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PREPARED EXCLUSIVELY FOR

[ CLIENT NAME ]

[ PROPERTY ADDRESS ]

[ DATE ]

## Market-Smart Maximum Value Mission-Ready

A Comprehensive 180-Day Strategy



Built on Integrity — Grit — Trust

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A P E R S O N A L N O T E

Dear [ CLIENT NAME ],

My name is Terry Ocana. I am a veteran, a Northern Colorado resident, and a REALTOR®. I serve Northern Colorado homeowners, and I believe people are tired of the same language from anyone in customer service. People want to communicate differently, make decisions differently, and expect a different standard from the people they work with. That is not a marketing line. That is just the truth.

**Integrity, Grit and Trust** are more than a tagline. I do not take commitments lightly. When I tell you I will show up, work hard, and be straight with you at every step, that is not a line. That is a standard I hold myself to because my word means something. Your home is one of the most significant assets of your life. You deserve someone who treats it that way, not just in the first conversation, but every single day until it is sold. I will work harder than you expect, with the integrity you deserve.



What I bring to that process goes beyond real estate. Military service, discipline, years of experience in business including business ownership have all taught me how to think differently, solve problems that do not have obvious answers, and push harder when it matters most. I do not default to the standard playbook because I have spent most of my career building my own. That tenacity, that willingness to challenge the obvious approach, is exactly what this kind of work demands.

Most people do not need things dressed up or some type of sales pitch. People are craving straight information, a clear plan, and someone who does what they say they are going to do. That is how I was built and it is exactly how I work with every client I serve.

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What is inside this packet is not a pitch. It is a straightforward look at how I approach real estate, what the Northern Colorado market looks like right now, and how I think about helping homeowners make one of the biggest financial decisions of their lives. No pressure. No follow up calls every other day. Just information you can use when and if the time is right.

When you are ready to have a conversation, I am ready to have it. Until then, follow along on Facebook, Instagram and YouTube where I talk openly about the local market, what is happening, and how I think. No scripts. No filters. Just straight talk from someone who respects your time and your intelligence.



TerryOcana.FB



TerryOcana.IG



**YouTube**

@TerryOcana.Realtor

It would be an honor to earn your business when the time is right.

With gratitude and respect,

**Terry Ocana, REALTOR®**

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SECTION 1

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SECTION 1

# Property Assessment

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An honest, wholistic and practical look at your home through a buyer's eyes

## TRANSACTION PSYCHOLOGY

### Presentation Before Price

Walk into any listing presentation and price will dominate the conversation. Price matters. But price alone didn't keep your home from selling. A buyer who doesn't connect with a property won't make an offer regardless of what it costs. Two homes, same neighborhood, same square footage, same price point. One sells. One sits. The difference almost never comes down to the number. It comes down to how the home makes a buyer feel the moment they walk through the door.

### The Psychology of a Transaction. The Strategy to Execute It.

One of my most important roles as your listing agent is guiding you through a transition from emotionally connected homeowner to confident seller executing a business decision. At the same time, I need to facilitate an environment that moves a buyer in the opposite direction from analytical transaction mindset to emotionally connected future homeowner.

When those two transitions happen at the right time, your home sells. The timing, the presentation, and the strategy are all designed to bring both sides to the same moment. That shouldn't happen by accident. It shouldn't happen by luck. It must be intentional and strategic. It will happen because we planned it that way.



#### *Home* → *House* — The Mindset Shift That Changes Everything

You built a life here. The memories are real and the attachment is real. But the moment you decided to sell, the dynamic needs to change. To get this home sold, we both need to see it the way a buyer sees it. As a product on the market. That shift isn't easy, but it's necessary. And it's where we start.

#### *House* → *Home* — What We're Creating for the Buyer

The buyer walking through your door arrives analytical. Price, square footage, condition. Our job is to move them somewhere else entirely. Buyers don't decide with spreadsheets. They decide with a feeling. When the space flows, the light hits right, and they can already picture their life inside it, that's not accident. That's strategy. Every recommendation in this section is built around creating that moment.

#### How We Get There

What follows is the walkthrough I conduct with every seller. These are observations, not demands. Every decision is yours. But I will tell you directly what I see because the right preparation almost always returns more at the closing table than it costs going in.

