EXPERIENCE | STRATEGY | RESULTS

10DAY SALE STRATEGY

TOLLIVER PRINCE REALTY

CREATE DEMAND. MAXIMIZE VALUE. **SELL FASTER.**

A STRONG START LEADS TO A HIGHER FINISH

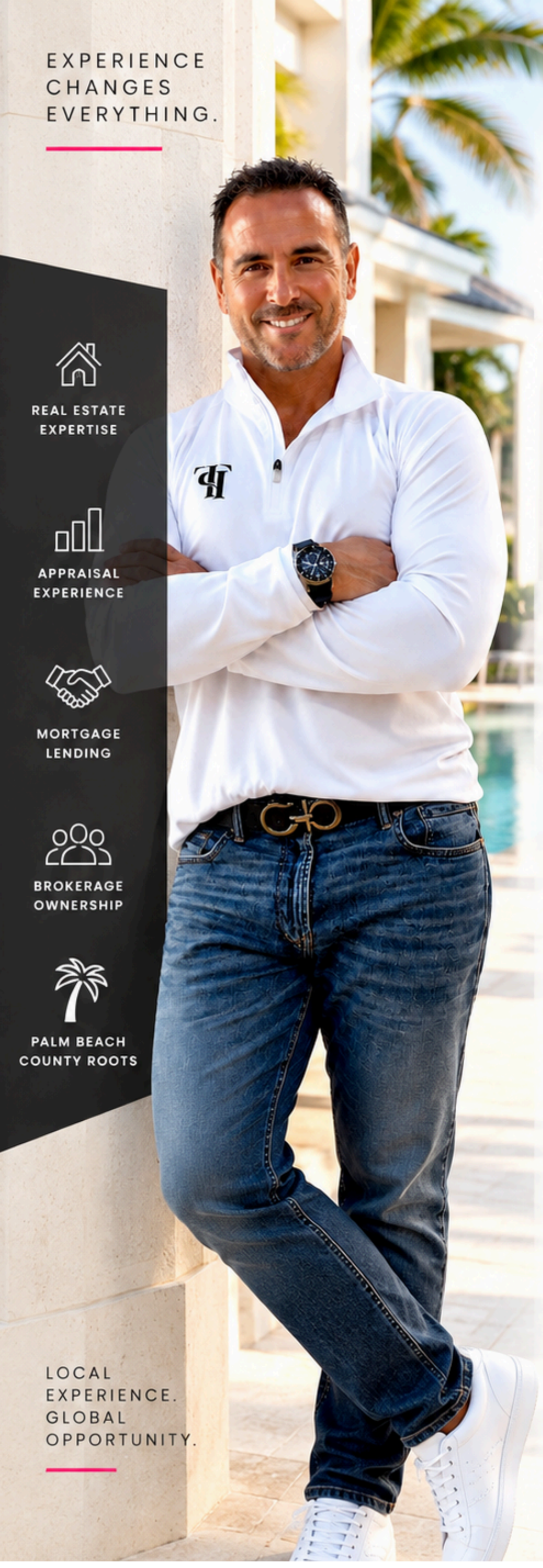
PROVEN STRATEGIES REAL RESULTS





YOUR HOME.
A BIGGER OPPORTUNITY.

EXPERIENCE
CHANGES
EVERYTHING.



REAL ESTATE EXPERTISE

APPRAISAL EXPERIENCE

MORTGAGE LENDING

BROKERAGE OWNERSHIP

PALM BEACH COUNTY ROOTS

LOCAL
EXPERIENCE.
GLOBAL
OPPORTUNITY.

MEET *Steve Prince* STEVE PRINCE.

Imagine having the knowledge of a real estate professional, a former appraiser, and an experienced mortgage lender working for you, all in one person. Wouldn't you want that advantage when selling your home? Meet Steve Prince.

Steve brings a powerful combination of experience to real estate: mortgage lending, property appraisal, appraisal management, and brokerage ownership. That background gives him a comprehensive understanding of what makes a transaction work, where it can unravel, and how to anticipate problems before they put his client's goals at risk.

