

The Seller's Playbook

liv HOME
GROUP



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My Manifesto

You're not hiring a door opener. You're hiring a strategist.

I'm Donald Beamon. Navy veteran. Blue collar background. Husband and father of three. My approach is simple: be honest, be prepared, and execute with precision.

I treat selling a home like a project with real financial consequences. Data over emotion. Strategy over guessing. Communication over silence.

My role is to protect your equity, position your home correctly, and negotiate from strength. You stay informed. I handle the details.

If at any point I'm not delivering, you can fire me.

You're in control.



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Why Homes Don't Sell

Most homes don't fail because of the house.
They fail because of strategy.



Overpricing

Buyers search by price. If your home is priced too high, the **right buyers never see it**. Less traffic means less leverage.



Weak Presentation

Bad photos, poor descriptions, and **cluttered homes** kill clicks and showings. Online **perception** sets the tone before anyone walks in.



Passive Marketing

Putting a home on the MLS and **waiting is not a strategy**. Buyers need to be **actively pulled in**.



No Adjustment Plan

Markets change weekly. If showings drop, price and marketing **must adjust fast**.

Guessing costs money.



My job is to **eliminate these risks**.

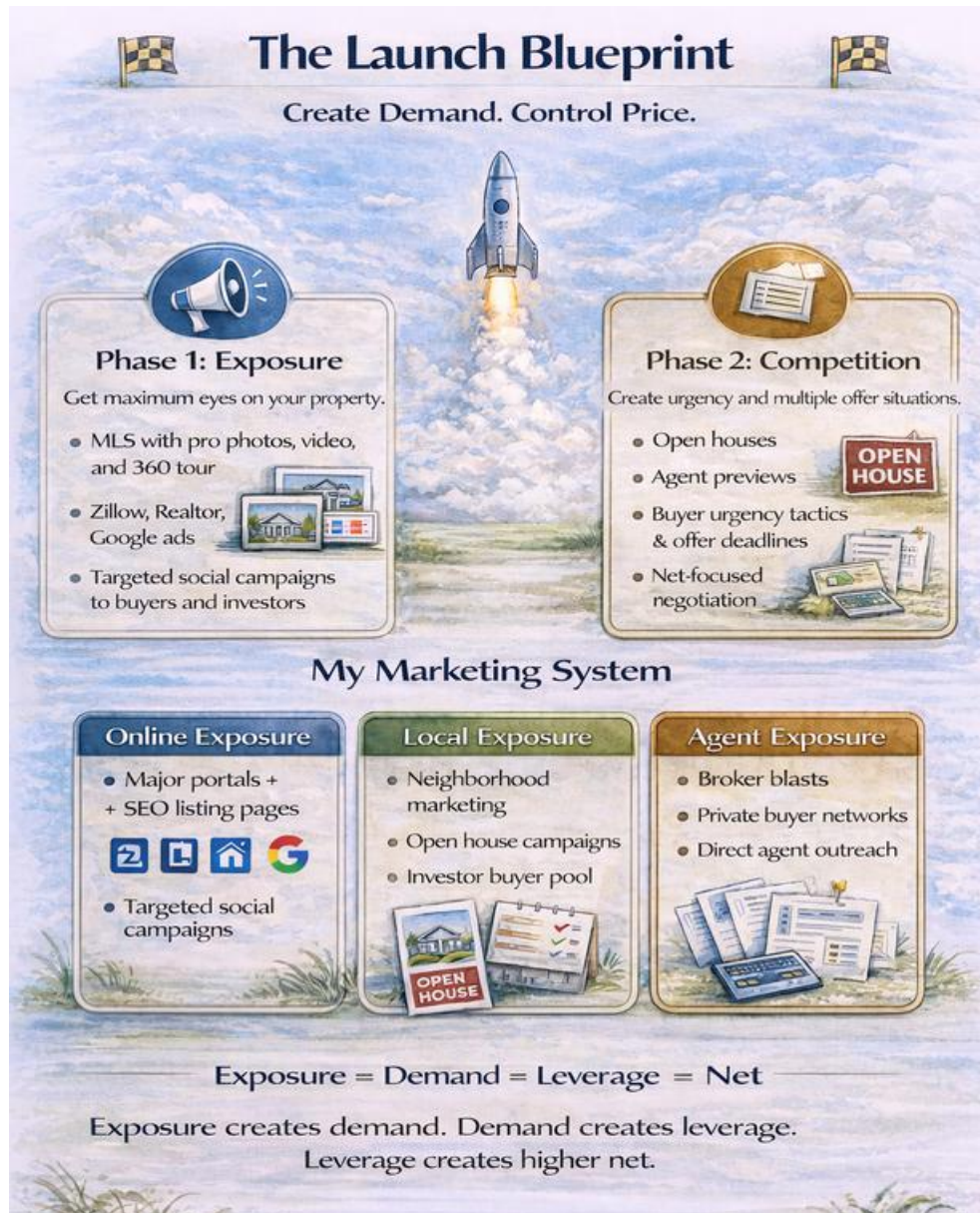
Price it right. Present it strong. Market it aggressively.



