

STRATEGY CHECK

Selling as-is is a strategy too

There are a lot of checklists and projects in the playbook. Before you work through any of them, know that you are allowed to skip all of it.

Some sellers look at a tired rental or a dated mountain home and know exactly what they do not want: contractors, dumpsters, paint schedules, and wrestling a 300-pound television out of the basement. If that is you, selling as-is is a legitimate plan, and plenty of sellers choose it with clear eyes and no regrets.

The trade is real, though. You pay for the convenience in price, in time on the market, or in both. The condition data in the playbook gives you a rough sense of the price side, and an as-is listing usually draws a smaller pool of buyers who arrive expecting a project.

The three lanes

Do the work

Most net proceeds, most hassle, and it is your time and your contractors.

Have it managed

I can run the contractors, the cleanout, and the vendors. It costs money up front and keeps most of the price benefit.

Sell it as-is

Zero hassle. Price and market it for what it is, and let the right buyer find it.

Neither end of that is wrong. They are different strategies, and the right one depends on your priorities, not mine. Go back to your priority ranking. If avoiding repairs and convenience came out near the top, believe your own answer.

SELLER TOOL • PICK YOUR LANE

- ☐ Do the work myself
- ☐ Have Tucker manage the work
- ☐ Sell as-is and price for it

Because: _____

TUCKER'S TIP

The one version that does not work is an as-is property with a fully-updated price. That combination is how listings end up failing. Pick a lane, and price for the lane you picked.