As Co-Founder and Managing Partner of Tolliver Prince Realty, established in 2013, Steve helps buyers and sellers throughout Palm Beach County navigate some of their most important financial decisions. Raised in Wellington, he combines deep local roots with a career built around understanding property values, financing, and the details that determine whether an attractive offer becomes a successful closing.

For sellers, that experience becomes a practical advantage.

Steve understands that an offer's strength extends beyond its purchase price. He examines financing, asks the buyer's lender meaningful questions, evaluates terms, and looks for weaknesses that could threaten the transaction. His experience as a former real estate appraiser and appraisal manager informs his approach to pricing and helps him address valuation challenges with evidence and perspective.

Having worked in mortgage lending since 1998, Steve also understands the financing behind the offer. He brings that knowledge into negotiations, helping clients assess their options with a clearer picture of both the opportunity and the risk.

His approach is direct, personal, and thorough. Clients work with an experienced professional who explains the reasoning behind his recommendations, asks difficult questions when necessary, and stays focused on their interests throughout the process. Whether representing a longtime homeowner, an inherited property, or a family making its next move, Steve treats the details with the attention they deserve.

When you choose Steve Prince, you gain an advocate who understands your transaction from multiple perspectives and brings that experience to every decision, from the initial strategy through the closing table.

Steve Prince | Tolliver Prince Realty
Experience changes everything.

The 10DAY Sale Strategy

For most people, selling a house is expensive, time consuming, and stressful, but it doesn't have to be. The truth is anyone can sell a house in 10 days for the top end of market value if they just follow the strategies presented here.

In the following pages, I will detail the four elements of a successful transaction and how we aligned them to sell almost any house in 10 days for the highest possible price.

We have used it to sell hundreds of houses and received hundreds of 5-star reviews in the process. It works on $200,000 houses and $6 million houses in rural areas, suburbs, and inner cities. It also works in seller's markets and buyer's markets too.

The key components of this strategy are the 4 elements of successful transaction. They are the foundation for selling a house faster, easier, and more profitably. Failure to execute all 4 results in slower sale and a lower price. They are:

1.
Proper Pricing

2.
High Quality Presentation

3.
Massive Exposure

4.
Effective Marketing Strategy

SIMPLE
STRATEGIES.
POWERFUL
RESULTS.





1 Proper Pricing

The value of the house is not based on what you want or need it to be worth. The value is not determined based on what you owe, how much you paid or how much you have put into the house. The house is only worth what buyers are willing to pay for the house today. List Price is a marketing strategy. Sale price is the result of the marketing strategy. List price and sale price are not the same. Setting the right list price for your house is crucial to attract a large pool of potential buyers and generate a high number of showings within a short timeframe. The right price creates a sense of urgency and encourages buyers to compete to pay the highest price for your home.

Why Pricing Your House Right Matters

$$

MARKET VALUE

THE ADVANTAGE

- Better chance of a bidding war
- More likely to get an offer at or above list price
- Likely to sell quickly

$$

OVERPRICED

THE RISKS

- May need a price drop, which can raise red flags
- Likely to sit on the market longer
- High price tag may deter buyers



Determining the optimal price is not a simple task. It can be challenging to obtain a consensus on the value of your house. If you were to consult 10 agents and 10 appraisers, you would likely receive 20 different opinions on the value. A common belief among home sellers and agents is that pricing a house high and leaving room for negotiations is the right approach. Some agents will even promise they can sell your house for higher than reality to justify their high commission and get you locked into a long listing agreement. This strategy can backfire because listing too high results in more days on market and multiple price cuts.

The longer a house is on the market, the more its perceived value diminishes, and the less buyers will want to pay to buy your home. That is why when we list a house, our objective is not to predict what the house will sell for, but to make the home the hot new property on the market, sell it faster and sell it for the highest possible price, often with multiple offers. If you list your house with us, we comprehensively compare your home to similar properties (comps), and adjust the estimated value based on factors like location, amenities, and the condition of your house. We then recommend a list price that will drive showings and induce buyers to submit offers, often over list price.

