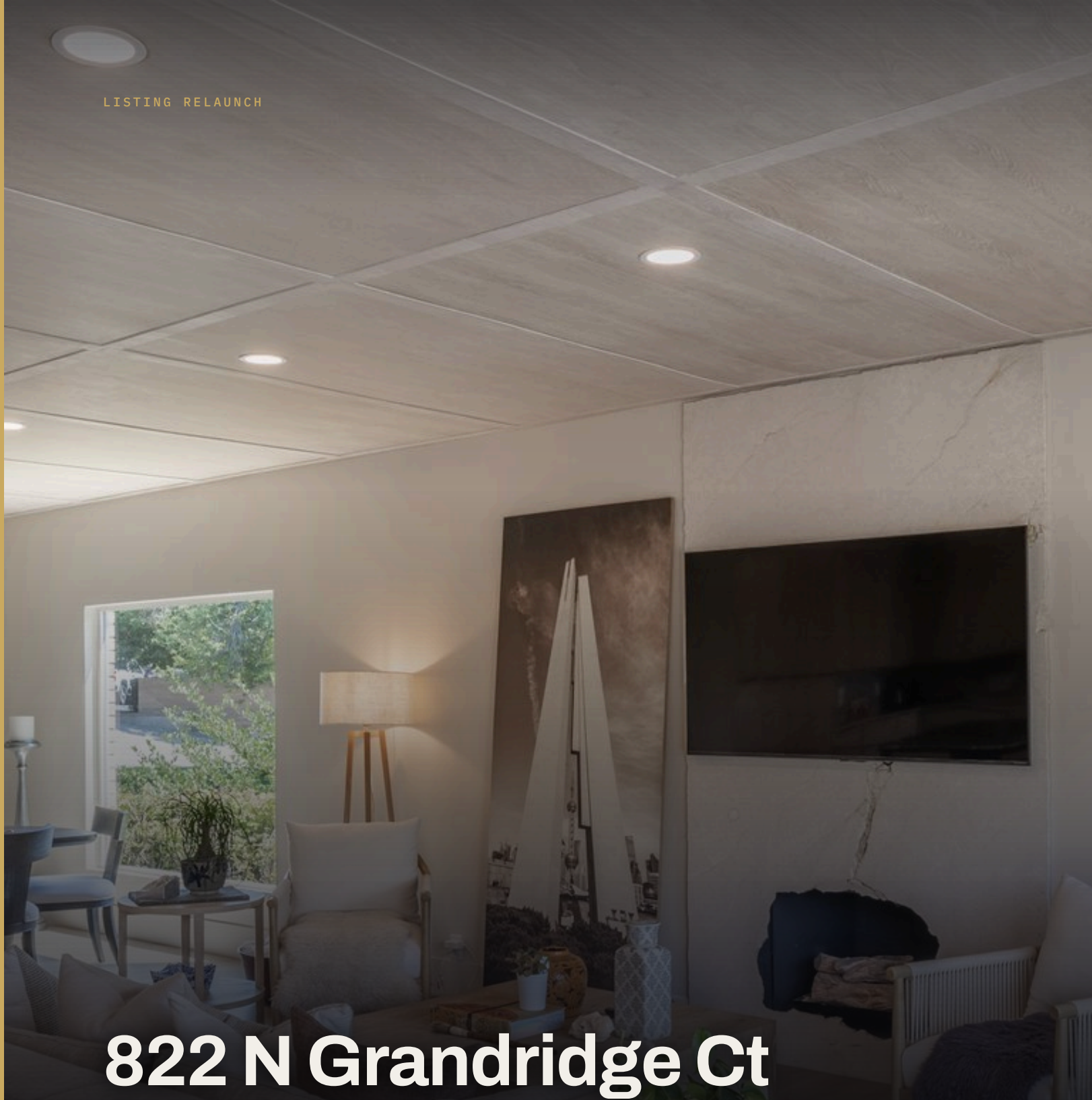
LISTING RELAUNCH



822 N Grandridge Ct

Salt Lake City, Utah

A FRESH POSITIONING + 30-DAY MARKETING STRATEGY

PREPARED BY PARRY DEAN WARD · THE LUXURY AGENCY

01 — PROPERTY SNAPSHOT

The asset.

The opportunity starts with a property that delivers significantly more once a buyer steps through the door.

PRICE	ORIGINAL	SIZE
$1.53M	$1.75M	4,260 SF

BED / BATH	DAYS ON MARKET	HOA
4 / 4	36	$1,030/mo





Quiet from the street. Rebuilt inside. Everything that follows in this document exists to close the distance between those two sentences.

