra Costa)

- Typical: **+1% to +5%**
 - Competitive: **+5% to +8%**
-

San Francisco (North Peninsula)

- Typical: **At list to +3%**
 - Select segments require adjustments
-

North Bay (Marin & S. Sonoma)

- Typical: **At list to +4%**
- Premium homes: **5%+**

LISTING PRICE VERSUS FINAL SALES PRICE

The Role of the Listing Agent

As a listing agent, we may not be the ones who physically sell your home.

We are the reason your home receives the right attention.

Not just from a small percentage of buyers, but from the **entire qualified buyer pool.**

We are the ones who:

- Position the home correctly before it hits the market
- Create demand during the pre-launch phase
- Generate early momentum
- Ensure maximum exposure to both buyers and agents
- Control how the property is perceived in the marketplace

At the end of the day, we may not be the one who sells your home, but we are the reason your home sells for top dollar.

The question is not simply what price to list your home at.

The question is:

How do we position your home so the market responds at the highest possible level?

ABSORPTION RATE

What It Is

Measures how quickly homes are selling compared to available inventory.

At a Glance

- 20 homes for sale
- 10 selling per month
- **2 months of inventory**

What It Means

- Low supply → More competition
- High supply → More buyer leverage

Why It Matters

- Guides pricing strategy
- Signals market competitiveness
- Indicates likelihood of multiple offers
- Defines margin for pricing error

Market Impact

- Tight inventory: Faster sales, stronger offers
- Higher inventory: Slower pace, pricing becomes critical

Bottom Line

A key metric for pricing, timing, and launch strategy.

KEY DATA WE STUDY

Before recommending a pricing and launch strategy, we study the data that most directly influences buyer behavior.

- Comparable homes currently for sale
- Comparable homes recently sold
- Comparable homes currently pending
- Time it takes homes to go pending
- Homes with price reductions
- Expired, canceled, or withdrawn listings
- Sold above, at, or below list price
- Key features separating strong vs. weak performers

This gives us a much more complete view than simply looking at three sales and averaging them.

The purpose of this analysis is to identify the patterns that buyers are rewarding and the mistakes they are penalizing.

That is how a pricing recommendation becomes strategic rather than generic.

PRICING STRATEGY REALITY CHECK

Buyers today are highly informed.

Before stepping into your home, they've already compared it to every other option.

What buyers do not use to determine value:

- What a seller hopes to get
- What the home was worth in a different market
- Online estimates in isolation

What buyers do use to determine value:

- Recent comparable sales
- Current competing listings
- Condition and presentation
- Perceived opportunity versus overpricing

Pricing is not about testing the market.

Pricing is about positioning the home so the market responds quickly and favorably.

The right price doesn't just attract attention.
It creates urgency.

STRATEGIC PRICING

Strategic pricing is one of the most important decisions in the entire selling process.

When a home is priced correctly from the start:

- It attracts more attention immediately
- It produces higher showing activity
- It creates stronger buyer engagement
- It increases the chance of multiple offers
- It improves the seller's negotiating position

When a home is priced too high from the start:

- Showings may be slower than expected
- Buyers may wait rather than act
- The property may help sell competing homes instead
- The seller may end up chasing the market with reductions
- The final sales price may be lower than it would have been with correct initial positioning

Correct pricing is not about underpricing a home.

It is about pricing it in a way that makes buyers feel they need to act before someone else does.

That is where leverage comes from.

THE FIRST TWO WEEKS

The first two weeks on market are often the most important part of the entire listing cycle.

This is when:

- The property is newest to the market
- Buyer attention is at its highest
- Online search visibility is strongest
- Real estate agents are most likely to notice and preview the listing
- Serious buyers are deciding whether to move now or move on

If the home is prepared properly and launched correctly during this window, it can create early momentum that leads to stronger showings, stronger offers, and stronger negotiating leverage.

If that opportunity is missed, it often becomes harder to create that same urgency later.

This is why so much of our work happens before the listing goes live. The launch matters because the first impression matters.



MARKETING STRATEGY

Our marketing goes beyond simply placing your home on the MLS.

We take a proactive approach to creating demand before and during the launch.

What We Do

Strategic Marketing Launch

- Professional photography
- High-quality online presentation
- MLS exposure
- Digital marketing
- Open house planning
- Direct agent outreach

Why It Matters

- Buyers don't come from one source.
- Some find homes online.
- Some hear through agents.
- Others come through neighborhood connections.

