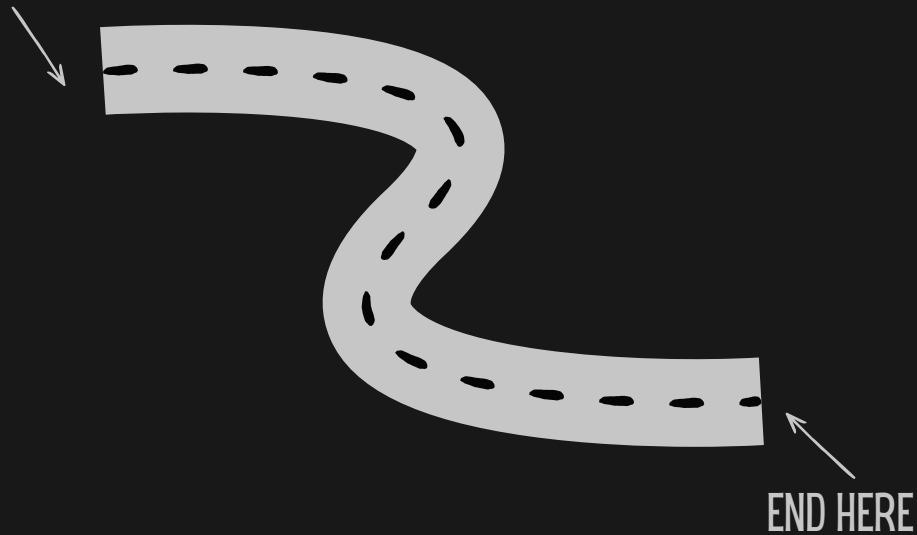


# THE CLEAR PATH PLAN

START HERE



END HERE

## CLEAR PATH CONSULTING

**4 SIMPLE PHASES TO SELL  
LIKE A PRO**

# THE CLEAR PATH PLAN

## ***YOUR STEP-BY-STEP EXECUTION SYSTEM***

Up to this point, you've learned how important Days On Market is, how to price your home correctly, how to position it in the market, and how to control the key parts of the sale that most sellers overlook.

But knowing what to do and executing it are two different things.

The Clear Path Plan is designed to bridge that gap.

This section lays out the entire selling process in a clear, step-by-step structure, so you know exactly what to focus on at each stage, from preparing your home and going live, to managing showings, handling buyers, and ultimately closing the deal.

Instead of trying to juggle everything at once, you'll move through the sale in phases. Each phase has a specific goal, a clear set of actions, and a direct impact on your final outcome.

When executed in the right order, this creates early momentum, attracts more serious buyers, and puts you in a stronger position when it matters most, during negotiations.

Most FSBO sellers don't struggle because they lack effort. They struggle because they lack structure. They do the right things, just at the wrong time, or without a clear system tying everything together.

This plan solves that.

Every home and market is different, but the process of selling remains consistent. By following this framework, you eliminate guesswork and operate with a clear, repeatable approach. So you stay organized, confident, and in control from start to finish.



# PHASE 1 — PREPARE

(BUILD THE FOUNDATION BEFORE YOU GO LIVE)

## What This Phase Is

This is where the entire sale is set up.

Before your home ever hits the market, everything that impacts your result, pricing, presentation, and positioning, is established here. Strong sellers don't rush this phase. They use it to remove uncertainty, reduce risk, and build leverage before buyers ever enter the picture.

## Goal of This Phase

Your goal is to prepare your home and your strategy so that when you go live, you do it with clarity, confidence, and control.

## Execution Steps

### Step 1 — Build Your Comps List

Start by identifying comparable homes in your area.

Focus on properties that are:

- Similar in bedrooms, bathrooms, and square footage
- Located within a close radius
- Recently sold, pending, or currently active

This gives you a clear view of:

- What you're competing against
- What buyers are choosing
- What the market is responding to

### Step 2 — Determine Your Value Range

Using your comps, establish a realistic value range for your home.

This is not a single number. It's a range based on:

- What similar homes have sold for
- How quickly they sold
- How buyers reacted to them

The goal is to understand where your home fits objectively, before making any pricing decisions.

### **Step 3 — Choose Your Price Bracket**

Once you have your value range, align your list price with the pricing brackets buyers actually search within.

This ensures your home appears in the maximum number of relevant searches and increases your exposure from day one. At this stage, you are positioning your home based on the market.

### **Step 4 — Prepare the Home**

Before photos or showings, your home needs to be clean, neutral, and distraction-free.

Focus on:

- Decluttering and removing excess items
- Deep cleaning all spaces
- Depersonalizing where possible
- Improving lighting and overall presentation

**The goal is simple:** Make it easy for buyers to picture themselves in the home.

### **Step 5 — Complete Pre-Listing Inspections**

At this stage, you want clarity on your home before buyers create it for you.

