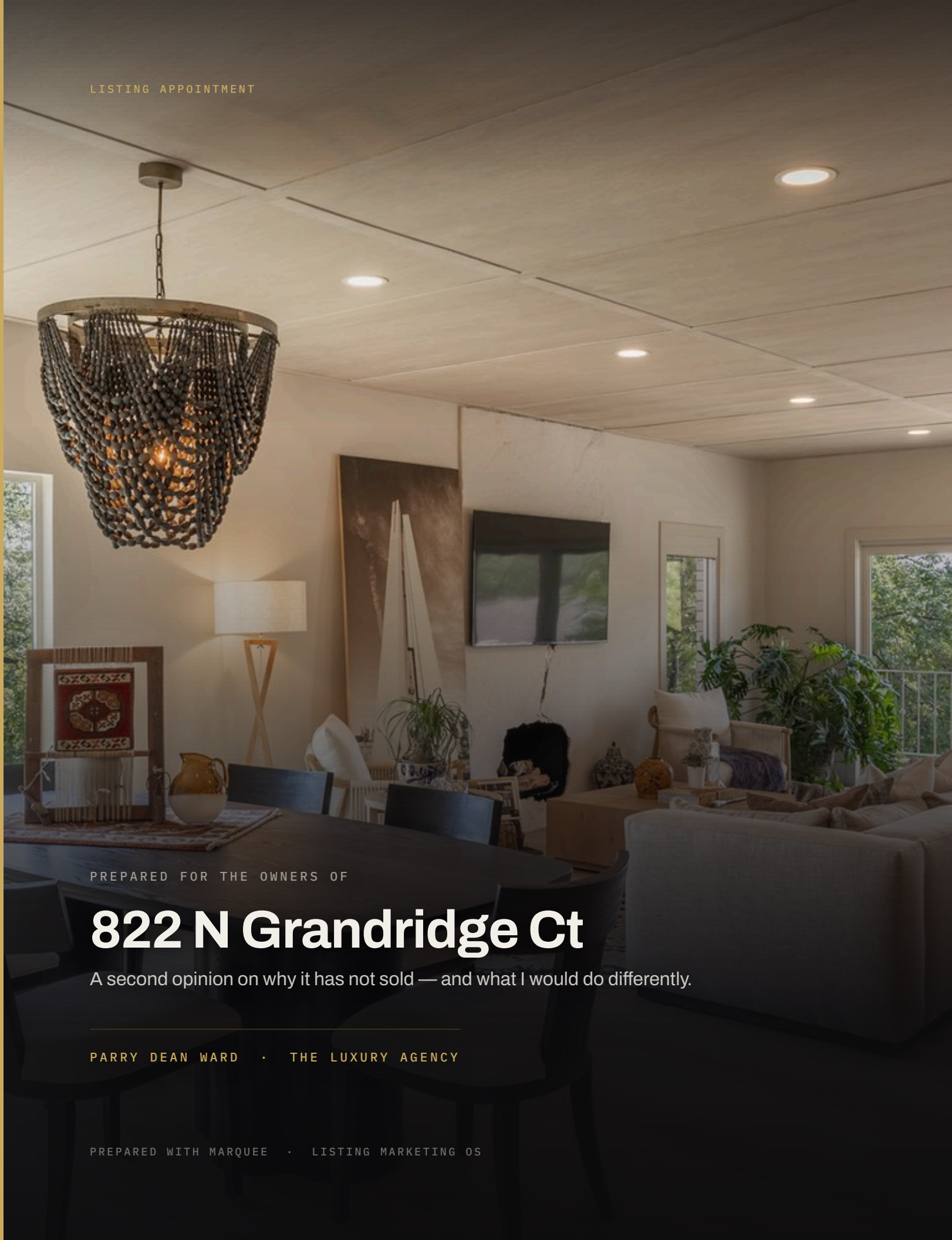


LISTING APPOINTMENT

PREPARED FOR THE OWNERS OF

822 N Grandridge Ct

A second opinion on why it has not sold — and what I would do differently.

