WHAT HAPPENS IF YOU DON'T SELL?

The most useful question nobody asks first

There is an enormous difference between "I would sell at the right price" and "I really need this property sold." Both are fine. But they lead to opposite advice, and a lot of sellers have not worked out which one they are.

SELLER TOOL · THE ALTERNATIVE

Are you perfectly happy keeping it?	Yes ☐	No ☐
Will you keep using it the way you do now?	Yes ☐	No ☐
Would you rent it if you didn't sell?	Yes ☐	No ☐
Do you need the equity for something specific?	Yes ☐	No ☐
Is another purchase dependent on this sale?	Yes ☐	No ☐
Is the maintenance becoming a burden?	Yes ☐	No ☐
Are there HOA assessments or projects coming?	Yes ☐	No ☐
Is there a date you need to be out by?	Yes ☐	No ☐

If most of your answers point toward being comfortable holding the property, you have leverage. You can price with discipline, wait out a crowded market, and decline an offer that does not work. That is a real strategic advantage and we should use it.

If most of them point the other way, you have a constraint. Nothing wrong with that, but it means we should be more aggressive about pricing correctly the first time, because the data is unambiguous about what happens to listings that have to reset.

> Leverage is not about how much you want to sell. It is about how comfortable you are if you don't.

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The full playbook is free at SoldInSummit.com/summit-county-seller-playbook/