

THE COOLIDGE GROUP | REAL ESTATE

Selling Your Home

A strategy session prepared for you



PROPERTY

4520 Manchester Rd., Middletown, OH

PREPARED FOR

DATE



Greg Coolidge • Founder, The Coolidge Group | REALTOR® • (513) 549-0747

WELCOME

Thank you for opening your door to us.

Deciding to sell is a big move, and inviting someone into it is a matter of trust. I don't take that lightly. My job today isn't to give you a sales pitch — it's to show you a **clear plan**, answer your real questions, and help you decide whether The Coolidge Group is the right team to represent one of your most important assets.

Here's the belief that runs through everything that follows: **a listing is not a marketing plan, and before we talk about price, we should talk about positioning.** Get those right, and the rest follows.

TODAY

- Understand your goals, timing, and situation
- Walk through how we position, prepare, and market a home
- Talk honestly about price and today's buyers
- Agree on clear next steps — no pressure

MY PROMISE TO YOU

- I'll tell you the truth, even when it isn't what you'd hoped to hear
- I'll protect your time, your money, and your negotiating position
- You'll always know where things stand

"The market is not good or bad. It's specific — and your strategy should be too."

— Greg Coolidge, Founder



The Coolidge Family

MEET YOUR ADVISOR

Greg Coolidge

FOUNDER, THE COOLIDGE GROUP | REALTOR®

Serving Southwest Ohio • Northern Kentucky • Southeast Indiana

Originally from Texas and rooted in Greater Cincinnati for more than a decade, I built The Coolidge Group in 2022 on a simple idea: **people come before the transaction**. A Texas A&M graduate with a background in sales and consulting, I approach every sale as an advisor first — and nearly 200 families later, that hasn't changed.

Whether you're selling for the first time, moving up, investing, or relocating from out of state, I lean on a vetted network of lenders, inspectors, contractors, and trusted pros — so nothing gets left to chance, and you feel taken care of from the first conversation to the closing table.

When I'm not working, I'm with my wife Brittany and our three kids — Olivia Mae, Gregory, and Emersyn (plus Molly, our dog) — usually hosting around the grill or the pool. I believe life, and real estate, should be **personal, purposeful, and just the right amount of fun**.

EXPERIENCE & RECOGNITION

- 8 years serving Greater Cincinnati buyers & sellers
- Ohio REALTORS® (OAR) President's Club
- Circle of Excellence Award winner

AFFILIATIONS & INVOLVEMENT

- Keller Williams — Luxury, Wealth, and Sports + Entertainment (KWSE)
- KW Military • Sons of AmVets
- Exclusive real estate partner, TriHealth physician recruitment & relocation*
- Founder, SW Ohio / N. Kentucky KW Young Professionals; KW Certified Trainer
- Agent Leadership Council • active in local foster-care initiatives

* Affiliations current as of listing; provided for context and subject to verification.

What clients say.

The best measure of an advisor isn't the pitch — it's how people feel when the move is behind them. Here's what recent clients shared.

“From that first meeting, to the appointment with his stager, to his office staff and his personal touch — we were always assured that Greg was at the helm of the whole thing. Knowledgeable, fun, and compassionate the entire way through.”

— SHIRLEY, SELLER

“Very straightforward and clear on every step. He's the second REALTOR I've used and the process was far better this time. I was so happy with the efficiency that I'll always use him and his team.”

— JOSH, SELLER & BUYER

“He was very helpful in listing our house and getting it sold in a timely manner. He's a fast responder and always had resources and contacts for anything and everything we needed. Made selling our first home a breeze. 10/10 recommend Greg!”

— ALLISON F., SELLER

“A fantastic realtor — extremely professional, knowledgeable, and a great resource to have.”

— CHASE M.

“A top-rated agent — great at communicating and providing customer service.”

— KIMBERLY S.

“Very knowledgeable and honest. I'll always recommend him to friends and family.”

— ASHLEY O.

Verified 5-star Google reviews and testimonials shared with client permission. Additional references available on request.

LET'S START WITH YOU

Your goals come first.

My number-one job is to help you reach *your* goal — so before any strategy, I want to understand your **why**, your timing, and what a great outcome looks like for you. We'll talk through these together.

YOUR MOVE

Why are you moving, and how soon?

What would make this a win for you?

Any concerns about selling right now?

YOUR HOME

What first drew you to this home?

Favorite feature & best of the neighborhood?

Anything a buyer should know?

"You know your home better than anyone. My job is to translate what you love about it into what a buyer will pay for it."