Pre-listing inspections help you:

- Understand the condition of the property
- Identify potential issues early
- Prepare for questions or negotiations

This reduces the likelihood of late surprises that impact your leverage.

When buyers discover issues first, they use them as pressure.

When issues are known and accounted for, conversations become more structured and predictable.

### **Step 6 — Prepare for Photos**

Before capturing media, make sure your home is fully ready.

Use the Pre-Photo Prep Guide to ensure:

- Each room is clean and organized
- Surfaces are clear
- Lighting is optimized
- The home feels open and neutral

Photos are your first showing. Preparation directly impacts how your home is perceived online.

## **Step 7 — Capture Photos & Media**

Once the home is ready, capture high-quality photos and media.

This may include:

- Professional photos
- Video walkthroughs
- 3D tours or floor plans

Strong visuals increase:

- Click-through rates
- Showing requests
- Buyer confidence

This is not just presentation, it's positioning.

## **Step 8 — Create Marketing Materials**

With your photos ready, prepare everything needed for launch:

- Listing description
- Property details
- All printed materials
- Links or pages where your home will be displayed

At this point, your home is fully prepared to enter the market without delays.

## **Phase Close**

When this phase is complete, you are fully prepared and ready to launch.

Your pricing is structured.

Your home is positioned.

Your materials are built.

Now, instead of going live and figuring things out as you go, you're launching with a clear plan behind you.

# **PHASE 2 — LAUNCH**

(CREATE IMMEDIATE MOMENTUM)

## **What This Phase Is**

This is the moment your home enters the market.

Everything you prepared, pricing, presentation, photos, and positioning comes together here. The goal is to create strong early activity that signals demand and attracts serious buyers.

The first few days matter more than most sellers realize. This is when your home is seen as new, fresh, and worth attention.

## **Goal of This Phase**

Your goal is to generate maximum exposure and activity in the first 7–10 days to create momentum and attract strong buyer interest early.

## **Execution Steps**

### **Step 1 — Build Buzz With Your Network**

Before going live, start with your immediate network.

This includes:

- Friends
- Family
- Coworkers
- Local contacts

Keep it simple. You are making them aware, not trying to sell them.

This expands your reach quickly and often leads to indirect opportunities through referrals and word-of-mouth.

### **Step 2 — Put Up Your Coming Soon Yard Sign**

Your yard sign is one of the most effective visibility tools available.

It captures:

- Local traffic
- Neighbors
- Buyers already searching in your area

This creates passive exposure without additional effort.

### **Step 3 — Publish Your Listing**

Make your home available across all selected platforms.

This may include:

- FSBO platforms
- MLS flat-fee services
- Real estate websites
- Social platforms

The principle is simple:

The more visibility your home has, the more opportunities you create.

At this stage, remove as much friction as possible for buyers to:

- Find your home
- View details
- Schedule a showing

### **Step 4 — Re-Engage Your Network & Change Yard Sign Status**

Once your listing is live, follow up with your network.

Now you have something concrete to share:

- Photos
- Listing link
- Key details

This gives people a reason to engage and share your listing further.

Update your yard sign from 'Coming Soon' to 'For Sale.'

### **Step 5 — Prepare for Inbound Activity**

As your home gains visibility, inquiries will start to come in.

Be ready to:

- Respond clearly and professionally
- Schedule showings efficiently
- Track interest and interactions

This is where momentum builds.

## Phase Close

If Phase 1 builds the foundation, Phase 2 creates the spark..

When done correctly:

- Your home feels new and active
- Buyers begin to engage quickly
- Momentum builds quickly

That momentum carries into the next phase, where control, communication, and leverage begin to matter most.

## ***PHASE 3 — MANAGE***

(CONTROL THE PROCESS WHILE YOU'RE LIVE)

### **What This Phase Is**

Once your home is live, the process shifts. You're no longer preparing or launching, you're now actively managing buyer activity, perception, and communication in real time.

This is where most FSBO sellers lose control.

Not because of early mistakes...

But because they:

- React instead of observe
- Speak too much
- Adjust emotionally
- Lose structure under pressure

This phase is about staying disciplined while everything is happening at once.

### **Goal of This Phase**

Your goal is to manage activity, communication, and perception in a way that builds and protects leverage.

### **Execution Steps**

#### **Step 1 — Run Structured Showings**

Every showing should feel:

- Clean
- Consistent
- Controlled

Before each showing:

- Use your Pre-Showing Routine
- Reset the home to the same standard every time

During showings:

- Give buyers space
- Avoid overselling or following them
- Let them experience the home naturally

The goal is to allow connection, not force it.

## **Step 2 — Track Every Buyer Interaction**

Every inquiry, showing, and conversation is data.