**Important: These are strategic recommendations to accelerate the sale of your home. These are not requirements, but each one is intentional.**

## INTERIOR WALKTHROUGH

### Interior Walkthrough Recommendations

#### Minor Repairs & Updates

Buyers notice things sellers stop seeing. Dripping faucets, squeaky doors, chipped baseboards, scuffed walls, etc. None of these are deal-breakers on their own, but together they create a narrative in a buyer's mind that the home hasn't been well cared for. That narrative hurts your price. A focused repair weekend can often eliminate it entirely.

#### De-Cluttering

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Here is something I tell every single one of my clients: buyers don't buy homes, they buy futures. They need to be able to picture their life in the space. When your personal belongings, photos, and collections fill every surface, it becomes much harder for a buyer to do that. De-cluttering is not about your taste, it's about making space for the buyer's imagination.

### **Furniture Staging**

Furniture staging doesn't always mean renting new furniture. Often, it means repositioning what you already have. The goal is to define each space clearly, maximize the sense of flow through the home, and highlight the features that made you fall in love with it in the first place.

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## **EXTERIOR WALKTHROUGH**

### **Exterior Walkthrough Recommendations**

Curb appeal is not optional in today's market. The vast majority of buyers today find homes online first and their first impression is a photo, not a showing. If your home doesn't look inviting from the outside, many buyers will never click through to see the inside, no matter how beautiful it is.

#### **Minor Repairs & Updates**

The outside of your home is the first thing a buyer sees, often before they ever schedule a showing. Small exterior repairs carry more weight than most sellers expect. A broken fence gate, peeling trim, cracked walkway sections, or a worn out front door are easy to overlook when you've lived with them. A buyer sees them immediately and starts doing math. Every visible deferred repair signals more work they'll have to take on. A focused weekend addressing the small stuff removes that narrative before it starts.

#### **De-Cluttering**

The exterior of your home needs to tell one story: someone takes care of this place. Anything that contradicts that story needs to go before the first photo is taken. Equipment stored along the side of the house, vehicles parked in the driveway, items accumulated in the garage overhang, personal belongings visible from the street. None of it is offensive on its own. Together it creates visual noise that pulls a buyer's attention away from the home itself. A clean exterior doesn't just photograph better. It signals pride of ownership before a buyer ever steps out of their car.

#### **Landscaping Considerations**

You don't need a showpiece yard. You need a yard that signals the same thing as everything else we're building toward: someone takes care of this place. Overgrown shrubs, bare patches in the lawn, neglected flower beds, and unedged walkways are small individually. Together they tell a buyer the home has been overlooked. A fresh layer of mulch, trimmed edges, and clean beds cost very little and return significantly more than they cost when a buyer pulls up and immediately feels like the home has been cared for.

#### **General Curb Appeal**

Curb appeal is the sum of everything a buyer sees before they reach the front door. It's the photo that makes them click. It's the first thirty seconds when they pull up for a showing. Updated house numbers, a freshly painted front door, a clean porch, a working light fixture, a potted plant at the entry. None of these are expensive. All of them contribute to a single impression that either opens a buyer's mind before they walk in or closes it. By the time they reach the door, the feeling is already forming. Make sure it's the right one.

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## PRE-LISTING INSPECTION

### Consider a Pre-Listing Inspection with a Licensed Inspector

This is one of the most underutilized tools in real estate, and I recommend it to every seller I work with. Especially in cases where a previous listing expired without a successful sale.

Here's the simple logic: buyers will almost certainly order their own inspection after going under contract. That inspection will find something. It always does. Don't take it personally. Remember, when you're a buyer, you want an inspector to find everything, so you know what you're buying.

The question is whether you're hearing about those items for the first time at the negotiating table when you're under pressure, or whether you already know what's there, have had time to make decisions about what to address, and can present that transparency proactively to buyers as a confidence-builder.

A pre-listing inspection typically costs between \$300 and \$500 and can save thousands in lost negotiation leverage. It also demonstrates to buyers, in a very real way, that you have nothing to hide. In a skeptical market, that matters.