PARRY DEAN WARD · THE LUXURY AGENCY

PREPARED WITH MARQUEE · LISTING MARKETING OS

01 — WHERE THIS STANDS

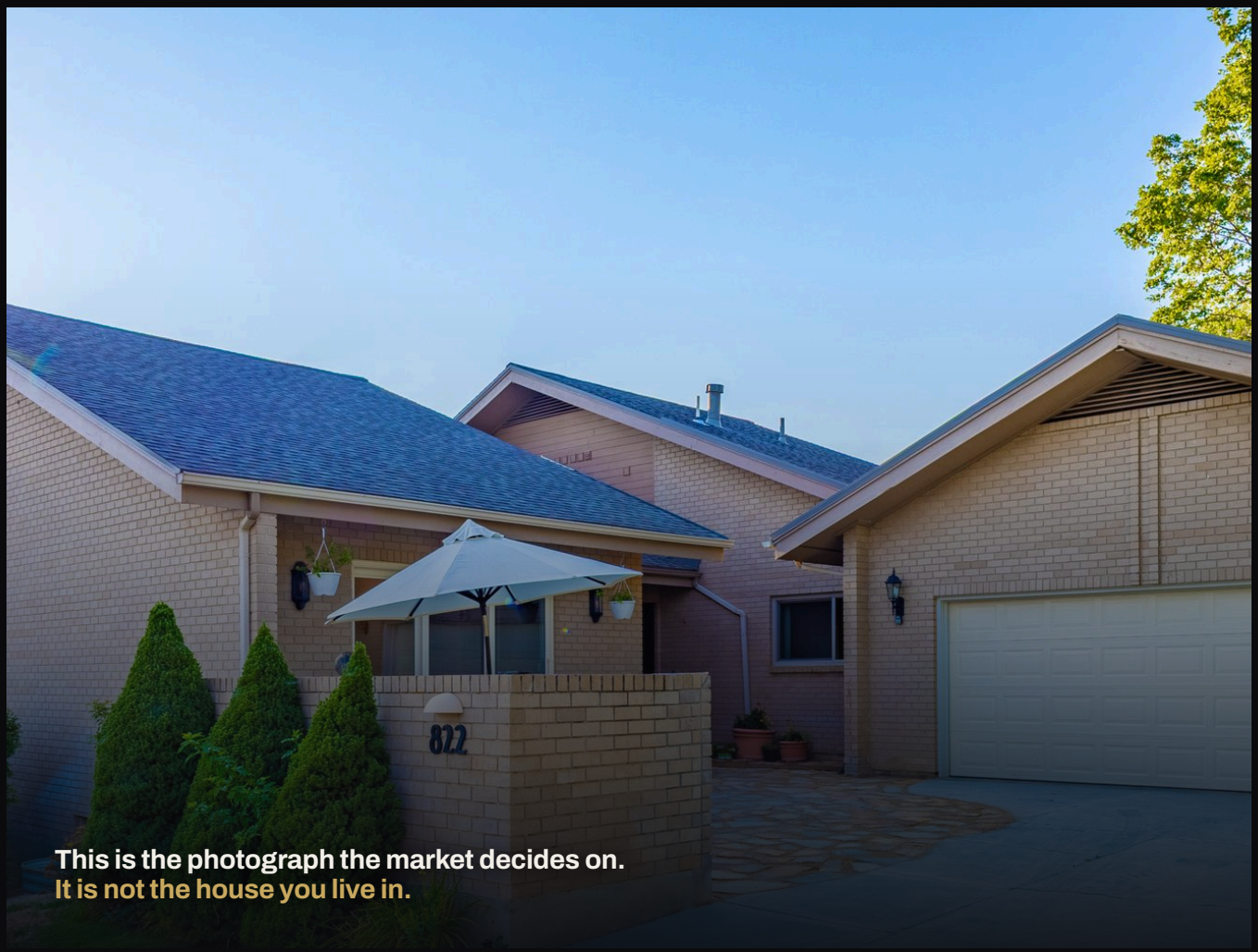
The facts, before the opinions.

Everything in this document is built on what the market has already told us. Nothing here is a guess about your home's quality — the quality is not in question.

LISTED AT	TODAY	DAYS ON MARKET
$1,750,000	$1,530,000	36

INTERIOR	BED / BATH	HOA
4,260 SF	4 / 4	$1,030/mo

A $220,000 reduction has already happened. That is the expensive move, and it has been made. What has not been tried is changing who the house is being sold to, and how it is being described before anyone walks through the door.



This is the photograph the market decides on.
It is not the house you live in.

02 — THE DIAGNOSIS

What I think happened.

Three things, and none of them are the house.