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My Marketing System



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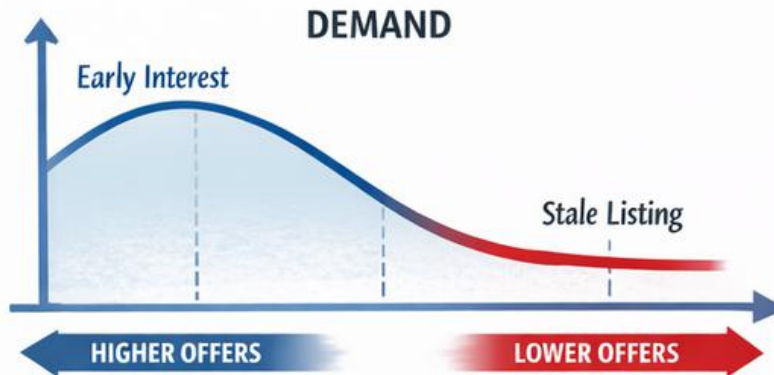
Price Position



Buyers search online using price filters.
If your home is **priced wrong**,
the right buyers never see it.
No views means **no competition**.
No competition means weak offers.



The first **10 to 14 days** matter most.
New listings get the most views
and agent attention early.
Strong early demand shows value.
Weak demand invites low offers.



I price homes using **local data**, **buyer behavior**, and active competition.

More **buyers**. More **showings**. **Better terms**. Higher net.



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Data, Not Guesswork

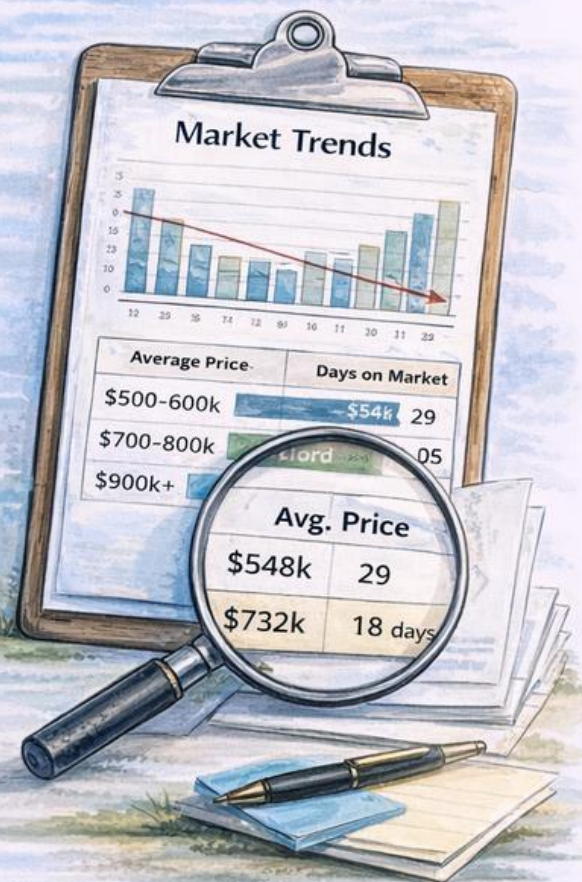
Every pricing and marketing decision is backed by **real market data**, buyer behavior trends, and active competition analysis.