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## SELLER DISCLOSURE

### Updated Seller Property Disclosure

Colorado law requires sellers to disclose known material facts about a property. If your home was listed before and that listing expired, your original disclosure may be outdated. Particularly if anything has changed in the home, or if any new issues have come to your attention since the previous listing.

Before we go back on the market, we'll want to make sure your Seller Property Disclosure is current and complete. An accurate, thorough disclosure is not just a legal requirement, it's also one of the fastest ways to build trust with a buyer who's been burned before. Surprises discovered mid-transaction are one of the leading causes of deals falling apart.

I'll walk you through the updated disclosure form personally to make sure everything is accurate and properly documented.

SECTION 2

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SECTION 2

# 180-Day Marketing Plan

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A plan built to execute. No coasting. No guessing.

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**T H E S T R A T E G Y****Marketing That Actually Finds Buyers**

When a listing expires, the word that comes up most often is "exposure." Sellers often feel like their home just didn't get seen by enough people. And sometimes that's true. But in my experience, the more common problem is this: the home got plenty of views online, but the marketing didn't tell a compelling enough story to turn those views into showings, and those showings into offers.

What follows is a 180-day marketing plan that goes far beyond putting your home on a website and hoping for the best. Every element has a specific purpose, a specific audience, and a specific moment in the timeline when it's most effective.

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**P R O F E S S I O N A L P H O T O G R A P H Y & P R I N T****Listing Flyer & Design**

Before anything else goes live, we get professional photography done. This is non-negotiable for me. Studies consistently show that listings with professional photos receive significantly more online views and sell faster than those with phone camera shots. In Northern Colorado's competitive market, you cannot afford to give buyers a reason to scroll past.

From those photos, we'll create a professionally designed listing flyer that tells your home's story at a glance. This isn't a basic black-and-white printout. It's a full-color, intentionally designed piece used at open houses, in neighborhood distribution, and anywhere else potential buyers or their agents might encounter it.

- Professional photography session — interior & exterior
- Twilight or golden-hour exterior shot (sometimes the most striking listing photo)
- Professionally designed full-color listing flyer — print and digital versions
- Floor plan diagram (if available or warranted by property size)
- Virtual staging or AI-modified photos when useful

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**T H E B U Y E R B I N D E R****Comprehensive Property Listing Binder — Provided by Heritage Title Company**

Most buyers leave a showing with questions. This makes sure they leave with answers. I partner with Heritage Title Company to create a full, professionally printed property binder that stays in the home during every showing.

Think about it from a buyer's perspective: they've just walked through your home and they're standing in the kitchen, trying to remember everything they saw and felt. When there's a beautiful, organized binder sitting on the counter, they don't have to wonder. All the answers are right there. It turns a showing into an experience, and it leaves an impression that lasts long after they leave.

The binder includes:

- Full market analysis summary for the area
- Northern Colorado area demographics — population trends, income data, employment landscape
- Regional economic information — major employers, growth indicators, infrastructure projects

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- School district details — ratings, enrollment info, proximity, district boundaries
  - Regional entertainment & recreation — parks, trails, sporting venues, cultural amenities
  - Dining & shopping guide — top-rated restaurants, retail centers, and local favorites nearby
  - Utility & service provider information
  - Property-specific feature highlights — upgrades, mechanicals, HOA details (if applicable)

**This binder is provided at no cost to you through my partnership with Heritage Title Company.**

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#### AGENT NETWORK

### "Coming Soon" Announcement Email to Area Agents

Before your home ever goes live on the MLS, I'm going to tell every active agent in Northern Colorado about it. I maintain a curated email list of agents who are actively working with buyers in this market, and I'll send them a professional "Coming Soon" announcement that gives them and their buyers a head start.

Why does this matter? Because in many cases, the right buyer is already working with an agent right now. They're just waiting for the right home to become available. By reaching out to the agent community first, we're tapping into an entire pool of motivated, pre-qualified buyers who haven't had a chance to see your home yet. Some of the fastest, cleanest sales I've been involved with started with this one email.

The coming soon announcement will include:

- Professional photos (teaser — not the full set)
- Key property highlights and specs
- Anticipated listing date
- Contact information for private showing requests before the listing goes live

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#### PAID SOCIAL ADVERTISING

### "Coming Soon" Paid Social Media Ad Campaign

Simultaneously with the agent email, we'll launch a paid social media advertising campaign targeting potential buyers directly. This is different from just posting to my personal page — this is a geo-targeted, paid advertisement that reaches people who match the profile of a likely buyer for your home, whether they're currently working with an agent or not.