02 — EXECUTIVE DIAGNOSIS

The problem is not the house.

The challenge is translating what buyers experience in person into a reason to click, schedule and care before they arrive.

> **“From the outside, you would never expect what has been created inside.”**

VALUE GAP

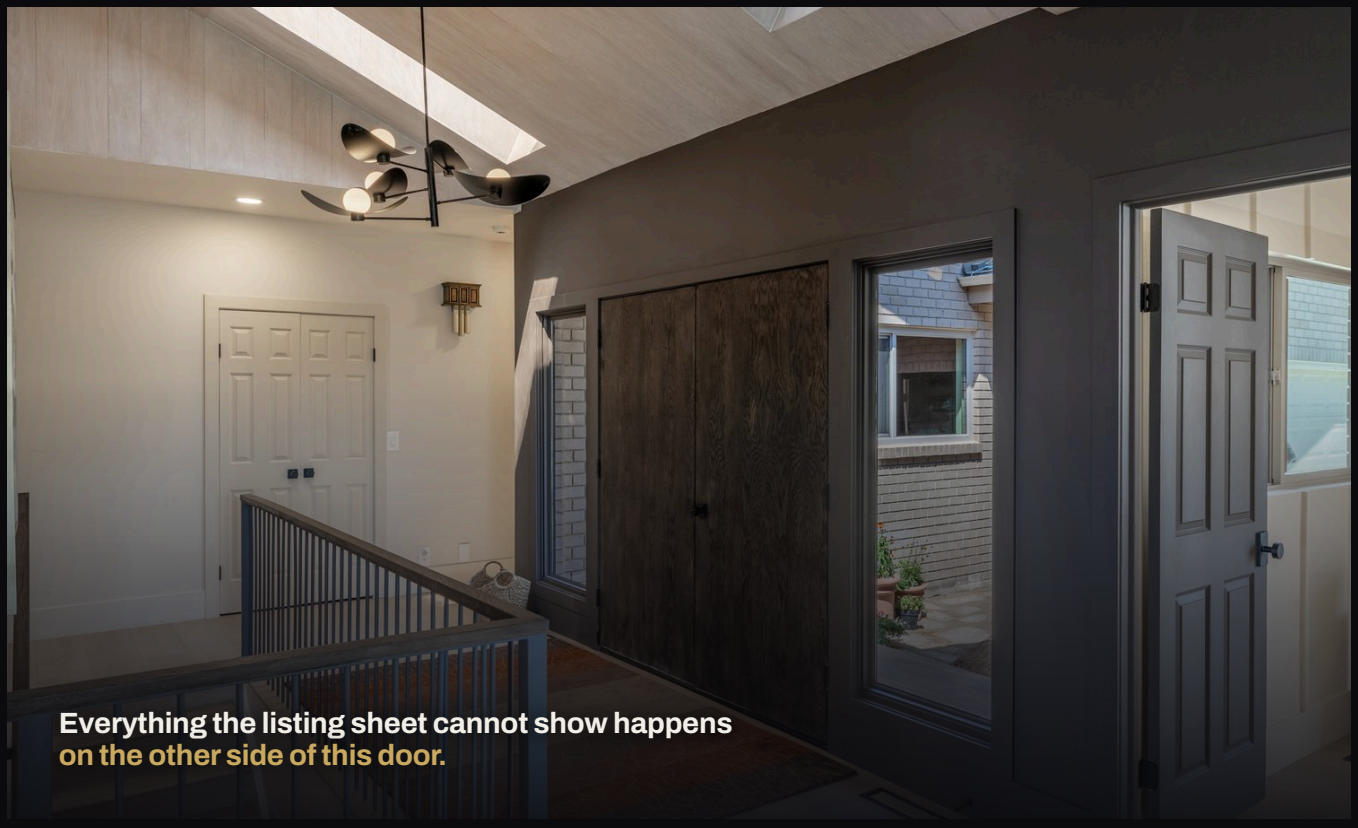
The exterior reads quieter than the renovation. Marketing must close that perception gap before buyers filter it out.

PRICE + HOA FRICTION

At $1.53M with a four-figure HOA, the value case must be lifestyle-driven, not feature-driven.

UNDER-TOLD STORY

Design, main-level living, entertaining and lock-and-leave convenience should be the lead story — not supporting details.



03 — REPOSITIONING

The new position.

Do not market this as a traditional luxury residence. Market the transition it makes possible.



