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Seller Conversation Guide

Ask permission. Describe the observation. Explain its purpose. Offer a manageable choice. Use these examples in your own voice.

“I do not have money to fix everything.”

“Let's start with a few tasks using what you already have. We can decide which concerns need evaluation and get estimates before you approve paid work.”

Follow-up: Identify one manageable task and any concern that needs qualified evaluation.

“Buyers can see past my belongings.”

“Some buyers can. Moving these two pieces would make the route through the room easier to see. Would you be willing to try that arrangement and compare photos?”

Follow-up: Offer a small, reversible change tied to the room's function.

“I love my decorating.”

“You have made the home your own. May I suggest a temporary change for the photos and visits? My goal is to help buyers understand the space while respecting how you live here.”

Follow-up: Explain the property-specific purpose; do not criticize taste.

“Should I replace the whole kitchen?”

“Before you commit, let's compare the competing homes, estimates and time involved. We can also look at smaller changes. I cannot promise that your sale price will increase by what you spend.”

Follow-up: Compare options and document the seller's approved scope and budget.

Property-specific follow-up / next conversation

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When the Seller Hesitates

Ask permission. Describe the observation. Explain its purpose. Offer a manageable choice. Use these examples in your own voice.

“I want to sell as is.”

“Let's clarify which work you do not want to take on and discuss how the condition fits our pricing and marketing plan. We will bring contract and disclosure questions to the broker or attorney.”

Follow-up: Record the seller's preference and the professional follow-up needed.

“Can we just paint over that stain?”

“Before deciding on the finish, let's learn what caused the stain and whether the issue is resolved. Appropriate evaluation will help us decide the next step.”

Follow-up: Record the observation; do not diagnose or conceal the condition.

“I want to launch tomorrow.”

“Let's compare what is complete with what remains. We can discuss the tradeoffs of launching now or allowing time for the agreed work, then confirm the dates and requirements.”

Follow-up: Coordinate the seller's decision with the broker, vendors and applicable MLS rules.

“Will staging guarantee a better price?”

“The goal is to make the home easier to understand and experience. Results vary. We should consider the cost, time and alternatives before you decide.”

Follow-up: Recommend with reasons; do not promise an offer, premium or sale date.

Property-specific follow-up / next conversation