We target based on:

- Geography — people living in or searching in Northern Colorado
- Life events — people who have recently searched for homes, gotten married, had children, changed jobs
- Age and income demographics
- Behavioral data that indicates active real estate interest

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#### LAUNCH TIMING

### Strategic Re-Listing Date

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Timing matters more than most sellers realize. The day we list your home determines which weekend we get for our first open house, which buyers are actively searching, and how fresh the listing feels when the most motivated buyers see it.

My approach: we won't rush to hit the market. We'll choose a listing date strategically after we have worked through any pre-listing inspections or walk through items. Typically, a Tuesday or Wednesday so that the listing has two to three days of online momentum building before the first weekend. That first weekend is always the most critical, and I want maximum foot traffic for it.

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## OPEN HOUSE EVENTS

### Open House Schedule — Beyond the Standard Weekend Afternoon

I take open houses seriously. A well-executed open house is not just about the number of people who walk through. It's about the experience those people have and the impression they take with them.

#### Neighborhood Private Open House

Before we open the home to the general public, I'll host a private "Neighbors First" preview open house. The term "Nosy Neighbor" is very real so let's use that to our advantage. Neighbors will be curious why your home didn't sell and what you're adjusting this time. They will be curious about updates you've made and how you priced your home. Neighbors are some of your best marketers. They want to know who's moving in, and they often know someone who's been looking in the neighborhood. We want your neighbors to generate positive reviews when potential buyers start asking around.

#### Standard Open Houses

Saturday and Sunday afternoon open houses are the foundation. We'll schedule these at the right times for your neighborhood and promote them across the MLS, social media, and connected websites. I'm personally present at every open house, not a junior agent or assistant, because the conversations that happen at an open house often make or break a sale.

#### Happy Hour Open Houses

A Thursday or Friday evening open house (5–7 PM) taps into a completely different buyer pool. Buyers who would rather not use their weekend for house hunting or take advantage of the convenience on their way home from work, couples who want to attend together after work, or buyers who are serious enough to go out of their way on a weeknight. Light refreshments, great music, and a relaxed atmosphere make it an event rather than a chore.

#### Seasonal Themed Open Houses

When hosting open houses, we enhance the experience with seasonal décor and refreshments that reflect the time of year, helping buyers feel more connected to the home.

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## SOCIAL MEDIA

### Ongoing Social Media Marketing — Throughout the Full 180 Days

Social media is not a one-time thing. It's a sustained presence that keeps your home top-of-mind for buyers who are still deciding, agents who are watching the market, and people in their networks who might know someone looking to buy.

- 
- Week 1 launch: Full property reveal — best photography, key features, listing link, story highlights
  - Weekly feature posts: One room or feature highlighted per week with a compelling caption
  - Market update posts: Keep buyers and agents engaged with relevant local market context
  - Open house promotional posts for every open house event
  - Video walkthrough: A short (60–90 second) video tour
  - Story highlights: Always-available property link and photo gallery
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SECTION 3

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SECTION 3

# Comprehensive Market Analysis

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Understanding where the market stands today, not six months ago