A fully reimagined, lock-and-leave residence for buyers who want exceptional design, entertaining space and main-level living without maintaining a traditional luxury estate.

DESIGN | CONVENIENCE | PRIVACY | LIFESTYLE

04 — AUDIENCE STRATEGY

Who should care?

Three buyer profiles give this campaign focus. Each receives a different reason to act.

01 **The luxury downsizer**

Wants less maintenance without giving up entertaining, quality, guest space or a serious kitchen.

02 **The executive couple**

Values proximity, convenience, privacy and the ability to lock the door and leave without managing an estate.

03 **The part-time Utah buyer**

Needs a Salt Lake base that feels substantial, secure and simple to own when they are away.



Three buyers. One property. Three different openings.

05 — CAMPAIGN CONCEPT

You haven't seen this Grandridge before.

Curiosity is the bridge between a quiet exterior and an exceptional interior.





THE UNEXPECTED HOUSE

Nothing about the exterior prepares you for what is inside.

LUXURY WITHOUT THE WORK

All the space. All the design. Far less maintenance.

DESIGNED FOR THE NEXT CHAPTER

Simplify homeownership without simplifying how you live.

06 — FEATURE CAMPAIGNS

Sell moments, not a checklist.

Turn the strongest details into individual reasons to stop scrolling.



THE KITCHEN

The center of the house — oversized island, custom cabinetry and true gathering space.



THE CEILINGS

Architectural wood treatment that gives the home warmth and identity.



THE PRIMARY SUITE

Main-level living expands the buyer pool and supports the next-chapter story.



THE SECOND LIFESTYLE LEVEL

Guest space, entertaining and flexibility — never call it just a basement.

07 — MLS RELAUNCH

The first 90 words.

The listing copy should immediately change how the buyer frames the property.

> Nothing about the exterior prepares you for what has been created inside this extraordinary Northpoint Estates residence. Completely reimagined for modern living, this 4,260-square-foot home combines sophisticated design with the simplicity of a lock-and-leave lifestyle just minutes from downtown Salt Lake City. Step inside and the transformation becomes immediately apparent. Natural light moves across wide-plank flooring and architectural wood ceilings while expansive living spaces connect to a showpiece kitchen built around an oversized waterfall-edge island.

This isn't downsizing.
It's upgrading the lifestyle.



Turn one listing into a campaign.

The output is designed to be used, not admired in a PDF.

SOCIAL POST

You would never guess what's behind this front door.

From the street, 822 N Grandridge quietly blends into one of Salt Lake's established gated communities. Step inside and it is an entirely different story.

4,260 SF. Reimagined. Main-level primary. Built to entertain.

REEL HOOK

“If I showed you the outside first, you'd probably never guess what's waiting inside.”

SHOT PLAN

1. Exterior — 2 sec
2. Front door reveal
3. Foyer + ceilings
4. Kitchen island
5. Primary suite
6. Deck + view
7. CTA to private tour



Shot 2 — the front door reveal.

09 — AGENT-TO-AGENT

Create curiosity before the showing.

A personal message will outperform another generic price-reduction blast.

COPY / PASTE

I've got a property I think a lot of people are misunderstanding from the MLS. It's a completely renovated 4,260 sq. ft. residence in gated Northpoint Estates with main-floor primary living. I think the sweet spot is someone who wants to downsize the maintenance without actually downsizing their lifestyle. Now at $1.53M. If you have a client in that transition, call me. I'd love to personally walk you through it.

WHY IT WORKS

“People are misunderstanding it from the MLS” creates a reason to ask a question instead of simply filing away another listing update.



The execution map.

The report becomes a plan the agent can start using the same day.

Week 1

Reposition

Update narrative. Film three short videos. Personally contact 50 targeted agents. Launch curiosity creative.

Week 2

Prove the lifestyle

Kitchen and design campaign. Downsizer messaging. Seller-facing activity update. Retarget engaged audiences.

Week 3

Create an event

Host a private “Downsize Without Downsizing” tour for agents, prospects and professional referral partners.

Week 4

Re-engage

New creative, second-wave agent outreach, event follow-up and direct conversations with every meaningful engager.



THE RELAUNCH

Stop marketing the listing.

Start marketing the reason to buy it.

Strategy. Positioning. Copy. Content. Outreach. Execution.

MARQUEE — LISTING MARKETING OS

Built from the MLS data, the property photography and the market context for this address. Designed to turn a stale listing into a fresh campaign the agent can run the same week.

822 N GRANDRIDGE CT · SALT LAKE CITY, UTAH