

WHY ARE YOU SELLING?

Your reason changes the strategy

This is not a formality. The answer changes what I would tell you to do about price, timing, preparation and which offer to take.

SELLER TOOL • I AM CONSIDERING SELLING BECAUSE

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| ☐ Moving up | ☐ Downsizing |
| ☐ Moving away from the area | ☐ Selling a second home we rarely use |
| ☐ Selling an investment property | ☐ Freeing up equity |
| ☐ 1031 exchange | ☐ Estate or inheritance |
| ☐ A life change | ☐ Carrying costs are getting too high |
| ☐ We simply think it may be time | |
| ☐ Other: _____ | |

Why it matters

A 1031 exchange puts hard deadlines on you that a buyer will eventually learn about. That changes how I would handle a low-but-clean offer versus a high-but-contingent one.

A second home you rarely use means you have real flexibility on timing, and flexibility is worth money in this market. It also means the carrying cost math matters more than you probably think.

Carrying costs getting heavy is a completely different conversation. If the property is costing you \$6,000 a month, waiting four months for a better market has a price tag, and we should put a number on it before we decide.

TUCKER'S TIP

Tell your agent the real reason. If I only find out about your deadline three weeks before it lands, I have lost most of the ways I could have helped you.