It is crucial to avoid the costly mindset of “I’m not in a hurry to sell” or “I don’t need to sell.” Pricing a house unrealistically high for negotiation purposes is not only incorrect, but also expensive and time consuming. If your objective is to sell your house quickly and at the best price, it’s essential to set a realistic price objective.

If you are going to remember just one thing about pricing, remember that properly priced houses sell faster and for more money than houses priced high to leave room for negotiation.

The right price doesn’t just attract buyers. It creates opportunity.





2 High Quality Presentation

Preparing a home for sale goes beyond simply snapping a few photos and posting them online.

Home buyers are highly visual, and selling a home fast and for top dollar requires a sophisticated approach that quickly attracts and engages buyers.

On our listings, we do this by creating a high-quality digital presentation that is designed to attract and engage buyers.















One more thing... don't discount the value of a well written property description, also known as ad copy. We write property descriptions that create more interest and provide additional motivation to schedule a showing of your home.

It is important to note that the purpose of marketing is not to sell the house, but to leave buyers wanting to go see the house in person. It is when they see the house, they can emotionally connect with the house... or not.

You can clearly see the distinction in the presentation of a home when it is professionally photographed and expertly showcased with an engaging digital marketing presentation.

Great presentation sells the story.



3 Massive Exposure

Any effective marketing strategy must include massive exposure for your home. This is very hard to do without hiring an agent to give you access to the Multiple Listing Service (MLS). When we list your house, we utilize our local MLS, and thousands of property websites to aggressively market your house. This means your home will appear on every home selling website like Zillow and Realtor.com, as well as every brokerage website like Redfin, Keller Williams, Coldwell Banker, and countless agent websites that potential buyers use to search for homes. Our aim is to make your home easily discoverable by anyone, anywhere in the world, who is looking for a home like yours.

- Having effective exposure is crucial because it ensures that anyone searching for a house can easily find your property through a simple search of available properties.

Maximum Exposure. Real Results.

Google · Windermere Real Estate · move · Vast · msn · kw KELLERWILLIAMS · Coldwell Banker · Better Homes and Gardens Real Estate · Century 21 · MOVOTO · Homes.com · Homesnap · AVIARA · Sotheby's · Zillow · THEAGENCY · COMPASS · realtor.com · eXp Realty · RE/MAX · John L. Scott Real Estate · CMLS · bridgeMLS · trulia · ENGEL&VÖLKERS · Douglas Elliman Real Estate · REDFIN · realty.com · YAHOO! Real Estate



4 Effective Marketing Strategy

It is not enough to have the right price, great marketing, and massive exposure. The execution of an effective marketing strategy is essential to maximize the impact and drive desirable outcomes in the selling process.

The next crucial step is to choreograph these elements into a cohesive and effective marketing strategy that causes a sense of scarcity, urgency, fear of loss, and social proof. These powerful emotions cause buyers to set logic aside to act faster, offer higher prices and even accept less favorable terms to buy your home.

When we list a house, we collaborate with you, and based on your needs and timelines, create a customized 10-day marketing strategy designed to make your house the hot new property on the market and get your house sold fast and for the best price, usually within 10 days and with multiple offers.

10-DAY MARKETING STRATEGY



A strategic plan.
A faster sale.
A brighter next chapter.

MORE
THAN A LISTING.
A STRATEGY
THAT WORKS.





The Importance of Buyer Emotions

Our 10-day Sales Strategy is designed to evoke four key buyer emotions: scarcity, urgency, fear of loss, and social proof. These emotions work together to enhance the desirability of your home, prompting buyers to write their offers fast and for more money.

Here's an explanation of each emotion:

1. Scarcity

Buyers feel a sense of scarcity when they perceive the limited availability of homes they desire. For instance, if there are only a few properties in a specific neighborhood or price range, buyers may feel compelled to act quickly to secure their desired home. This heightened competition can drive up the price.

2. Urgency

Urgency arises when buyers experience pressure to act swiftly, fearing they may miss out on an opportunity. When buyers recognize the presence of other interested parties, they may feel compelled to make an offer promptly to secure the home before someone else does.