Targeted Outreach

- Connect with 500–1,000 nearby homes
- Promote “coming soon” to local homeowners
- Call the neighborhood for potential buyer connections
- Reach out to active agents with qualified buyers

THE STRONGEST RESULTS COME FROM MULTIPLE CHANNELS WORKING AT ONCE.

PRESENTATION STRATEGY

Buyers form impressions very quickly.

In many cases, they begin deciding how they feel about a home from the first few photos online. By the time they arrive in person, their expectations are already forming.

Presentation is not about perfection.

It is about reducing distraction and increasing perceived value.

That may include:

- Decluttering
- Deep cleaning
- Improving lighting
- Touching up paint
- Minor repairs
- Simplifying rooms so they feel more open
- Improving curb appeal
- Making sure the home feels cared for and easy to imagine living in

Small presentation changes can have a major effect on:

- How quickly buyers engage
- Whether they view the home as move in ready
- Whether they compare the home favorably to competing listings

- Whether they feel confident writing a strong offer

Presentation does not replace pricing, but it absolutely strengthens pricing.

EXPOSURE STRATEGY

Exposure is what creates opportunity.

The more qualified buyers who see your home, the more likely you are to generate meaningful interest and stronger offers.

Our exposure strategy is designed to increase visibility across the channels that matter most:

- Buyers searching online
- Agents actively working with buyers
- Local homeowners who may know someone moving into the area
- Open house traffic
- Direct neighborhood awareness

We do not rely on passive exposure.

We actively work to make sure the property is seen by the people most likely to respond.

Exposure is important because demand does not appear out of thin air. It is built through visibility, timing, presentation, and proper positioning.



SELLER PROTECTION STRATEGY

Our job is not simply to get the home sold.

**Our job is to help protect the seller's
position throughout the process.**

That means:

- Recommending a price that reflects real market behavior
- Helping prevent unnecessary overpricing
- Reducing the likelihood of repeated price reductions
- Preserving negotiating leverage
- Structuring the transaction in a way that protects the seller's equity

When a home is launched correctly,
the seller generally has more control.

When a home is launched incorrectly,
that control often shifts to the buyer.

**That is why seller protection begins
long before an offer arrives. It
begins with preparation, pricing,
exposure, and how the home is
introduced to the market.**



THE NET SHEET REALITY

Many sellers initially focus on commission.

The most important number is your net proceeds.

What you walk away with—not just what you pay.

What Impacts Your Net

- Final sales price
- Buyer concessions
- Repair credits
- Closing cost contributions
- Negotiation quality
- Terms of the agreement

A lower commission doesn't guarantee a better result.

You can pay less—and still net less—if pricing, marketing, or negotiation fall short.

**Not to reduce cost.
To maximize your final outcome.**

THE COST OF OVERPRICING

WHAT TYPICALLY HAPPENS WHEN A HOME IS PRICED TOO HIGH:

- ☑ Week 1 to 2
The home gets attention, but buyers hesitate
- ☑ Week 3 to 4
Showing activity begins to slow
- ☑ Week 5 and beyond
Buyers begin to wonder why it has not sold

At that point, the listing may start to feel stale.

OVERPRICING IS ONE OF THE MOST EXPENSIVE MISTAKES A SELLER CAN MAKE.

- Price reductions become necessary
- Offers become weaker
- Buyers negotiate more aggressively
- Seller leverage decreases
- Final sales price is often lower

Overpricing may feel safe at the beginning.

In reality, it often creates more risk, not less.

Correct pricing creates urgency.

Overpricing creates hesitation.