WHY THIS MATTERS

### The Market Has Changed. Your Strategy Should Too.

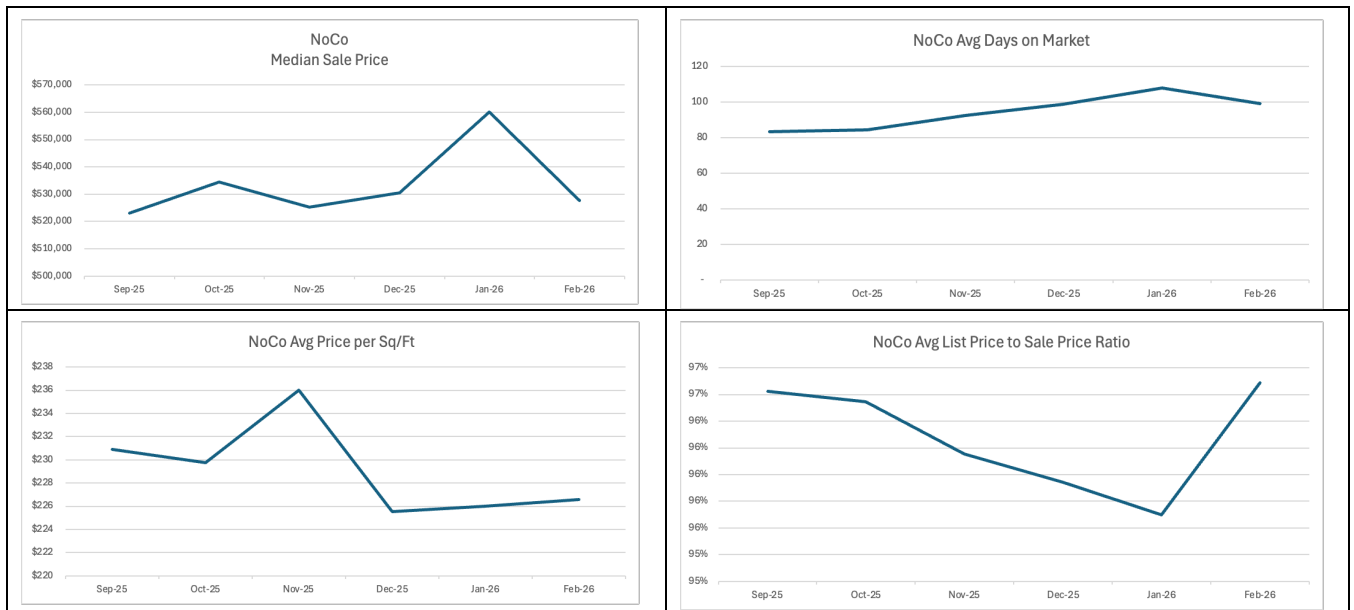
One of the biggest mistakes that leads to an expired listing is pricing a home based on where the market was when the sign first went in the yard rather than where it is right now. Markets move. Sometimes quickly. Before we do anything else, let's make sure we both understand the real landscape we're working with today.

The analysis below covers three geographic layers: the broader Northern Colorado region, your specific city, and homes within close proximity to yours. Each layer tells a different part of the story, and understanding all three is critical to positioning your home correctly from day one.

6 - MONTH REGIONAL MARKET SNAPSHOT

### Northern Colorado Market Overview

The chart and data below reflect six months of market activity across Northern Colorado. Specifically, the Greeley, Johnstown, Loveland, Windsor, Fort Collins and Severance corridor. These numbers help us understand the momentum (or resistance) we're working with.



READING THE DATA

### What These Numbers Tell Us

- **Average Price Per Sq/Ft:** This is probably the single most important number for comparing your home to what's selling. It strips away size differences and gives us an apples-to-apples benchmark.
- **Average Days on Market:** This tells us how fast homes are moving in your area. If that number is increasing, buyers have more choices and more negotiating power. If it is decreasing, demand is high and we need to be ready to move fast.

- **List-to-Sale Price Ratio:** This percentage tells us how close homes are selling to their asking price. A ratio below 97% means sellers are regularly negotiating down. That is critical context for setting your initial price.
- **Median Sold Price:** This anchors us to the middle of the market. Half of homes sold for more, half for less. It's a reality check for both the high end and low end of expectations.
- **Median Price per Sq/Ft:** This helps us understand what size of home is moving in your market. If buyers are purchasing mostly smaller homes, oversized properties sometimes need additional strategy.

## REGIONAL ANALYSIS

### Northern Colorado | December – February Data

Average Days on Market	87
List to Sale Price Ratio	97%
Median Sold Price	\$537,839
Price per total Sq/Ft	\$234

## CITY - LEVEL & PROXIMITY ANALYSIS

### Windsor | December – February Data

Average Days on Market	97
List to Sale Price Ratio	97%
Median Sold Price	\$595,459
Price per total Sq/Ft	\$219

## RECENT COMPARABLE SALES

### Homes Sold Within 1 Miles — Last 90 Days

These are the homes buyers and appraisers will point to first. Every one of these sold while the market was in the same condition it is right now making this the most relevant data set for pricing your home. Pay close attention to the final column. It shows how each sold home's price per square foot compares to what your home would need to achieve at your target list price.

