

THE WILDER WAY / A FLORIDA HOMEOWNER GUIDE

The Wilder Way to a Stress-Free Sale

A clear plan for preparation, pricing, offers and the move ahead.



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THE WILDER WAY

Five questions that matter

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What is it worth?
A supported range, not an inflated promise.

- 

What should I fix?
Start with safety, insurance and financing concerns.

- 

How long will it take?
Property, price, condition and demand shape the timeline.

- 

How do I sell and buy?
Coordinate both moves with a backup plan.

- 

What happens after the offer?
Inspections, appraisal, title, financing and deadlines.

THE WILDER WAY

What buyers compare today



We compare condition, location, improvements, insurance risk and monthly costs. Value is a supported range, not a computer's promise.

THE WILDER WAY

Price is a positioning tool, not a promise



Your price

Start with evidence

Buyer comparison

Compare the alternatives

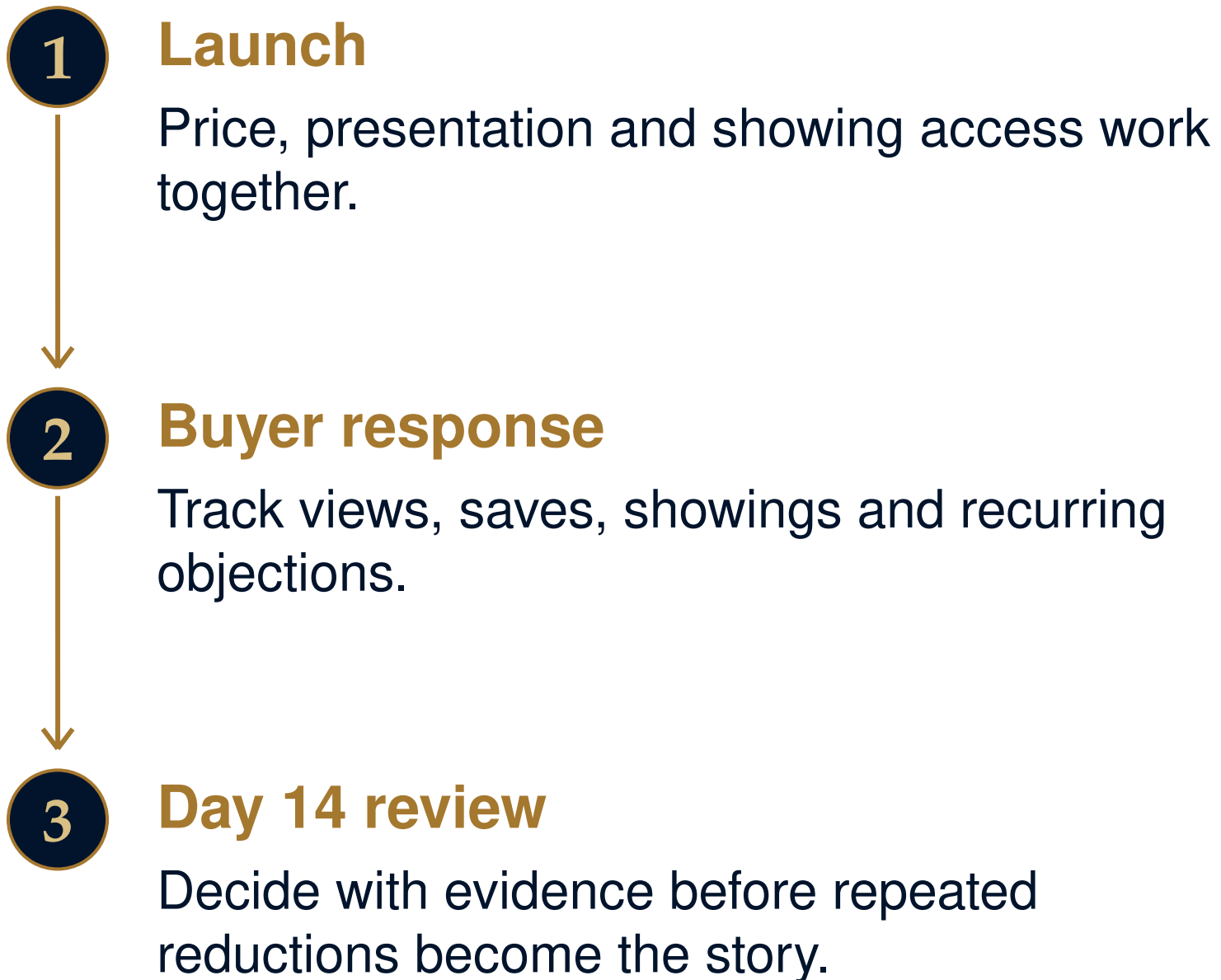
Your position

Give buyers a reason to act

The goal is to make the value clear against the choices available now.

