



HOW TO SELL FAST AND NET MORE

Selling quickly doesn't mean sacrificing profit. With the right strategy, you can create urgency, attract strong buyers, and walk away with more in your pocket.



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THE 3 FACTORS THAT CONTROL HOW FAST YOUR HOME SELLS

If your goal is speed and top dollar, you must understand what actually drives momentum in a listing.

There are three main levers that determine how fast a home sells:

1. Pricing Strategy

Price isn't just a number — it's positioning.

2. Presentation

Condition, staging, photography, and perceived value matter.

3. Exposure & Marketing

If the right buyers don't see it immediately, you lose momentum.

When all three align, homes sell quickly. When one is off, listings stall.

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Overpricing is the #1 mistake sellers make.
Many homeowners think:

“We’ll start high and come down later.”
But what actually happens?

- You miss the first 7–14 days of peak buyer activity
- Buyers assume something is wrong
- You end up negotiating from a weaker position

The strongest offers often come when a home is:

- Priced correctly from day one
- Positioned in the right search bracket
- Perceived as a strong value

Strategic pricing creates competition — and competition drives stronger offers.

**PRICE TO CREATE URGENCY
(NOT HESITATION)**

UNDERSTANDING WHAT YOU'LL ACTUALLY NET

2

Before you list, you should know your numbers clearly.

Common seller costs include:

- Agent commissions
- Title fees
- Transfer taxes
- Possible seller concessions
- Mortgage payoff
- Repairs or credits

The key is reviewing a Seller Net Sheet before going live. When you understand:

- Your estimated proceeds
- Your break-even number
- Your ideal target net

You negotiate confidently instead of emotionally.



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PRE-LISTING IMPROVEMENTS THAT ACTUALLY PAY OFF



Not every upgrade increases your return.
Focus on high-impact, low-cost improvements:

- Fresh paint in neutral tones
- Professional cleaning
- Light landscaping refresh
- Updated light fixtures
- Minor hardware upgrades

Avoid:

- Full remodels right before listing
- Highly customized upgrades
- Overspending on trendy finishes

The goal isn't perfection — it's perceived value.

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In today's market, professional marketing isn't optional.

To sell fast and net more, your home needs:

- Professional photography
- Video walkthrough or social promotion
- Strong listing descriptions
- Targeted online exposure
- Strategic showing schedules

You only get one chance to launch.

The first week determines:

- How many showings you get
- Whether you create competition
- How strong your negotiating position will be

**MARKETING THAT
DRIVES SERIOUS
OFFERS**



NEGOTIATION STRATEGY: PROTECTING YOUR PROFIT

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The highest offer isn't always the best offer.

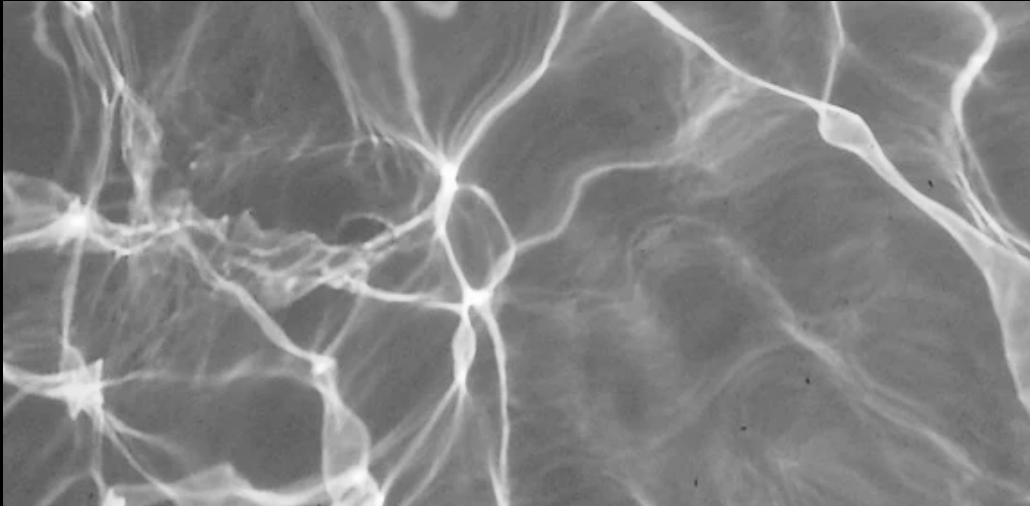
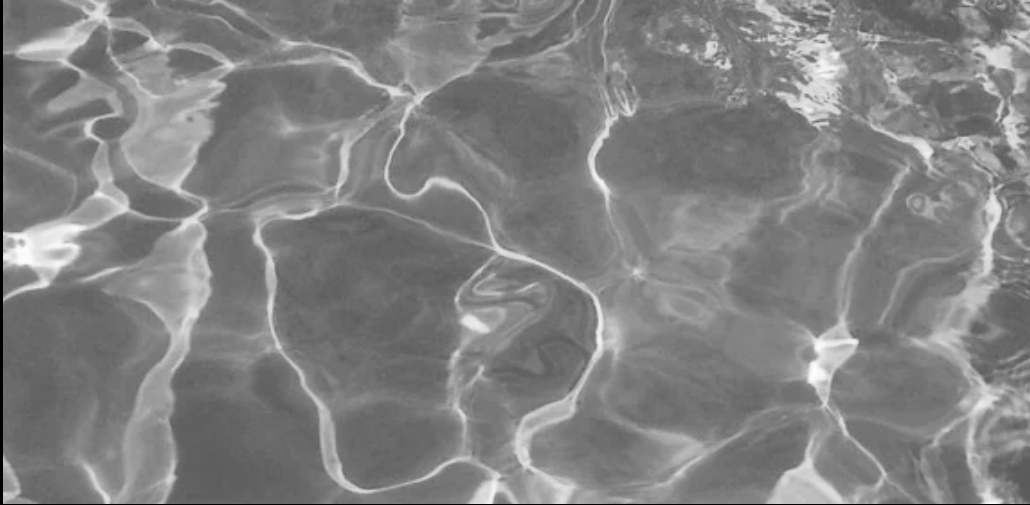
You must evaluate:

- Financing strength
- Appraisal risk
- Inspection strategy
- Closing timeline
- Contingencies

Sometimes:

- A slightly lower price with cleaner terms nets you more.
- A credit is better than a price reduction.
- A flexible closing creates leverage.

Strong negotiation protects your bottom line and prevents last-minute deal fallout.



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WHAT HAPPENS IF YOUR HOME SITS

Time on market reduces leverage.

When a listing sits:

- Buyers assume it's overpriced
- Showings decline
- Offers weaken
- Price reductions become necessary

The longer it sits, the more you negotiate from a defensive position.

The best strategy?

- Launch strong. Price strategically. Create early urgency.

Momentum equals money.

YOUR 30-DAY FAST SALE GAME PLAN

If your goal is speed + profit, here's your roadmap:

Week 1: Prep, pricing analysis, professional photos.

Week 2: Launch strategically with maximum exposure.

Week 3: Leverage showings into strong negotiation.

Week 4: Secure the best offer and move confidently toward closing.

Selling fast isn't about luck. It's about strategy, preparation, and positioning.

Want a personalized net sheet and pricing strategy for your home?

Let's build your smart seller game plan today.



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