THE OUTSIDE UNDERSELLS THE INSIDE

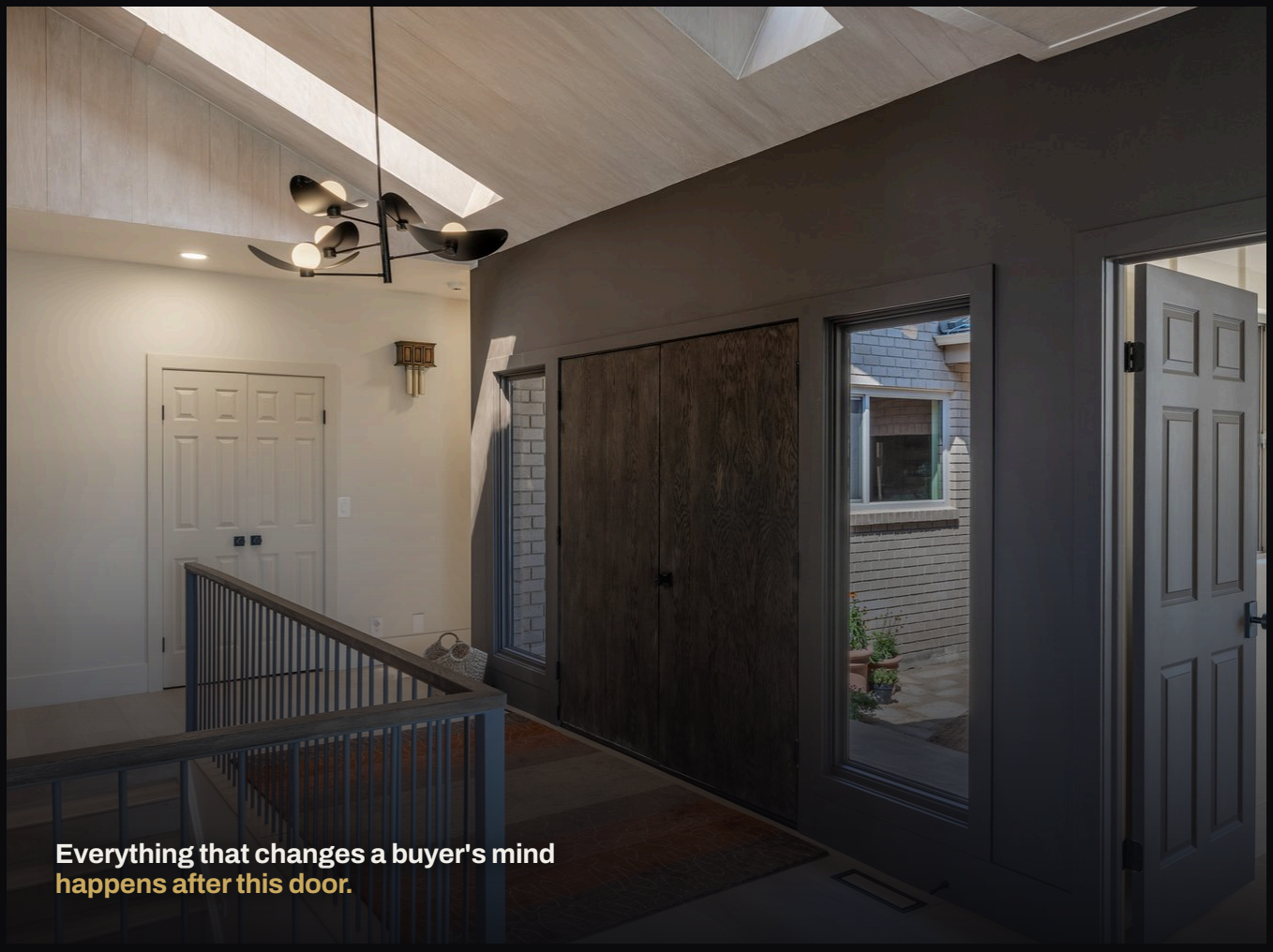
From the street, the home reads as a well-kept residence in an established neighbourhood. What it does not read as is a complete rebuild. Buyers scrolling a listing make that judgement in under two seconds, and most of them never get to photo six.

THE PRICE IS BEING JUDGED AGAINST THE WRONG HOMES

At $1.53M with a four-figure HOA, a buyer comparing on square footage and monthly cost will always find something that looks cheaper on paper. The value here is not square footage. It is what you no longer have to do on a Saturday.

THE BEST PART OF THE STORY IS BURIED

Main-level living, the kitchen, the lock-and-leave convenience, the entertaining space — these are being listed as features somewhere in the middle. They are the reason someone buys this home, and they should be the first thing anyone encounters.



03 — THE CHANGE

Stop selling the square footage. Sell the trade.

One line, carried through everything, aimed at one buyer.



The buyer for this home is not looking for a bigger house. They are looking for the same life with less of it to manage — and they have been told that means giving something up. Your home is the argument that it does not.