3. Fear of Loss

This emotion is closely linked to urgency and scarcity. Buyers may fear losing the chance to purchase your home if they believe there is strong competition. They may worry that another buyer will make an offer before they have the opportunity to do so.

4. Social Proof

Buyers are influenced by social proof, which suggests that people are more likely to act if they see others doing the same. In the context of home buying, when buyers observe significant interest in your home from other potential buyers, they may perceive it as a desirable property and feel more inclined to make an offer.



The 10 Day Sale Strategy

Day 1 Monday Launch Day

- Listing is published on MLS(s) and thousands of websites to maximize exposure.
- Showings are restricted until Friday, creating a sense of scarcity, urgency, and fear of loss.
- When the listing goes live, interested buyers will begin to schedule appointments, further amplifying the feelings of scarcity, urgency, and fear of loss.
- All showing requests are carefully vetted, adding to the perception of scarcity.
- Appointments are scheduled in 15-minute increments, intensifying the emotions of scarcity, urgency, fear of loss, and social proof.
- Access and any special instructions are only provided to confirmed appointments, ensuring exclusivity, and maintaining the sense of scarcity and urgency.

A strategic start sets the tone for a faster sale.

THE RIGHT STRATEGY CREATES DEMAND.





Day 2-3

Tuesday - Thursday

Special Preview Showings

To gain an edge over the competition and potentially achieve a faster sale, showings can be arranged for serious buyers before the official showings begin.

When buyers and agents inquire about your property, your home's exceptional features and attributes are passionately highlighted to create a sense of uniqueness (Scarcity).

All callers are made aware of the significant level of interest in your home, generating excitement and a feeling of urgency to see it (Scarcity, Urgency, Fear of Loss, Social Proof).

Hot buyers may not be willing to wait until Friday to view your house, recognizing the potential for missing out (Scarcity, Urgency, Fear of Loss).

Serious buyers may be granted early access to the home with the understanding they are likely to submit a premium price offer to avoid competing with future buyers (Scarcity, Urgency, Fear of Loss).

Qualified Buyers.
Early Access.
Greater Opportunity.

THE RIGHT BUYERS DON'T LIKE TO WAIT.



Day 4

Friday
Grand Opening

Official showings commence:

- Showings are scheduled in 15-minute time blocks, creating a sense of scarcity, urgency, and fear of loss among buyers.

Day 5–6

Saturday /Sunday
Showings Continue

Showings continue throughout the weekend as interest builds and momentum grows.

Day 7

Monday
Showings Continue

- Showings by appointment only
- Offer deadline: 5PM

Strategic Timing
Drives Stronger Results.

MORE INTEREST.
MORE COMPETITION.
A BETTER SALE.



Day 8–9

Tuesday / Wednesday

Last Minute Showings/ Counter of Offers

SHOWINGS CONTINUE

Counter negotiations should skillfully and strategically push offer prices higher and higher to identify the qualified buyer with the best price and the best terms for your house. Counteroffers are designed to maximize the sale price and secure favorable terms, leveraging the emotions of scarcity, urgency, fear of loss, and social proof to achieve the best outcome.

Day 10

Thursday

Last Minute Showings/ Counter of Offers

SHOWINGS CONTINUE

Opening escrow in 10 days is not a guaranteed result, but when the price, presentation, exposure, and strategy are properly executed, it is the typical result. If one or more of these elements are off, the listing should be thoroughly reviewed, and adjustments made. Failure to act quickly will result in additional days on market that diminish value as nothing erodes perceived value more than days on market.

Momentum Creates Results.

THE RIGHT STRATEGY TURNS INTEREST INTO OFFERS.



How The 10 Day Sale Program Works

Currently licensed in Florida, Steve Prince is a full-service real estate agent specializing in selling houses faster, easier, and more profitably than traditional real estate agents using our exclusive 10-day Sale Strategy.

We do not get paid to list houses. We only get paid when you sell your house for a price you agree to, which means our goals are aligned. With over 200 5-star reviews, our results speak for themselves.

