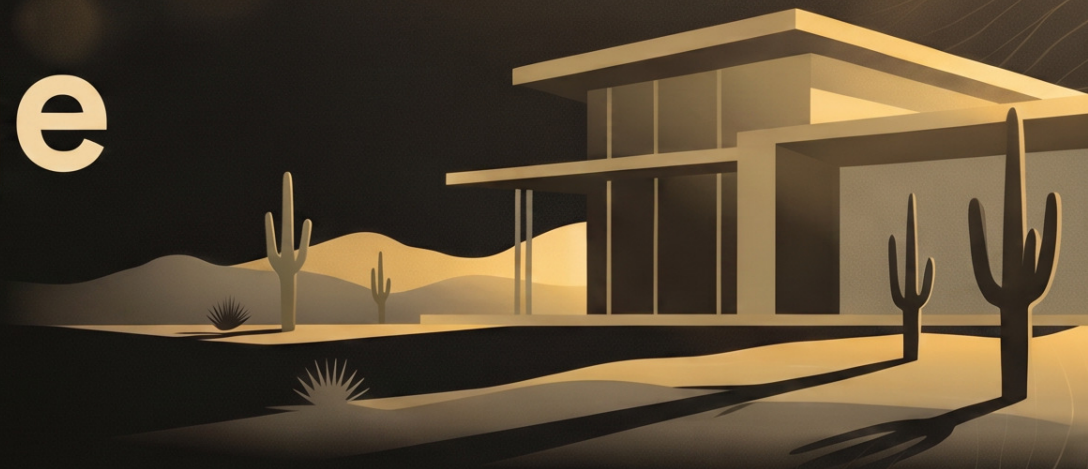
The Seller Rescue Package

A smarter pre-listing game plan for expired listings and FSBO homeowners.



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Your Home Needs Strategy, Not Luck.

When the market rejects a plan, rebuild the plan.

Expired and FSBO sellers do not need random showings; they need a better system that fixes five friction points: Pricing, Exposure, Financing, Presentation, and Negotiation.



Expired Listing
Diagnose the failure and relaunch.

FSBO
Add leverage, screening, and reach.

Unsure Seller
Replace guessing with data.

The Market Is Still Moving.

Local buyers are active, but selective — the right strategy is local.

Palmdale

$512K
Median Sale Price

45 days on market
Redfin Mar 2026

Lancaster

$469K
Median Sale Price

93 days on market
Movoto Apr/May 2026

Santa Clarita

$790K
Median Sale Price

46 days on market
Redfin Mar 2026

National headlines do not price your home — neighborhood comps, condition, buyer pool, and timing do.



Why Listings Expire.

An expired listing is not the end of the opportunity, it is market feedback. Diagnose what buyers rejected, then relaunch with a better offer story.

Overpriced Launch

Market rejected the value proposition.

Fix: Rebuild price strategy using active, pencing, and sold competition.

Weak Photos/Marketing

Visuals failed to captivate buyers.

Fix: Upgrade visuals, hocks, copy, and distribution.

Bad Access/ Showing Friction

Limited availability deterred buyers.

Fix: Improve showing windows and buyer-agent communication.

Poor Buyer Fit

Marketing reached wrong audience.

Fix: Target the right buyer segments and financing paths.

Before relisting, identify the exact friction points that cost you offers.

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FSBO Sellers Carry Hidden Risk

FSBO can look cheaper on the surface, but the seller often pays in time, stress, missed exposure, weak negotiation leverage, and pricing mistakes.



NAR DATA: THE NUMBERS TELL THE STORY

5% **FSBO:** 5% of sales

91% **Agent-assisted:** 91% of sellers

$360K FSBO vs **$425K** agent-assisted

Median sale price gap

Source: NAR 2025 Profile of Home Buyers and Sellers / REALTOR® Magazine.

THE HIDDEN RISKS MATRIX

- **Pricing pressure** — Online estimates are not a pricing strategy
- **Buyer qualification** — Not every interested buyer can close
- **Contract complexity** — Mistakes can cost money or create delays
- **Limited reach** — Serious buyers often search through agent/MLS channels

Goal: net the most money with the least avoidable risk.

The Price Has To Tell The Truth.

Buyers compare your home against every other option on the market; pricing must account for condition, upgrades, location, affordability, competition, and urgency.



Seller takeaway:

A strong launch price creates urgency. A weak price creates days on market, price drops, and lowball offers.

Zillow Helps, But It Is Not The Strategy.

Online data creates awareness. Local strategy turns awareness into a stronger sale.



"Do not price from a Zestimate alone — price from comps, condition, demand, and strategy."

Financing Expands Your Buyer Pool.

More qualified paths = more serious offers.

The more qualified buyers who can confidently write, the stronger your selling position becomes. Show that a listing should be positioned for the financing paths buyers actually use.



Seller opportunity callouts

- Reduce dead-end showings
- Match condition to loan type
- Verify buyer strength
- Increase offer confidence

Better financing strategy means fewer surprises and stronger closings.

Loan Goodies Buyers Care About.

When buyers understand their financing path, they write cleaner offers and close with fewer surprises.



CalHFA

California first mortgage programs including FHA, VA, USDA, conventional, and CalPLUS options.

MyHome

Eligible buyers may receive deferred-payment help for down payment or closing costs; subject to program rules.

FHA

Lower down payment path for qualified buyers; property condition and appraisal standards matter.

VA

Eligible military/veteran buyers may use 0% down and no private mortgage insurance; approval required.

Zillow Home Loans

Buyers can explore affordability, BuyAbility, loan options, and pre-approval; verify rates and terms.