DESIGN | CONVENIENCE | PRIVACY | LIFESTYLE

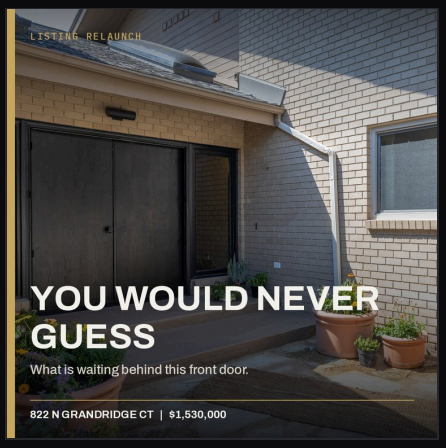
WHO WE GO AFTER

The luxury downsizer, the executive couple who travel, and the part-time Utah buyer who wants a base they do not have to manage. Each one gets a different opening line.

04 — THE MARKETING

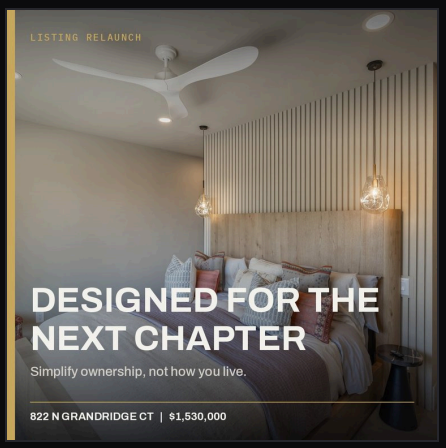
This is what goes to market.

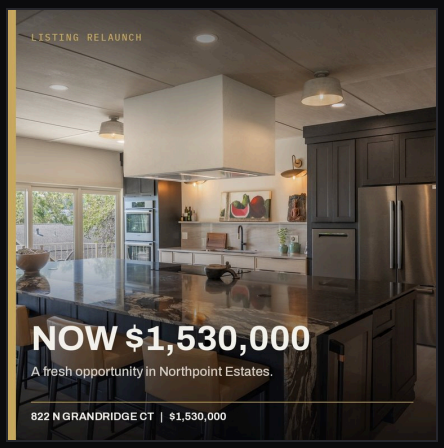
Not a description of what I would do. The actual creative, built for your home, ready the day we list.

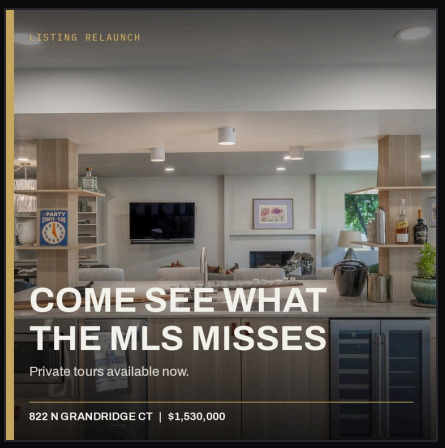












Ten posts, five story graphics, five filmed pieces, a print flyer, an open-house kit and agent outreach — each one making a different argument, sequenced so the campaign builds instead of repeating. Every caption is already written.

05 — THE PLAN

The first thirty days.

Every day has an instruction. The reason most listings go quiet in week three is that nobody decided in advance what happens in week three.

Week 1

Reset the story

New positioning live. Three short films shot. Fifty targeted agents contacted personally. Curiosity creative launches.

Week 2

Target the buyer

Kitchen and design campaign. Downsizer messaging to the people most likely to move on it. First seller report to you.

Week 3

Create an event

A private tour for agents, prospects and referral partners — not a sign in the yard and a plate of cookies.

