

HOME SELLERS GUIDE

STRATEGIC REPRESENTATION
FOR DISTINCTIVE PROPERTIES



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OUR SERVICES

SELLERS GUIDE



Selling a property at this level is not a transaction. It is a strategic positioning exercise.

Price alone does not determine outcome. Exposure strategy, buyer psychology, market timing, and negotiation discipline determine whether a home simply sells — or commands its full potential.

At The Hammer Group, we approach each listing as a custom campaign. No two homes are marketed the same because no two buyer pools are identical.

Our role is simple: protect your equity, elevate your positioning, and execute with precision.



STRATEGIC PROPERTY POSITIONING

Before launch, we assess how the market will perceive your home — not how you've experienced it. Our goal is to eliminate friction, highlight architectural strengths, and create emotional alignment with the right buyer profile.



PRE-LAUNCH OPTIMIZATION

CURATED PRESENTATION

Every room is edited to ensure scale, natural light, and architectural detail speak first. In luxury presentation, what you remove matters as much as what remains. The result is an environment that feels both effortless and intentional – one that allows the home's craftsmanship to hold the buyer's attention without competition.

PRE-MARKET OPTIMIZATION

We identify and resolve potential objections before they become negotiating liabilities. When warranted, we commission pre-listing inspections – not to disclose weakness, but to eliminate surprise. Controlling the narrative early means controlling the negotiation later.

STRATEGIC STYLING & SPATIAL FRAMING

Working alongside our design and staging partners, we calibrate each space for proportion, movement, and visual hierarchy. A buyer's emotional response forms in the first seven seconds – well before they evaluate square footage or finishes. We ensure that instinct works in your favor.

EXTERIOR FIRST IMPRESSION STRATEGY

The buying decision begins before the front door opens. We refine landscaping, hardscape, entry composition, and exterior lighting to establish an immediate sense of quality and permanence. When a buyer's first impression signals investment-grade care, they cross the threshold already anchored to a higher value.

CUSTOM EXPOSURE STRATEGY

Every home attracts a different type of buyer. Executive relocations, design-focused professionals, investors, move-up families – they do not search the same way, consume media the same way, or respond to the same messaging.

Maximizing price requires identifying the ideal buyer profile before launch – and building a marketing strategy around how that specific audience behaves. This is the discipline that separates strategic marketing from simple listing syndication.



EXECUTION: HOW WE REACH THE RIGHT BUYER

1.

BUYER AVATAR IDENTIFICATION

We define the most likely high-intent buyer: their lifestyle, motivations, financial strength, and search behavior. Strategy follows clarity.

2.

PRECISION PRICING STRATEGY

We analyze absorption rates, competitive positioning, and psychological price thresholds to create leverage — not just exposure.

3.

CINEMATIC VISUAL CAMPAIGNS

Magazine-level photography, narrative-driven video, and elevated digital presentation are designed to enhance perceived value and emotional connection. Intentional composition and professional lighting highlight architectural detail and scale, while aerial drone imagery captures setting and presence. Lifestyle-focused visuals help buyers envision not just the home — but the experience of living there.

4.

TARGETED DIGITAL & NETWORK DISTRIBUTION

We combine MLS exposure with strategic digital placement and direct agent-to-agent outreach aligned with the identified buyer profile. Through paid, data-driven campaigns, we position your property in front of qualified audiences based on lifestyle, location patterns, financial indicators, and online behavior. At the same time, we leverage our professional network to proactively reach agents and buyers most likely to compete for your home. Exposure is not about volume — it is about precision.



NEGOTIATION *and* LEVERAGE MANAGEMENT



An offer is not a number. It is a structure of risk, timing, and financial strength. Our responsibility is to evaluate the full picture — and position you strategically.

OFFER ANALYSIS & CONTRACT MANAGEMENT

OFFER INTELLIGENCE ANALYSIS

An offer is more than a purchase price. We evaluate financing structure, down payment strength, contingency exposure, appraisal risk, timelines, and buyer motivation to determine the true probability of closing. Our role is to identify strength.