THE WILDER WAY

The first 14 days matter



Fresh attention is an opportunity, not a guarantee of competition.

THE WILDER WAY

Prepare the risks first

- 1 Condition**
Maintenance, lighting, landscaping and visible repairs.
- 2 Buyer risk**
Roof, permits, HVAC, electrical, plumbing and insurance.
- 3 Presentation**
Declutter, clean and stage where it helps.
- 4 Access**
Set showing instructions, pets and response standards.

THE WILDER WAY

Not every upgrade pays back

Essential fixes

Defects that block insurance, financing or confidence.

Useful improvements

Selective work that supports your price range.

Avoid overspending

A full renovation may not be the best use of cash.

We tell you where spending may help and where it probably will not.

THE WILDER WAY

The first five images earn attention



Hero

The strongest complete property view.



Best interior

Light, condition and finish.



Lifestyle

How the property and location are used.



Primary suite

Comfort and privacy.



Differentiator

A real reason to choose this home.

THE WILDER WAY

Launch the complete package

1

Prepare

A Coming Soon period when MLS rules and your situation allow.



2

Go live

Photos, video, tour, copy and showing system together.



3

Open house

Concentrated attention on a planned weekend.



4

Read the market

Review the first 14 days and adjust with evidence.

Our typical Tuesday launch and Sunday 1–3 p.m. open house adapt to the property and seller.

THE WILDER WAY

Market the life around the home

Acreage

Animals, equipment, drainage, well and septic.

Waterfront

Docks, bridges, seawalls, elevation and insurance.

Community

Amenities, reserves, assessments and monthly costs.

The property is the product. The life it supports often makes the decision.

THE WILDER WAY

Price is only the first number



Money

Price, credits, deposit and estimated net.

Risk

Financing, appraisal, inspections and contingencies.

Timing

Closing, possession and your next move.

The highest headline price is not always the strongest offer. Compare the entire structure.

THE WILDER WAY

Two moves. One plan.

Sell first

Temporary housing or negotiated occupancy.

Align closings

Coordinate lender, title and moving dates.

Use equity

Qualified bridge or equity financing.

Backup route

A structured program may help, subject to written terms.

Compare costs, qualification and what happens if one closing slips.

THE WILDER WAY

April keeps the calendar moving



April Shackelford

More than a decade beside Brian

April Shackelford tracks escrow, inspections, financing, appraisal, title, association applications, signatures and amendments.

Before the move

She coordinates utility contacts. Your agent handles advice and negotiation.

THE WILDER WAY

You should know what is happening

Evidence

Views, saves, showings, open-house attendance and feedback.

Market changes

Competing listings and price changes.

Decision

Our recommendation and the reason behind it.

A weekly readout goes to both decision-makers. Clear interpretation, not just an activity report.

THE WILDER WAY

Your agreement should not feel like a trap



Term

We explain how long the agreement lasts.



Exit provisions

We explain cancellation terms in writing.



Costs

We explain any responsibility for marketing expenses.

The signed agreement controls. We would rather earn the relationship than rely on paperwork to hold it together.

THE WILDER WAY

One client. A full team.



Lucy · Brian · Jennifer

A coordinated approach

Brian, Jennifer and Lucy work with Blake, Jonas and Diane. You benefit from the team's relationships and local knowledge.

English and Spanish

Lucy López is a Miami native and speaks fluent Spanish. Diane focuses on luxury and country-club properties.

THE WILDER WAY

The experience behind the advice

SINCE 1996

In the business

1,500+

Team closed transactions

ENGLISH + ESPAÑOL

Lucy López speaks fluent Spanish

5TH GENERATION

Palm Beach County roots

Brian licensed since 1998. Team transaction total.

THE WILDER WAY

More people behind your plan



Blake Wilder

Relationships
and local
knowledge



**Jonas
Harbison**

Relationships
and local
knowledge



**Diane
Harbison**

Luxury and
country clubs

Your plan benefits from more than one person's
contacts and judgment.

THE WILDER WAY

Your Seller Intel Report



Competition

Active and pending alternatives.



Price

A supported range and likely objections.



Preparation

What matters before you spend.



Launch

A plan matched to your next move.

Built for your property, not an automated estimate.

THE WILDER WAY

Send us your address

Seller Intel Report

Understand the competition, price range, preparation and move timing.

No obligation

No listing appointment is required. If selling now does not make sense, we will tell you.

REQUEST MY REVIEW

Brian@WilderREG.com

Have the property address and your preferred timing ready.