LEE FRIEDMAN
OF NORTHROP REALTY

# BEYOND THE LISTING

*The 25-Point Strategic Roadmap to Your Equity*

**Lee Friedman** | REALTOR®
Strategic Advocacy Rooted in Precision

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## PHASE 1: ALIGNMENT

*Positioning & Financial Preparation*

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- **Market Velocity Analysis:** I assess the specific "Days on Market" for your micro-neighborhood to calibrate our timing and expectations based on current buyer behavior.

- **Absorption Rate Audit:** By calculating the current supply versus demand in your specific price point, I determine your true negotiating leverage before the property ever hits the market.

- **Equity Preservation Goal Setting:** I define your net-proceeds target and financial objectives at the start to ensure every strategic move protects your bottom line.

- **Capital Gains Documentation Prep:** I assist you in identifying and gathering historical property records—such as original closing statements and major improvement receipts—to streamline your consultation with a tax professional.

- **Market Demand Segmentation:** I identify high-intent market segments most likely to value your property's specific features, ensuring my outreach is surgical and fully compliant with Fair Housing standards.

- **Public Record Verification:** I verify that all recorded property data, including square footage and tax assessments, aligns with reality to prevent valuation hurdles during the appraisal process.

## PHASE 2: INTELLIGENCE

*Risk Mitigation & Asset Vetting*

- **Preliminary Disclosure Review:** I identify potential "red flag" items in your property history early, allowing us to address transparency issues before they reach a buyer's agent.

- **Critical Systems Strategy:** I evaluate the age and condition of major systems (HVAC, Roof) to determine the most effective negotiation stance regarding repair credits versus physical fixes.

- **Permit Documentation Review:** I verify that all major past renovations are supported by accessible public records, protecting you against contractual fallouts during the buyer's due diligence.

- **Regulatory Compliance Check:** I ensure your listing and all associated paperwork strictly adhere to the latest DMV-specific disclosure requirements and housing regulations.

- **Active Inventory Intelligence:** You receive a clinical briefing from me on your direct "Active" competition, including a tactical analysis of how to out-position them in real-time.

- **Unseen Value Inventory:** I document invisible asset upgrades—such as high-efficiency insulation or updated wiring—to build a "Case File" that justifies your price to the appraiser.

## PHASE 3: EXECUTION

*Clinical Marketing & Negotiation*

- **Psychological Staging Protocol:** I direct professional staging and architectural photography designed to appeal to the specific psychological drivers of high-intent buyers.

- **Strategic Launch Window:** I select your market entry date based on regional traffic data and seasonal demand patterns to ensure maximum visibility.

- **Buyer Lead Vetting:** I apply a clinical process to verify buyer proof of funds and lender reliability before granting access to your asset.

- **Contractual Lever Analysis:** I evaluate offers not just on price, but on the structural integrity of the contingencies, timelines, and potential risk.

- **Surgical Counter-Offer Strategy:** I use data-driven logic to maintain your price floor and leverage during the negotiation phase.

- **Escalation Management:** I apply legal-grade scrutiny to multiple-offer scenarios to ensure the contract language protects your equity and closing timeline.

- **Appraisal Gap Mitigation:** I build a comprehensive "Property Case File" to justify the contract value to the appraiser and minimize valuation hurdles

## PHASE 4: SETTLEMENT

*Fiduciary Oversight*

- **Contingency Milestone Tracking:** I manage the "Critical Path" of your contract, ensuring every inspection, appraisal, and financing deadline is met to prevent contractual default.

- I**nspection Response Strategy:** I navigate the complex negotiation of repair credits versus physical fixes, prioritizing your net proceeds and minimizing your post-sale liability.

- **Title & Settlement Coordination:** I maintain continuous oversight of the settlement agent and title company to ensure all documentation is accurate and timelines remain firm.

- **Final Walkthrough Oversight:** I personally attend the final walkthrough to ensure the property's condition strictly adheres to the contractual agreement before title transfers.

- **Closing Disclosure Audit:** I perform a final, line-by-line review of your settlement statement to verify that every credit and debit is mathematically and contractually correct.

- **Secure Asset Transition:** I coordinate the orderly transfer of keys, access codes, and critical documentation to ensure a clear and calm conclusion to your transaction.

# THE CLEAR AND CALM ADVANTAGE

- A successful transaction is not the result of market luck; it is the product of surgical preparation and a commitment to fiduciary excellence.
- My objective is to replace the typical pressure of real estate with a documented, systematic path to success. Whether you are ready to list today or are simply beginning the alignment process, I am here to provide the advocacy your equity deserves.

**Schedule Your Strategic Consultation**

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If your property is currently listed with a brokerage, please disregard this notice.
It is not our intention to solicit the offerings of other brokers.