THE PLAN AT A GLANCE

Your roadmap to the closing table.

Ten steps, three phases. You'll always know which one we're in and what's next — no guessing, no surprises.

PREPARE

- 1** **Strategy session**
Goals, timing, and positioning — today.
- 2** **Price & position**
Review comparables, set the right number.
- 3** **Prepare & stage**
The prep that actually moves the needle.
- 4** **Photography & media**
Capture the home at its best.

GO LIVE

- 5** **Pre-market & launch**
Build early interest, then hit the MLS & portals.
- 6** **Marketing in motion**
Social, network, neighborhood, open house.
- 7** **Showings & feedback**
Manage access; report back every week.

TO THE TABLE

- 8** **Offers & negotiation**
Review every term, negotiate, accept.
- 9** **Under contract**
Inspection, appraisal, buyer financing.
- 10** **Closing**
Sign, hand over the keys, celebrate.

Where we are today: Step 1. Everything in this packet maps to a step above, so you can see exactly how the pieces fit together.

Today's buyers shop online first, in person second.

Nearly every buyer meets your home on a screen before they ever meet it at the curb. That changes everything about how we prepare and price. The first showing isn't at your front door — **it's the first photo.**

1

They scroll before they visit

Buyers filter by price and photos in seconds. If the images don't stop the scroll, the showings never happen.

2

They compare relentlessly

Your home is shown side-by-side with every competitor. Positioning and price decide whether yours makes the shortlist.

3

They move on emotion, then math

Great presentation earns the visit and the feeling; correct pricing earns the offer that appraises and closes.

HOW A BUYER REACHES YOUR FRONT DOOR

The first photo



The click



The save



The showing



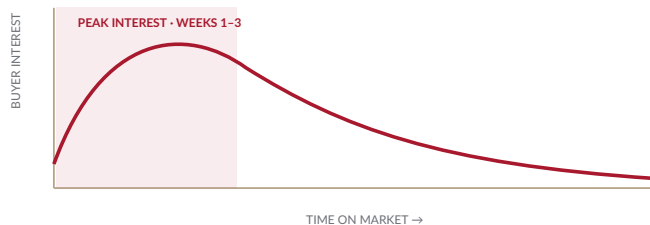
The offer

What this means for us: the money is made in the first two weeks of attention. We prepare and price so your launch lands when interest is highest — not after the home has gone stale.

PRICING & POSITIONING

The right price the first time.

We'll set a price together, grounded in real comparable sales and today's buyer behavior — not guesswork or wishful thinking. **The goal is to attract the most qualified buyers while attention is highest.**



Interest peaks at launch, then fades. A stale listing invites low offers.

THE COST OF OVERPRICING

- You miss the crowd that shows up in the first two weeks
- Buyers wonder "what's wrong with it?"
- Price cuts signal weakness — and often net less than pricing right up front
- Days on market pile up and become their own negotiating tool for buyers

SETS YOUR PRICE

Recent comparable sales, location, condition, updates, current competition, and buyer demand.

DOES NOT SET YOUR PRICE

What you paid, what you owe, what you need to net, or what a neighbor "heard." The market decides — our job is to read it well.

"Before we talk price, we talk positioning. Here's where I'd be careful."

Small moves, big returns.

You don't need to renovate. You need the home to feel **cared for, spacious, and move-in ready** — in person and on camera. We'll focus only on the prep that a buyer actually pays for, and skip the rest.

HIGHEST IMPACT

- Declutter and depersonalize the main rooms
- Deep clean — floors, glass, kitchen, baths
- Fresh, neutral, well-lit spaces
- Curb appeal: lawn, entry, tidy exterior

WE'LL ADVISE ON

- Staging or a stager's consult where it pays off
- Minor repairs buyers notice (and inspectors flag)
- Paint or fixtures only where the return is real
- What to *skip* — so you don't overspend

You'll leave today with a plan. Before photos, I'll give you a room-by-room prep checklist (included in this packet) so nothing gets missed and the home shows its best from day one.

AND WHEN THE HOME NEEDS WORK

Whatever your home needs before it hits the market, I coordinate a vetted team — so you make **one call, not ten.**

Plumbing

HVAC

Electrical

Cleaning

Handyman

Painting

Flooring

Landscaping

Staging

MEDIA THAT SELLS

Your home, captured to stop the scroll.

Because buyers meet your home online first, professional media isn't a nicety — it's the single highest-leverage marketing decision we make. Strong imagery drives more clicks, more saves, more showings, and a stronger sense of value before anyone walks in.