Average Cost Sq/Ft		Last 90 days											
Address	Sold Date	DOM	List Price	Sold Price	\$ per Sq/Ft	Finished Sq/Ft	Total Sq/Ft	Beds	Bath	Garage	Lot Size	Yr Built	% of Avg
			\$ 725,000		\$ 193	3,757	3,757	4	3	3	0.18	2021	88%
Address	Sold Date	DOM	List Price	Sold Price	\$ per Sq/Ft	Finished Sq/Ft	Total Sq/Ft	Beds	Bath	Garage	Lot Size	Yr Built	% of Avg
5300 Vardon Way	3/25/26	56	\$ 850,000	\$ 835,000	\$ 266	3,139	3,139	4	4	3	0.53	1992	121%
8135 Lighthouse Ln	3/18/26	99	\$ 625,000	\$ 625,000	\$ 197	3,176	3,393	5	4	2	0.17	2002	90%
7740 Promontory Dr	3/11/26	61	\$ 650,000	\$ 655,000	\$ 197	3,321	3,321	4	3	2	0.08	2001	90%
5910 Tulim Ln	3/10/26	28	\$ 549,900	\$ 553,134	\$ 260	2,124	2,981	4	3	2	0.16	2026	119%
5013 Country Farms Dr	3/9/26	158	\$ 769,000	\$ 760,000	\$ 325	2,335	4,117	3	3	3	0.65	2001	148%
5820 Shady Oaks Ct	3/6/26	177	\$ 649,999	\$ 630,000	\$ 163	3,864	4,012	4	4	3	0.17	2021	74%
6505 Ankina Dr	3/5/26	105	\$ 594,900	\$ 594,900	\$ 219	2,718	3,744	5	4	3	0.21	2025	100%
6475 Ankina Dr	2/20/26	207	\$ 569,900	\$ 560,000	\$ 220	2,546	3,538	4	3	2	0.14	2025	100%
6467 Ankina Dr	2/19/26	24	\$ 585,000	\$ 580,000	\$ 213	2,718	3,744	5	4	2	0.14	2025	97%
5973 Holstein Dr	2/2/26	7	\$ 600,305	\$ 554,900	\$ 204	2,718	2,718	5	4	2	0.16	2026	93%
5008 Buelingo Dr	12/30/25	71	\$ 534,900	\$ 514,995	\$ 202	2,548	2,548	4	3	2	0.14	2025	92%
5991 Holstein Dr	12/29/25	54	\$ 549,900	\$ 545,000	\$ 201	2,718	2,718	5	3	2	0.14	2025	91%
7200 Tamarisk Dr	12/29/25	13	\$ 630,000	\$ 630,000	\$ 183	3,445	3,553	4	3	2	0.15	1999	83%

Note: % of Avg is the average cost per sq/ft divided by the actual sold price of that home. This is a calculation only and does not consider updates such as countertops, fixtures, cabinets, bathrooms, flooring, etc.

**EARLIER COMPARABLE SALES**

**Homes Sold Within 1 Miles — 90 to 180 Days Prior**

This second group of sales gives us historical context. They help us understand whether prices in your area have been rising, holding steady, or softening. When we compare the two groups side by side, we can identify trends that affect both pricing strategy and timing.