I track:

- Days on market trends in your zip code
- List to sale price ratios by property type
- Buyer demand signals from MLS and major portals
- Competing inventory changes week to week

This means we **adjust fast**, before your listing goes stale and buyers lose interest.

Most agents list and hope.
I launch, track, and adjust.



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Your True Net

You Deserve Transparency

Selling price is not what you keep. **Net matters.**

When your home sells, several costs come out of the **sale price.**

My job is to make sure you understand them and minimize them.



Commissions

The fee paid to agents involved in the transaction. This is negotiable and structured to align with your goals.



Closing Costs

Escrow, title insurance, transfer taxes, and lender related fees. These typically range around **1 to 3 percent** of the sale price.



Repairs and Credits

Buyers may request repairs or credits after inspections. Strategy here can protect your net.



Concessions

Buyers sometimes ask for closing cost **credits** or **rate buy downs.** These must be negotiated carefully.



Liens and Loans

Solar loans, property taxes, and other liens must be paid at closing. These affect your final proceeds.

My role is to **project your net early, negotiate to protect it, and eliminate surprises at closing.**



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How I Negotiate for Sellers

Price is only one part of the deal. Terms, timing, and risk matter just as much.

When offers come in, my job is to **protect your price**,
your **timeline**, and your **certainty of closing**.



Offer Structure

I analyze price, financing strength, contingencies, and buyer motivation. The highest price is not always the best offer.



Multiple Offer Strategy

When demand is strong, I use deadlines, counters, and escalation tactics to push buyers to their highest and best terms.



Appraisal Risk Management

If the appraisal comes in low, I negotiate price, **buyer cash gaps**, or terms to keep your net intact.



Inspection Negotiation

Repairs and credits are negotiated **strategically**. Not every request deserves a concession.



Possession and Rent Back

If you need time to move, I negotiate **rent back** or delayed possession to fit your schedule.



Most agents negotiate once.

I negotiate at every stage to protect your outcome.



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Communication Guarantee

Silence kills deals. Clear communication creates confidence.

You will never wonder what is happening with your sale.



Weekly Updates

You get a clear weekly report on **showings, feedback, market activity, and next steps.**



Showing Feedback

Every showing is tracked. Patterns are **analyzed.** Strategy adjusts fast.



Market Shift Alerts

If the market changes, you'll **know immediately.** Price and strategy adjust with data, not guesswork.



Direct Access

You can call or text me directly. No assistants buffering important decisions.

My promise is simple:

You stay informed. I stay proactive.
Nothing slips through the cracks.



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The Seller Roadmap

Selling a home is a process. You'll always know what stage you're in.



You'll know what happens, when it happens, and why it matters.



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What Most Agents Won't Tell You

Selling a home is emotional.

The market doesn't care.

Most agents overprice homes to win listing agreements

They tell you what you want to hear to get the signature.
Then the market punishes you.



Days on Market kills leverage

- Buyers see DOM.
- They assume something is wrong.
- They negotiate harder.



Price drops destroy your net

The first price is your best shot at demand.
Every reduction signals weakness.



Photos and presentation matter more than features

Buyers decide in seconds.
Bad photos = fewer showings.
= lower offers.



The highest offer is not always the best deal

Terms, financing strength, contingencies, and timelines matter.
Net in your pocket matters more than ego.



The truth

I'll tell you what the market says, not what feels good.
Honesty protects your equity.



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Fire Me! Clause



YOU ARE IN CONTROL

Hiring an agent should feel **safe**, not **risky**.

If at any point I am not delivering on what we agreed,
you can fire me.

No long lock ins. No **pressure**. No **excuses**.

You hired me for results, communication, and strategy.

If I fail on any of those, **you don't stay stuck.**

My goal is **simple**: earn your trust every week,
not trap you in a contract.



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