Representation Through Closing

An accepted offer is one milestone. What happens next matters.

EVALUATE THE ENTIRE OFFER
Price, financing, contingencies, timing, and buyer qualifications.

NEGOTIATE WITH PURPOSE
Protect your priorities while considering the complete terms.

MANAGE THE DETAILS
Stay ahead of inspections, appraisal, financing, and deadlines.

STAY PERSONALLY INVOLVED
Direct communication and hands-on guidance through closing.

WHAT HAPPENS NEXT

We'll review recommendations, agree on pricing and preparation, set a timeline, and put the plan into motion.

LAURIE CASEY
HOMES

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YOUR GOALS. MY EXPERTISE. ONE CLEAR STRATEGY.



LAURIE CASEY
HOMES

Your Property Deserves a Strategy, Not Just a Listing

Your Goals. My Expertise. One Clear Strategy.

01 / THE APPROACH

Experience Beyond the Expected

With 25 years in corporate marketing, sales, and client service, I bring a broader perspective to residential real estate, combining strategic thinking, creative problem-solving, and personal attention.

LOCAL EXPERTISE
In-depth knowledge of our communities and today's market.

STRATEGIC PERSPECTIVE
Marketing and business experience that informs every decision.

PERSONAL ATTENTION
Direct involvement from our first conversation through closing.



02 / THE FIRST CONVERSATION

It Starts With a Conversation

Before we discuss price or marketing, I want to understand your home, your priorities, and what a successful sale means to you.

LISTEN
Understand your goals, expectations, and concerns.

EVALUATE
Consider your property's strengths and market position.

RECOMMEND
Develop a plan tailored to your circumstances.

A thoughtful strategy begins with the right questions.

03 / VALUE & POSITIONING

Pricing With Perspective

The right asking price begins with understanding the market, not testing an arbitrary number.

MARKET EVIDENCE
Recent sales and current competition.

PROPERTY VALUE
Location, condition, and distinctive features.

BUYER PERSPECTIVE
How buyers compare homes and perceive value.

MARKET POSITION
An asking price grounded in market insight.

04 / PREPARATION

Preparation With Purpose

Not every improvement adds value. The goal is to invest wisely, not simply spend more.

MUST DO
Address issues that may affect the sale.

SHOULD DO
Prioritize meaningful buyer-facing improvements.

OPTIONAL
Weigh enhancements against cost and benefit.

NOT WORTH DOING
Avoid unnecessary expense and overimprovement.

05 / THE LAUNCH

Marketing With Purpose

Price and prepare for the market, then tell your home's story with intention.

POSITION
Price and prepare for the market.

PRESENT
Professional photography, staging, video, drone shots, and floor plans.

PROMOTE
MLS, social media, and targeted digital marketing.

ENGAGE
Broker outreach, open houses, and showings.

RESPOND
Review feedback, follow up, and adapt.