Average Cost Sq/Ft		90-180 days											
Address	Sold Date	DOM	List Price	Sold Price	\$ per Sq/Ft	Finished Sq/Ft	Total Sq/Ft	Beds	Bath	Garage	Lot Size	Yr Built	% of Avg
			\$ 725,000		\$ 193	3757	3757	4	3	3	0.18	2021	83%
Address	Sold Date	DOM	List Price	Sold Price	\$ per Sq/Ft	Finished Sq/Ft	Total Sq/Ft	Beds	Bath	Garage	Lot Size	Yr Built	% of Avg
5009 Buelingo Dr	12/23/25	48	\$ 549,900	\$ 534,900	\$ 210	2,548	2,548	4	3	2	0.14	2025	90%
6497 Ankina Dr	12/22/25	76	\$ 579,900	\$ 560,000	\$ 264	2,124	2,981	4	3	3	0.18	2025	113%
5015 Buelingo Dr	12/19/25	39	\$ 514,900	\$ 504,900	\$ 238	2,124	2,124	4	3	2	0.17	2025	102%
5390 Promontory Cir	12/10/25	57	\$ 619,000	\$ 595,000	\$ 210	2,834	3,186	3	3	2	0.08	2000	90%
5442 Tiller Ct	12/9/25	79	\$ 795,000	\$ 785,000	\$ 232	3,384	5,067	4	4	3	0.24	2000	100%
5375 Trade Wind Ct	11/19/25	49	\$ 1,200,000	\$ 1,140,000	\$ 249	4,584	4,772	5	5	3	0.44	2004	107%
5985 Holstein Dr	10/29/25	48	\$ 574,900	\$ 570,000	\$ 210	2,718	2,718	5	3	2	0.14	2025	90%
4990 Buelingo Dr	10/27/25	159	\$ 514,900	\$ 514,900	\$ 242	2,124	2,124	4	3	2	0.14	2025	104%
7747 Promontory Dr	10/20/25	66	\$ 618,000	\$ 612,000	\$ 307	1,992	3,288	3	2	2	0.08	2001	132%
5105 Nelson Ct	10/17/25	74	\$ 775,000	\$ 745,000	\$ 225	3,307	3,389	5	4	3	0.27	1993	97%
5725 Bay Hill Dr	10/14/25	89	\$ 590,000	\$ 580,000	\$ 336	1,726	1,726	3	2	3	0.18	2022	144%
5604 Congressional Ct	10/14/25	63	\$ 775,000	\$ 775,000	\$ 186	4,173	4,375	6	5	3	0.18	2022	80%
4984 Buelingo Dr	10/10/25	90	\$ 574,900	\$ 574,900	\$ 212	2,718	2,718	5	3	2	0.15	2025	91%
5002 Buelingo Dr	10/10/25	69	\$ 524,900	\$ 524,900	\$ 247	2,124	2,124	4	3	2	0.14	2025	106%
7312 Barnes Ct	10/8/25	188	\$ 1,100,000	\$ 950,000	\$ 225	4,226	4,561	5	5	4	0.46	1993	97%
7294 Tamarisk Dr	10/3/25	91	\$ 600,000	\$ 575,000	\$ 196	2,940	2,940	4	3	2	0.13	1994	84%
8134 Islander Ct	10/1/25	50	\$ 894,500	\$ 890,000	\$ 200	4,447	4,620	6	5	3	0.26	2001	86%
5114 Hogan Ct	9/30/25	83	\$ 745,000	\$ 720,000	\$ 206	3,488	3,836	3	4	3	0.24	1994	89%
5908 Watson Dr	9/30/25	61	\$ 862,000	\$ 855,000	\$ 230	3,719	4,265	3	3	2	0.19	1999	99%

SECTION 4

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SECTION 4

# 180-Day Price Adjustment Strategy

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A framework for making smart pricing decisions together,  
based on real data

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## THE MOST IMPORTANT QUESTION

### What Is More Important — A Specific Price, or Moving on to Your Next Chapter?

The answer changes everything about how we approach pricing strategy. Don't answer impulsively. Take time to consider the real answer and talk about it if you have a significant other.

If you answer "Both," then you need to be honest with yourself. At some point you may have to choose. I can't answer for you, nor am I telling you that you can't get both. The odds are, though, that you may be faced with a purchase offer that challenges you to answer this question. It's better to answer it now, before you list your home, than to be pressured into answering it when you're staring at a purchase offer.

There is no wrong answer. Some sellers genuinely need to achieve a certain price point. That's a completely valid position that shapes our approach. Other sellers have already moved on emotionally or logistically and need the home to sell quickly even if that means flexibility on price. Most sellers are somewhere in the middle.

Understanding where you stand on that spectrum allows me to be completely honest with you about the trade-offs at every decision point in the next six months.

- If a specific price is required that is on the top edge or just outside the top edge of what the market supports, then patience is critical and it may take longer to sell.
- If maximum price and timing are simultaneous priorities, we may price aggressively at first and be patient.
- If timing is the priority, we may price sharper from the beginning to generate faster, stronger offers.