Week 4

Re-engage

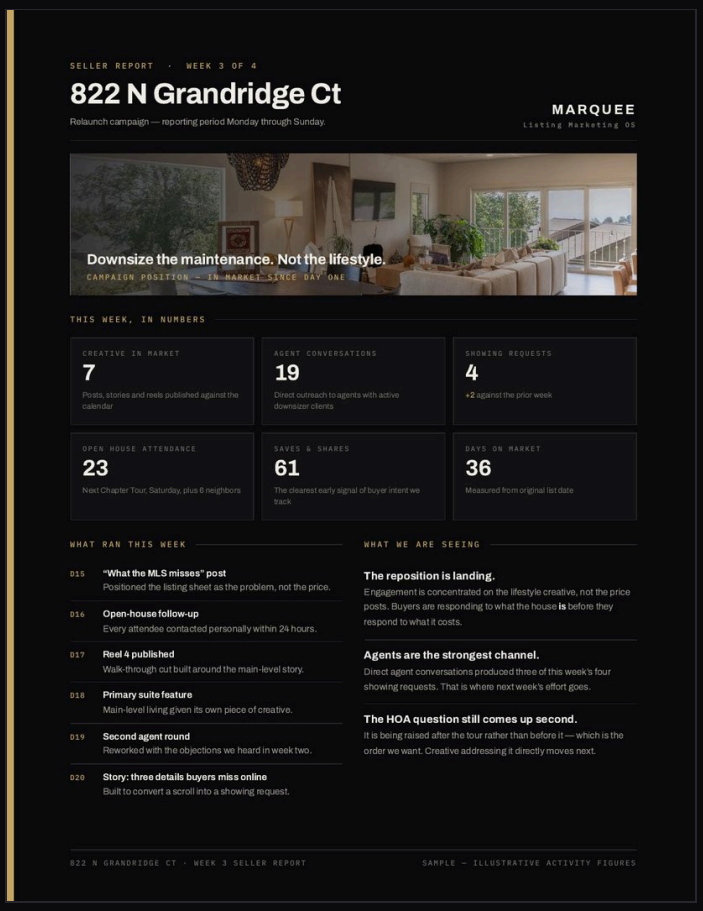
Second-wave outreach, event follow-up, and a direct conversation with every person who engaged and did not act.



06 — ACCOUNTABILITY

How you will know it is working.

You get a written report every week. Not a phone call where I tell you it is quiet out there.



SELLER REPORT · WEEK 3 OF 4

822 N Grandridge Ct

Relaunch campaign — reporting period Monday through Sunday.

MARQUEE
Listing Marketing OS

Downsize the maintenance. Not the lifestyle.
CAMPAIGN POSITION — IN MARKET SINCE DAY ONE

THIS WEEK, IN NUMBERS

CREATIVE IN MARKET	AGENT CONVERSATIONS	SHOWING REQUESTS
7	19	4
Posts, stories and reels published against the calendar	Direct outreach to agents with active downsizer clients	+2 against the prior week

OPEN HOUSE ATTENDANCE	SAVES & SHARES	DAYS ON MARKET
23	61	36
Next Chapter Tour, Saturday, plus 6 neighbors	The clearest early signal of buyer intent we track	Measured from original list date

WHAT RAN THIS WEEK

D15 **"What the MLS misses" post** — Positioned the listing sheet as the problem, not the price.

D16 **Open-house follow-up** — Every attendee contacted personally within 24 hours.

D17 **Reel 4 published** — Walk-through cut built around the main-level story.

D18 **Primary suite feature** — Main-level living given its own piece of creative.

D19 **Second agent round** — Reworked with the objections we heard in week two.

D20 **Story: three details buyers miss online** — Built to convert a scroll into a showing request.

WHAT WE ARE SEEING

The reposition is landing. Engagement is concentrated on the lifestyle creative, not the price posts. Buyers are responding to what the house **is** before they respond to what it costs.

Agents are the strongest channel. Direct agent conversations produced three of this week's four showing requests. That is where next week's effort goes.

The HOA question still comes up second. It is being raised after the tour rather than before it — which is the order we want. Creative addressing it directly moves next.

822 N GRANDRIDGE CT · WEEK 3 SELLER REPORT — SAMPLE — ILLUSTRATIVE ACTIVITY FIGURES

WHAT THE REPORT CONTAINS

What ran
Every piece, by day

What it produced
Engagement, saves, inquiries

Showing activity
Requests and tours held

Agent conversations
Who I spoke to, and what they said

What buyers said
Feedback, verbatim

What changes
And why, before it happens

Every report ends with the two or three decisions that are yours — so you are never waiting to be told, and never asked to approve something you have not seen the reasoning for.

07 — WHAT I NEED FROM YOU

Three decisions.

That is the whole list. Everything else is mine to carry.

01 **Agree to change the story, not just the price.**

Another reduction without a new position produces another quiet month. The reduction has already been made.

02 **Give me one afternoon for film.**

Three short pieces, shot in one visit. You do not need to be in them or be home for them.

03 **Say yes to one private tour event.**

One evening, invitation only, agents and qualified prospects. It is the single highest-yield thing we will do.

I would rather show you what I would do than tell you what I think it is worth. Everything in this document already exists for your address — the positioning, the copy, the creative, the calendar. If we start Monday, week one is ready to run.

Parry Dean Ward

THE LUXURY AGENCY · POWERED BY REAL