Professional photography

Bright, corrected, MLS-ready stills of every key space and the exterior.

Aerial & drone

Lot, setting, and neighborhood context that ground photos can't show.

Video walkthrough

Motion that lets distant and relocating buyers feel the flow of the home.

Floor plans & 3D tour

Layout clarity that pre-qualifies serious buyers and cuts wasted showings.

Matched to your home. The exact media mix is tailored to the property and your strategy — we invest where it earns a return and never pad the plan with things your home doesn't need.

Four ways we put your home in front of the right buyers.

Every tactic below exists for one reason: to reach a qualified buyer and protect your price. This is the strategy — not a checklist of busywork.

PRESENTATION

- Professional photo & media package
- Written listing story, not a spec dump
- In-home marketing book & flyer

DIGITAL REACH

- Syndication to Zillow, Realtor.com & major portals
- Instagram & Facebook — branded reels, features & targeted ads
- The Coolidge Group database & email

AGENT & LOCAL

- Exposure to my KW agent network
- Broker / REALTOR® preview
- Neighborhood postcards & outreach

LIVE MOMENTS

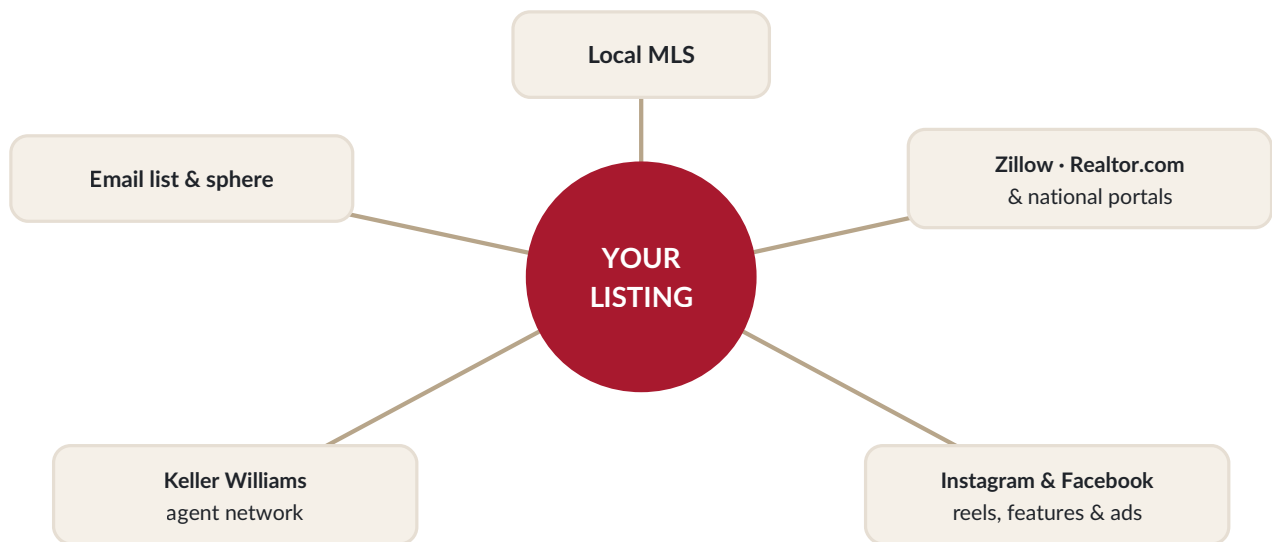
- Public open house timed to launch
- Twilight open house — Thursday/Friday evening
- Momentum in the first two weeks
- Direct follow-up with every lead

Why it works together: presentation earns attention, digital and network reach create competition, and live moments convert interest into offers — all concentrated when buyer interest is highest.

MAXIMUM EXPOSURE

Where your home shows up.

One listing, everywhere it matters. The moment we go live, your home flows from the MLS to the sites and feeds where today's buyers are actually looking.



Why it matters: broad syndication puts your home in front of active *and* passive buyers, while targeted ads reach the people most likely to move here — more qualified eyes, faster, which protects your timeline and your price.

Specific portals and platforms may vary by market and MLS rules; core syndication is standard on every Coolidge Group listing.

FOLLOW ALONG

@therealgregcoolidge • Greg Coolidge

@thecoolidgegroup • The Coolidge Group

WHILE YOU'RE ON THE MARKET

Showings handled. You, kept in the loop.