Seller takeaway: More financing clarity = fewer dead-end showings and stronger buyer confidence.

Sources: CalHFA, VA, Zillow Home Loans. Program eligibility, rates, and terms may change.

Marketing Must Create Demand.

A listing needs more than “put it online and wait”; it needs a launch campaign that makes buyers feel urgency before they step inside.



Visual Launch

- Professional photos
- Short-form video
- Clean property copy

Distribution

- MLS, Zillow, Realtor.com
- Social media, email
- Agent network

Local Targeting

- Palmdale, Lancaster, Santa Clarita
- Commuter and military audiences

Feedback Loop

- Showing feedback
- Traffic review
- Pricing checkpoints

“Buyer Demand”

Seller takeaway:

The right marketing does not just show the home. It creates competition.

The First 14 Days Matter Most.

Most listings get their highest attention early; the launch window must be organized before the property goes live, not patched together afterward.



Days -10 to -3

Prep, repairs, cleaning, pricing, photos, copy — Finish the show-ready checklist.

Days -2 to 0

Coming soon, agent outreach, social teasers — Build anticipation.

SOON

Days 1 to 7

Maximum exposure and showings — Keep access easy and respond fast.

Days 8 to 14

Data review and adjustment — Evaluate traffic, feedback, and offer activity.

A strong launch creates leverage. A messy launch teaches buyers to wait.



Presentation Changes The Offer.

Small prep details change how buyers value the property.



Curb Appeal

yard cleanup, entry refresh, exterior touch-ups → "This home is cared for."

Interior Feel

declutter, depersonalize, deep clean → "I can see myself here."

Light + Space

open blinds, neutral staging, remove bulky items → "This feels bigger and brighter."

Repair Confidence

fix obvious issues before showings → "This seller is serious."

Presentation is negotiation leverage.

Offers Are More Than Price.

Negotiate the full deal — not just the headline price.



Price

Net after credits, concessions, and costs.

Financing

Loan type, down payment, lender strength

Contingencies

Inspection, appraisal, loan, buyer home sale

Closing Terms

Possession, rent-back, escrow period

The best offer balances net, certainty, timing, and risk.

Your Net Matters Most.

Gross price gets attention.
Net proceeds make the decision.



List Price

List Price

Accepted Price

Shows realistic negotiation range.

Credit

Seller Credit

or

Repair Request

Compare seller credit, repair request, or price adjustment.

Fast Close

Fast Close

or

$ Stronger Price

Choose certainty or upside.

Multiple Offers

Offer A	$5,600	Buyer strength
Offer B	$2,500	Terms, & than
Offer C	$2,500	Buyer strength

Compare price, terms, and buyer strength.

Sale Price
— Payoff - Costs
— Credits
— Repairs

= Net Proceeds

A smart sale is measured by net, certainty, and timing — not ego price.

What You Receive In This Package.

A strategy kit before you sign anything.



Local Home Value Review

Realistic range based on comps and buyer behavior.

Expired Listing Audit

Diagnosis of why the previous listing did not sell.

FSBO Risk Checklist

Pricing, legal, marketing, and negotiation gaps.

Zillow + Online Exposure Review

How your home appears online.

Buyer Financing Guide

Gealistic range based on comps and buyer behavior.

Buyer Financing Guide

CalHFA, FHA, VA, conventional, and affordability talking points.

Net Sheet Scenarios

Compare price, terms, concessions, and timing.

14-Day Launch Plan

Step-by-step plan to avoid going stale.

You should understand the strategy before you choose the agent.

The URBAN Selling System

Sam's approach is built for real sellers who want **speed, clarity,** and **execution** — a **plan,** not promises; **execution,** not excuses

1) Local Pricing Intelligence
Palmdale, Lancaster, Santa Clarita strategy; not generic national advice

2) Modern Media
Short-form video, strong photography, social distribution, scroll-stopping copy



URBAN SELLING SYSTEM



3) Buyer Qualification
Screen serious buyers and reduce wasted showings

4) Negotiation Structure
Price, terms, credits, contingencies, and timing



5) Weekly Accountability
Data updates, showing feedback, and strategy calls.



YOU GET A PLAN, NOT PROMISES. YOU GET EXECUTION, NOT EXCUSES.

Next Step: Get The Strategy Review

Send the property address + ideal moving timeline



Expired Listing

Request the audit + relaunch plan

FSBO Seller

Request the risk review + net sheet comparison

Thinking About Selling

Request the home value + market-readiness review

You'll receive a clear selling strategy — not a generic estimate.

Palmdale • Lancaster • Santa Clarita

“Sources And Fine Print”

Market data and financing resources are for seller education and strategy discussion.

Market + Seller Data

[Redfin Palmdale Housing Market] — median sale price, days on market, sale-to-list context

[Redfin Santa Clarita Housing Market] — median sale price, days on market, sale-to-list context

[Movoto Lancaster Market Trends] — Lancaster median price, days on market, inventory

[Zillow Home Values] — Palmdale and Santa Clarita value and market indicators

[NAR 2025 Profile / REALTOR® Magazine] — FSBO share, agent-assisted seller share, price gap

Financing + Buyer Resources

[CalHFA] — California loan and assistance program overview

[CalHFA MyHome] — down payment and closing cost assistance details

[VA.gov] — VA-backed home loan information

[Zillow Home Loans] — affordability, BuyAbility, and loan option examples

Values, rates, loan programs, inventory, and eligibility requirements change. Sellers should verify loan details with qualified lenders and review legal/tax questions with appropriate professionals. No sale price or loan outcome is guaranteed.