THE SELLER COLLECTION

Position with intention. Present with distinction.

A strategic field guide to preparing, pricing, marketing, and negotiating the sale of your property.

VOLUME II

THE CATHEY EDIT

NICOLE CATHEY, REALTOR®

Real Estate • Relocation • Investment • Lifestyle

THE CURATED SALE

Selling well begins before the property reaches the market.

The goal is not simply exposure. It is alignment between condition, price, presentation, timing, and the buyer most likely to value the property.

> A strong listing edits distraction, reveals value, and creates confidence before the first showing.

YOUR SELLER BRIEF

- Why are you selling, and what must happen next?
- What do you owe, and what net proceeds do you need?
- What is your ideal timing, and where can you remain flexible?
- Which improvements will return value, and which should be left alone?

Prepare for the buyer's eye, not the owner's memory.

01 **EDIT THE INVENTORY**

Remove excess furniture, personal collections, visual clutter, and anything that makes rooms feel smaller or less flexible.

02 **ADDRESS THE FRICTION**

Repair visible defects, service major systems, correct lighting, refresh paint where needed, and improve the arrival experience.

03 **STYLE THE STORY**

Use staging, art, textiles, landscaping, and restrained accessories to create emotional clarity without disguising the property.

04 **DOCUMENT THE VALUE**

Gather upgrades, warranties, permits, surveys, utility information, association documents, and repair records.

Price is a marketing decision before it becomes a negotiation.

The list price should place the home correctly among its true competition. Aspirational pricing can reduce urgency, extend market time, and create the appearance of a problem even when the property is strong.

MARKET EVIDENCE	SELLER STRATEGY
Comparable sales • active competition • pending demand • days on market • concessions • condition	Timeline • carrying costs • net goal • move plan • risk tolerance • negotiation range

THE NET SHEET

- Estimated mortgage payoff and liens
- Brokerage and closing costs
- Taxes, association balances, repairs, credits, and moving expenses
- Expected net proceeds across more than one sale-price scenario

The first impression should feel complete.

01

VISUAL CAMPAIGN

Professional photography, purposeful sequencing, floor-plan context, and detail imagery should tell one coherent story.

02

EDITORIAL COPY

Lead with the property's strongest lived experience, then support it with precise facts, upgrades, and location advantages.

03

DISTRIBUTION

Coordinate MLS, brokerage networks, direct outreach, social content, agent communication, open houses, and qualified follow-up.

04

FEEDBACK LOOP

Measure traffic, saves, inquiries, showings, comments, competing inventory, and offer quality - then adjust deliberately.

The highest price is not always the strongest offer.

Compare the full structure: financing, cash verification, appraisal exposure, due diligence, contingencies, concessions, closing date, possession, and the buyer's ability to perform.

- Evaluate estimated net proceeds, not only headline price.
- Request clarity where terms are vague or documentation is incomplete.
- Use counters to improve risk, timing, and certainty - not simply price.
- Preserve backup interest until contingencies are resolved.

CLOSING EDIT

- Track buyer milestones and contingency deadlines.
- Prepare for appraisal, repairs, final walk-through, move-out, and possession.
- Keep the property maintained and presentation-ready until the transaction is secure.

BEGIN THE EDIT

Sell with clarity. Move with confidence.

The Cathey Edit shapes the property's position, presentation, launch, negotiation, and transition plan so the sale supports what comes next - financially and personally.

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THE CATHEY EDIT

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