LEVERAGE CREATION

Momentum is engineered. Through structured communication, deadlines, and strategic response timing, we create competitive tension when appropriate. By managing information flow and buyer engagement, we maximize negotiating advantage without compromising control.

STRATEGIC CONCESSION CONTROL

Every concession carries financial and psychological impact. We evaluate inspection findings, repair requests, and closing terms against market data and leverage position. Concessions are negotiated with intention – protecting equity while maintaining forward progress.

CONTRACT & RISK OVERSIGHT

From inspection negotiations and appraisal management to title review and closing coordination, we oversee each contractual detail with precision. By anticipating friction points before they escalate, we protect timelines, reduce stress, and ensure a smooth path to closing.



Dear Seller,

With over 700 homes closed and more than \$300 million in successful transactions, our experience is measured not just in years — but in outcomes. We represent homeowners who expect disciplined strategy, precise execution, and strong negotiation. Each property we take to market is approached as a custom campaign, built around positioning, buyer psychology, and controlled exposure.

Our reputation has been earned through consistency, attention to detail, and the ability to navigate complex transactions with clarity and discretion. We communicate directly, act deliberately, and protect our clients' interests at every stage.

If you are considering a move and value a strategic approach designed to maximize both price and certainty, we would welcome the opportunity to represent you.

Contact

Question?

Please do not
hesitate to reach out.

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John Thomas
REALTY



Home Listing Checklist

A curated guide to presenting your home at its highest

potential

LIVING AREAS

TIDY UP

- Remove piles of papers and magazines from tables
- Rearrange furniture; discard worn pieces, store extras
- Straighten bookshelves and clear countertops

CLEAN UP

- Clean and deodorize all carpets; spot-clean as needed
- Wash all floors to a shine
- Polish all furniture surfaces
- Wipe down lighting fixtures; confirm all bulbs working
- Wash window treatments; clean fireplace if applicable

PATCH UP

- Patch and paint walls and ceilings where necessary
- Touch up trim, baseboards, and door casings

THE FINISHING TOUCH

- Display fresh linens and an elegant table setting
- Add fresh flowers, a candle, or tasteful potpourri
- Rearrange art to highlight architectural focal points
- Add lamps where rooms feel dark or flat

BEDROOMS

TIDY UP

- Straighten children's play areas; store extra toys
- Remove excess furniture to define and open the space
- Store seasonal clothing to maximize closet presentation
- Ensure all clothes are hung and personal items put away

CLEAN UP

- Clean and deodorize all carpet; spot-clean as needed
- Wash window treatments throughout
- Wipe down lighting fixtures; confirm all bulbs working

PATCH UP

- Patch and paint walls and ceilings as needed
- Repair any damaged trim or closet hardware

THE FINISHING TOUCH

- Add coordinated decorative pillows and a throw
- Style nightstands with a single curated accent piece
- Add a plant or tasteful botanical element

OTHER ROOMS & EXTERIOR

OTHER ROOMS — TIDY UP

- Organize laundry, family, workshop, and garden areas
- Box and store unnecessary items — off-site if possible

OTHER ROOMS — CLEAN UP

- Sweep and clean all floors thoroughly
- Remove cobwebs from walls, sills, and ceilings
- Wash all windows inside and out

PATCH UP

- Confirm furnace, A/C, and water heater are operational
- Replace HVAC filters; test smoke and CO detectors

Before each showing, complete these last-minute touches to ensure your home makes an exceptional first impression.

EXTERIOR

- Pick up after pets; clear all lawn tools and toys
- Clear driveways, walkways, and entryways completely
- Edge, mow, and trim — landscaping should be crisp
- Place fresh seasonal plantings at the front entry

INTERIOR — BEFORE EACH SHOWING

- Open curtains for daytime; close for evening showings
- Open windows briefly to freshen the air
- Final tidy pass through all rooms
- Play soft instrumental music at a low volume

THE HAMMER HOME GROUP

Feeling overwhelmed? We coordinate professional staging, trusted trades, and every pre-market detail — so your home commands top dollar from day one.

HAMMERHOMEGROUP.COM · 612-819-4400 · JOHN THOMAS REALTY



CONNECT WITH US

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SCAN TO VISIT OUR WEBSITE



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