The best-case scenario is that we find the balance that serves both goals. This isn't a conversation we have once at the beginning and forget. It's a conversation we'll revisit as needed with fresh data and fresh eyes.

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## THE FRAMEWORK

### How We'll Approach Pricing Over 180 Days

Pricing a home is not a single decision. It's a series of informed decisions made over time based on what the market is telling us. The market is always giving us feedback. Our job is to listen to it and act on it strategically rather than emotionally.

The price we set at listing is our best educated guess based on the data available on that day. It should be defensible, compelling to buyers, and aligned with what has recently sold that is comparable within a specific proximity. But if the home doesn't receive showings, or if we get showings but no offers, or if offers consistently come in below asking, the market is telling us something. And the right response to that feedback is a plan, not panic. This is about data-driven decisions, not emotional impulsiveness.

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## WHAT DRIVES EVERY PRICING DECISION

### Data, Not Guesswork — Always

Every pricing review we conduct will be built on four layers of information:

- Comprehensive Market Data — What has sold in the last 90 days, at what price per square foot, in how many days, and with what list-to-sale ratio. This is our most important indicator.
- Market Supported Adjustments — We will adjust pricing based on *market supported adjustment* such as upgraded countertops, cabinets, flooring or other upgrades that add value. Pricing may need to be

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adjusted down due to older fixtures, known repairs needed, or smaller lot sizes. Either way these adjustments need to be market supported and not arbitrary.

- Showing & Traffic Feedback — How many buyers toured your home? What did their agents say afterward? What objections came up most frequently? This qualitative feedback is just as important as the numbers.
- Online Engagement Metrics — How many times has your listing been viewed? How does that compare to similar homes? A high view count with low showing requests often points to a pricing issue; a low view count may indicate a marketing issue. We'll know which one we're dealing with.

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## PRICE ADJUSTMENT STRATEGY

### INTENTIONAL AND STRATEGIC

Price adjustments can be positive or negative depending on the timing and reason. Statistically, when a property is priced too high from the beginning with the thought in mind, “We want room for negotiation,” or “We can always come down later,” these properties ultimately sell for less than they would have if they were priced correctly from the beginning.

Adjusting the price on a property due to feedback, changing market, or another data driven reason does not have to be negative. With the right strategy to turn a price adjustment into a marketing opportunity, it will generate more traffic. Sometimes return buyers for a second look or a new buyer that needed a price reduction to qualify for lending.

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## FINAL THOUGHTS

### No Sugarcoating. No Excuses. Just Results.

I'm always going to be straightforward with you, because that's the only way this works.

You've already been through a listing that didn't sell. Someone stood in your home, told you what you wanted to hear, put a sign in the yard, and the strategies they tried did not work for any number of reasons. I'm not here to do that. I'm not interested in being the agent who makes you feel good in the moment and then has nothing to show for it six months later.

What I am going to do is tell you the truth every time, about everything. If the data says the price needs to move, I'll tell you that directly, and I'll show you exactly why. If something about the presentation is hurting your chances, I'll say so respectfully but without sugarcoating it. If the market shifts in a direction that changes our strategy, you'll hear it from me first, with a plan already attached.

The decisions are always yours. I will never push you toward a choice that isn't right for your situation. You will never have to wonder what I think and never be surprised by something I saw coming and didn't tell you. That kind of honesty isn't always comfortable. But it brings results. After everything you've already been through, you've earned the right to work with someone who respects you enough to give it to you straight.

That's the standard I hold myself to. Every conversation, every market update, every recommendation — from the first meeting to the day we close.



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NEXT STEPS

## Ready to Get Started?

Take time with this one. The answer shapes everything that follows, and there's no value in rushing it. Every section was built specifically for your situation. When you're ready, here's how we get moving:

- Review this plan carefully and write down your questions
- Discuss the key question: price vs. timing — what matters most to you right now?
- Schedule a walkthrough of the property together
- Determine a market supported listing price
- Agree on a target listing date
- Sign listing agreement and get the plan in motion

You've read the plan.

You know what I stand for.

I'll be in touch.

**Terry Ocana, REALTOR®**

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