The live period should feel organized, not chaotic. We'll manage access on your terms and keep a steady line of communication so **you never wonder where things stand.**

SHOWINGS, YOUR WAY

- Scheduling and notice set to your preferences
- Secure, tracked access to your home
- Guidance on prep, pets, and being away for showings
- Feedback gathered from buyers and their agents

HOW I KEEP YOU INFORMED

- **A standing weekly update** — activity, feedback, and strategy
- Showing feedback shared promptly, as soon as we have it
- A real person who answers when you call
- Honest read-outs — including when we should adjust

"No panic, no spin. Just a clear picture of what's happening and what I'd recommend next."

OFFERS & NEGOTIATION

Price is one term. It's not the only one.

When offers come in, the highest number isn't always the best deal. I'll help you read every offer for what it really means for **your net, your timeline, and your certainty of closing** — then negotiate hard to protect all three.

WE EVALUATE EVERY OFFER ON

- Net proceeds to you — not just headline price
- Financing strength and pre-approval quality
- Contingencies: inspection, appraisal, financing, sale
- Earnest money, timeline, and closing terms
- How likely the deal is to actually close

HOW I PROTECT YOU

- Vet buyers before you sign, not after
- Leverage competing interest when we have it
- Keep emotion out and strategy in
- Advise plainly — *"here's where I'd be careful"*

Multiple offers? We'll have a clear, fair process to compare them side by side so you choose with confidence — not pressure.

FROM CONTRACT TO CLOSING

Accepted is the middle, not the finish.

More deals fall apart *after* the offer than before it. Once you're under contract, my job is to manage the details that protect your sale all the way to the table.

01

Inspection

Prepare you for what's likely, then negotiate repair requests so they don't quietly erode your price.

02

Appraisal

Provide comparable support to the appraiser and have a plan ready if value comes in low.

03

Financing & title

Track the buyer's loan and clear title work so deadlines don't slip.

04

Closing

Coordinate final walkthrough and signing so closing day is calm and clear.

Steady hands at the finish. You'll have a clear timeline, proactive updates, and someone anticipating problems before they become yours.

A TRUE PARTNERSHIP

What to expect — and what I'll need from you.

Selling well is a team effort. Here's the deal we make with each other.

YOU CAN COUNT ON ME TO

- Give you honest, strategic advice — always
- Prepare, price, and market with a real plan
- Update you every week and answer when you call
- Negotiate to protect your net and your timeline
- Handle the details from contract to close
- Treat this as a relationship, not a transaction

WHAT HELPS ME HELP YOU

- Complete the prep plan before photos
- Keep the home show-ready during the live period
- Accommodate showings when reasonable
- Share anything a buyer should know about the home
- Tell me if your goals or timing change
- Let me handle the pushback — that's my job

"The closing table matters — but the relationship after it matters more."

Questions sellers ask me.

Why not list high and come down later?

Because you only get one shot at those first two weeks. Overpricing spends your best window on the wrong buyers, then price cuts signal weakness. Pricing right up front usually nets more.

Do I need to make repairs or renovate?

No major renovations. We focus only on prep that a buyer pays for and skip the rest — I'll tell you where to stop.

What if it doesn't sell in my timeframe?

We watch showings and feedback weekly. If the market is telling us something, I'll bring you the data and a clear recommendation — no spin.

Why hire an advisor over a discount broker?

A lower fee that nets you less isn't a savings. My job is to protect your price and your certainty of closing — that's where the real money is made or lost.

How do you handle multiple offers?

With a clear, fair process that compares offers on net, terms, and likelihood of closing — so you choose with confidence, not pressure.

Can I talk to past clients?

Absolutely. References are available on request — I'd encourage it.

YOUR QUESTIONS — WRITE THEM HERE

Ask me anything today. If I don't know the answer, I'll tell you that — and then I'll find it.

LET'S GET MOVING

Your next steps.

If it feels right, here's exactly how we begin. Most of this can start today.

- 1 Agree to work together**
Review and sign the listing agreement — I'll walk you through every line.
- 2 Set your prep plan**
Take home your room-by-room checklist and target date.
- 3 Schedule photography & media**
Lock the shoot once the home is prepped.
- 4 Finalize price & launch date**
Confirm positioning and the day we go live.
- 5 Go to market**
Pre-market, then launch — with the full plan in motion.

THE ONLY QUESTION TODAY

Do you feel confident moving forward with The Coolidge Group?

There's no pressure here. If it's a yes, we start. If you need time, that's fine too — you don't have to be moving tomorrow to work with me.



Thank you.

Thank you for considering The Coolidge Group to represent your home. Whatever you decide, I'm grateful for the conversation — and I'm here when you're ready.

PROUDLY BROKERED BY



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