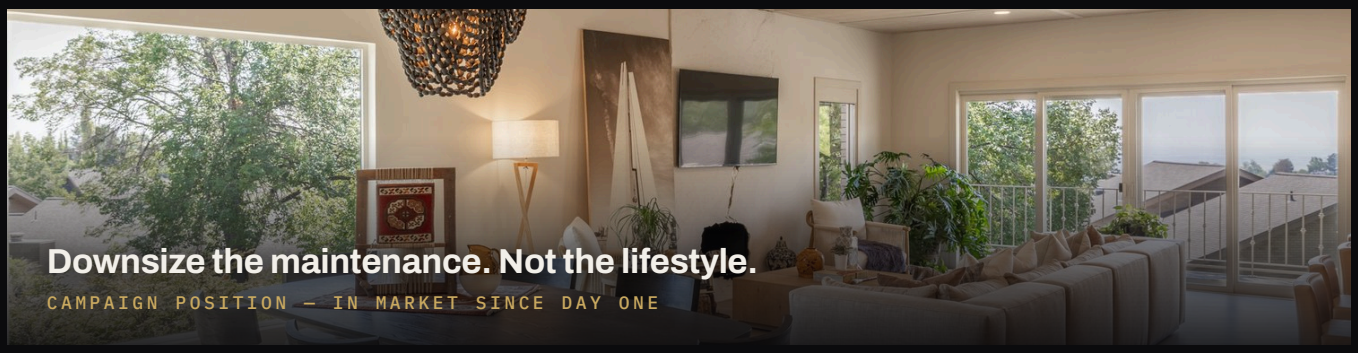
SELLER REPORT · WEEK 3 OF 4

# 822 N Grandridge Ct

Relaunch campaign — reporting period Monday through Sunday.

**MARQUEE**
Listing Marketing OS




## 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.

# Feedback, and what changes because of it.



## WHAT BUYERS AND AGENTS SAID

> *“My clients had written it off from the photos. After walking it they asked me why it had not sold.”*
>
> BUYER’S AGENT — OPEN HOUSE

> *“They want this much house without the yard work. They did not think that existed here.”*
>
> AGENT CALL — SECOND OUTREACH ROUND

> *“The kitchen is the reason we came. It does not read that way on the listing.”*
>
> ATTENDEE — NEXT CHAPTER TOUR

The theme is consistent and it is the thesis of this campaign: the property underperforms on the listing sheet and outperforms in person. Every piece of marketing we run is built to close that gap before a buyer decides.

## WHAT CHANGES NEXT WEEK

01 **Lead with the price change as opportunity.** The reduction gets framed as a fresh position, never as an apology.

02 **Reel 5 — who this house is for.** Answers the question agents keep asking on our behalf.

03 **Go back to every showing agent.** Prior tours are the warmest list we have.

04 **Address the HOA directly in creative.** Value case stated as lifestyle math, not a line item.

05 **Retarget the strongest creative.** Spend follows the pieces that already earned attention.

06 **Private tour call to action.** Fewer, better-qualified walk-throughs.

### YOUR DECISION POINTS

**One.** Confirm the new price position before Tuesday so week four opens on it.

**Two.** Approve a second Saturday tour, or hold for private showings only.

**Three.** Tell me whether to release the walkout lower level as its own feature or keep it as the reveal.

**Parry Dean Ward**
THE LUXURY AGENCY · POWERED BY REAL

Questions on any line of this report — call me. Nothing in it is automated.