

## WHAT MATTERS MOST?

# Rank your priorities

Number these 1 through 12, with 1 being what matters most. Be honest, not aspirational. Nobody wants all twelve equally, and pretending otherwise is how sellers end up disappointed by a good outcome.

## SELLER TOOL · RANK 1 TO 12

- ☐ The highest possible net proceeds
- ☐ Selling quickly
- ☐ Certainty that it actually closes
- ☐ Convenience and low hassle
- ☐ Avoiding repairs
- ☐ Coordinating with another purchase
- ☐ Timing around rental income or bookings
- ☐ Selling it furnished
- ☐ Tax timing
- ☐ Privacy during the process
- ☐ Closing on a particular date
- ☐ Not carrying it through another season

## What would make this sale a success?

## TUCKER'S TIP

*If certainty ranks above top dollar, say so out loud. That is a legitimate choice and it should change which offer we take.*