Here's what sets us apart:

Faster, Easier, More Profitable
Our 10-day sale strategy results in a faster, easier, and more profitable transaction.

Expert Guidance
We expertly guide you on price and home preparation.

Professional Presentation
We invest our money to hire a professional photographer and create a high quality, engaging digital presentation to attract and engage buyers.

Massive Exposure
We aggressively market your property to thousands of websites around the world.

No Long-Term Contracts

You Owe Us Nothing If We Don't Deliver
And most importantly, if we don't deliver on our promise to sell your house for a price you want, you owe us nothing.

Aligned Goals.
Real Results.

A SMARTER WAY TO SELL.



10 Things Steve Prince Does to Sell Your Home Faster, Easier and More Profitably

1. We use an efficient sales process and technology to get better results.

Our program is designed to leverage time and technology to sell your house faster, sell it for more and increase your net proceeds.

2. We help you properly price your house to get the highest price, fast.

When it comes to pricing a home, we offer sellers candid, detailed and honest advice.

THERE ARE THREE BASIC

Pricing Strategies:

1. Price the home high and leave room for negotiations.

2. Price the home at the price it should sell for based on very similar, recently sold, comparable homes.

3. Price the house a little under market value and induce multiple buyers to compete to raise the selling price above list price.

Sometimes, pricing a home higher than the last highest sold in a neighborhood is the right strategy, sometimes it is not. Therefore, before taking a listing live, we make sure you understand the pros and cons of each strategy and make a recommendation based on the individual needs of the seller and the local market conditions. If we are not getting the desired results, we review the virtual traffic, showing numbers, showing feedback and comps to recommend adjustments to get the house sold at the high end of market value.

Strategic Pricing.
Stronger Results.

DATA.
EXPERIENCE.
MAXIMUM VALUE.



10 Things Steve Prince Does to Sell Your Home Faster, Easier and More Profitably

3. Full Implementation of the 10 Day Sale Strategy.
Our marketing team prepares and executes a customized 10 Day Marketing Strategy for your home based on the location, property type and seller objectives.

4. Hire a Professional Photographer.
Buyers are highly visual and professional photos are a must. We hire a local photographer to take high quality, high-definition photos that our team can use to create a beautiful digital marketing package.

5. Build a Digital Marketing Presentation That Stands Out.
Our marketing team creates an immersive digital presentation to attract and engage buyers.

6. Get Massive Exposure to Make Your Listing Easy to Find.
We promote your listing on thousands of websites all over the world so anyone, anywhere in the world looking for a property like yours will easily find it.

7. Vet Buyers and Coordinate Showings for You.
We vet buyers agents to make sure they are current members of the local association of Realtors and coordinate all the showings, so you don't have the hassle of coordinating showings with buyer agents. We will contact you via phone, text, or email. You just accept, decline, or propose a new time. We will provide the instructions and handle the details for you.

8. Provide a Lockbox for easy Showings and valuable Feedback.
If it is OK with you, we will provide a lockbox to allow vetted buyer agents to show your home by appointment only. After each showing, we will request showing feedback from the buyer/buyer's agent and share the results with you.

A Smarter Process. A Stronger Sale.

EVERY DETAIL MATTERS IN THE FIRST 10 DAYS.

Experience Protects Your Bottom Line.



EXPERT REPRESENTATION.
A SMOOTHER SALE.
A STRONGER RESULT.

9. Expert Representation for negotiations that make you more money.

We fully, professionally and, if needed, aggressively represent you in the negotiations and other details of the transaction. Our primary job is to make sure that you're fully represented to get you the very best price and terms while mitigating the potential liability by making sure all negotiable details are properly negotiated in your favor, including contract disputes, non-performance issues and requests for repair.

10. Risk Mitigation to protect you from liability.

We have an expert level understanding of the purchase agreement, all related addenda, and the legally required disclosures. We handle everything from seller disclosures to contract disputes and the details of escrow and title. It is how we protect your interests and ensure a smooth transaction for all involved.

The Right Representation *Makes All the Difference.*

EXPERIENCE.
STRATEGY.
RESULTS.