BUYER DEMAND AND COMPETITION STRATEGY

**OUR OBJECTIVE IS NOT JUST TO LIST YOUR HOME.
OUR OBJECTIVE IS TO CREATE A MARKET RESPONSE THAT
GIVES THE SELLER LEVERAGE.**

THAT MEANS CREATING A COMPETITIVE ENVIRONMENT
WHENEVER POSSIBLE THROUGH:

- Correct initial pricing
- Strong presentation
- Concentrated exposure
- Early momentum
- Showing management
- Offer timing strategy when appropriate

WHEN MULTIPLE BUYERS ARE INTERESTED AT THE SAME TIME,
SELLERS ARE OFTEN IN A STRONGER POSITION TO NEGOTIATE:

- Price
- Terms
- Contingencies
- Closing timelines
- Repair expectations

**Competition is one of the strongest tools a seller can have.
Our role is to create the conditions that increase the likelihood
of that competition.**

PROOF OF POSITIONING

When a home is positioned correctly:

- Showing activity
- Buyer engagement
- Offer quality
- Negotiating leverage
- Speed of sale

When a home is positioned poorly:

- Buyers hesitate
- Activity slows
- Reductions become more likely
- Offers become weaker
- The final result is often less favorable

The difference is not always the home.

Very often, the difference is how the home was positioned and interpreted for the market.

That is why positioning matters so much.

The Role of a Listing Agent

Not just listing a home—guiding the entire outcome.

What It Requires

- Experience
- Market insight
- Strong pricing judgment
- Negotiation skill
- Clear communication of value
- Ability to navigate the buyer's side

Why This Matters

- In most transactions, the buyer's agent controls access to the buyer.
- If value isn't communicated clearly, **opportunities are lost.**

Buyer agent compensation is now part of the negotiation. It can be structured within the offer—along with price, terms, and concessions.

Everything is negotiated together. Price, compensation, concessions, and net proceeds are all connected.

A listing agent isn't just a marketer. They are **your strategist, negotiator, and protector.**

DUAL AGENCY AND BUYER SCENARIOS

In some situations, one agent may represent both the buyer and the seller.

This is known as **dual agency** and requires full disclosure and consent.

If the Buyer is Unrepresented:

- There may be an opportunity for the listing side to facilitate both sides of the transaction.
- This must be handled within the proper legal framework.

If the Buyer Has an Agent:

- The buyer's agent represents the buyer's interests.
- The listing side negotiates through that agent.

Each situation requires a different strategy and approach.

1. Clear communication of value
2. Protection of the seller's leverage
3. Proper transaction structure
4. Clarity around roles and disclosures

The **representation structure** shapes the entire transaction.

FSBO AND HYBRID OPTIONS

Some sellers begin by considering a **For Sale By Owner** path or a partial service path before moving to a traditional listing.

In those cases, there can still be ways to cooperate strategically.

That may include:

- Assisting with negotiations
- Helping complete a transaction if the seller already found a buyer
- Providing disclosures
- Managing escrow and timelines
- Transitioning into a full listing if the seller later decides broader exposure is needed

A **hybrid approach** can provide flexibility, but it still requires professional structure if the goal is to protect the seller properly.

That is why even nontraditional paths should be built around clear strategy, documentation, and negotiation support.

ELITE LISTING AGENTS

ELITE LISTING AGENTS DO NOT RELY ON GUESSWORK.



They rely on:

- Micro-market analysis
- Absorption rate
- Buyer behavior patterns
- List-to-sale price analysis
- Failed-listing analysis
- Launch timing
- Presentation discipline
- Negotiation control

Many agents rely on broad averages and generic advice.

The strongest agents study what is happening in the specific neighborhood, in the specific price band, with the specific property type, at the specific moment the home is entering the market.

That is where better decisions come from.

BEFORE YOU DECIDE

**Before choosing the path forward, it helps to ask
a few important questions:**

- Is the pricing strategy based on real buyer behavior?
- Is the launch strategy strong enough to create early momentum?
- Is the home being exposed to the right audience?
- Is the property being positioned in a way that protects leverage?
- Is the seller receiving the kind of guidance that helps maximize the final outcome?

There is no pressure in asking those questions. In fact, the best decisions are usually made when those questions are answered clearly and honestly.

The goal is not simply to pick an agent or to pick a price.

The goal is to choose the path that gives the seller the strongest overall position.

MOVING FORWARD




The difference between a home that sits and a home that sells successfully often comes down to how it is positioned, priced, presented, exposed, and negotiated.

With the right preparation and the right launch, a home has a much greater chance to:

- Attract serious buyer attention
- Generate meaningful activity
- Maintain negotiating leverage
- Sell efficiently
- Maximize the seller's overall result

Every property and every seller situation is different.

Our role is to interpret the market honestly, recommend a sound strategy, and guide the process in a way that protects your equity and gives your home the best possible opportunity to succeed.



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