Use your system:

- Buyer Pipeline Log

Track:

- Who the buyer is
- Level of interest
- Questions asked
- Next steps

Strong sellers don't rely on memory.

They rely on patterns.

## **Step 3 — Collect and Analyze Feedback**

After showings, gather feedback consistently.

Use your:

- Market Feedback Index

Look for patterns:

- Are buyers hesitating on price?
- Are they reacting to condition?
- Are they moving quickly or slowly?

Feedback is not criticism, it's information.

## Step 4 — Screen Buyers Early

Not all interest is equal.

Use your:

- Buyer Red Flags Guide

Watch for:

- Unclear financing
- Overly complicated requests
- Hesitation without clear reasoning
- Signs of future negotiation pressure

Focus your time on buyers most likely to move forward.

## Step 5 — Control Communication

Every conversation matters.

Keep communication:

- Clear
- Neutral
- Professional

Avoid:

- Oversharing
- Emotional responses
- Signaling urgency

Answer questions directly, but don't expand beyond what's needed.

The more you say, the more leverage you give away.

## Step 6 — Stay Consistent, Not Reactive

Early activity can create pressure.

You may feel like:

- Adjusting price quickly
- Explaining too much
- Forcing decisions

Avoid reacting too fast.

Instead:

- Observe patterns
- Let activity develop
- Make decisions based on data, not emotion

Control comes from consistency.

## Step 7 — Adjust When There's a Pattern

If the market is telling you something clearly, respond intentionally.

Examples:

- Low showings → exposure or pricing issue
- High showings, no offers → condition or perceived value
- Repeated objections → positioning issue

Adjustments should be:

- Thought out
- Data-driven
- Deliberate

Reactive adjustments weaken your position.

## Phase Close

This phase determines whether you build leverage or lose it.

When managed correctly:

- Buyers take you seriously
- Activity becomes more structured
- Offers become more likely, and stronger

Most sellers think success comes from getting offers.

In reality:

Success comes from how you manage everything leading up to them.

## ***PHASE 4 — NEGOTIATE & CLOSE***

(TURN INTEREST INTO THE BEST POSSIBLE OUTCOME)

### **What This Phase Is**

This is the final phase of the sale, but success is not created here. It is where everything you've built gets realized.

By the time offers come in, your:

- Pricing
- Presentation
- Marketing
- Communication
- Buyer activity

...have already determined your position.

Now your job is simple:

Protect that position and carry the deal through to closing.

## **Goal of This Phase**

Your goal is to evaluate offers strategically, maintain leverage during negotiation, and manage the contract process all the way to a successful close.

## **Execution Steps**

### **Step 1 — Evaluate Offers Strategically**

Not all offers are equal.

Look at:

- Price
- Financing strength
- Contingencies
- Timeline
- Overall terms

The strongest offer is not always the highest price.

Focus on:

The offer most likely to close, with the best overall structure.

### **Step 2 — Maintain Leverage During Negotiation**

This is where discipline matters most.

Avoid:

- Rushing to accept
- Immediately conceding
- “Splitting the difference” too quickly

If you give something, get something in return.

Strong negotiation is controlled and disciplined.

### **Step 3 — Use Competition When Present**

If you have multiple interested buyers:

- Let offers come in before responding
- Avoid committing too early
- Keep conversations structured and consistent

When buyers feel competition:

- They move faster
- They offer stronger terms
- They become more flexible

Leverage comes from options, not pressure.

#### **Step 4 — Accept and Structure the Deal**

Once you choose an offer:

- Confirm all terms clearly
- Ensure both parties are aligned
- Move into contract with clarity

At this point, the deal is agreed, but still needs to be carried through to closing.

#### **Step 5 — Manage the Contract Process**

This is where many deals fall apart.

Stay on top of:

- Deadlines
- Documents
- Inspections
- Communication between parties

Use your:

- Contract & Paperwork Prep Guide

Stay organized and proactive.

#### **Step 6 — Stay in Control Through Closing**

Even after accepting an offer:

- Do not relax your attention
- Do not assume everything will go smoothly
- Continue managing the process actively

If issues arise:

- Stay calm
- Stay structured
- Respond intentionally

## Step 7 — Bring in Support if Needed

This phase is about execution, not guessing.

If needed, consider:

- Transaction coordinators
- Escrow or title professionals
- Real estate attorneys (where applicable)

Support reinforces control and strengthens execution.

### Phase Close

When this phase is handled correctly:

- The deal stays stable
- Issues are resolved efficiently
- Closing becomes predictable

Most sellers think the hard part is getting an offer.

In reality:

The deal only matters if it closes.

### Final Takeaway

You've now seen the full system:

- Prepare with intention
- Launch with momentum
- Manage with control
- Close with structure

This is what separates a reactive sale from a controlled one.

### **BONUS — Seller Net Sheet Calculator (Educational Use Only)**

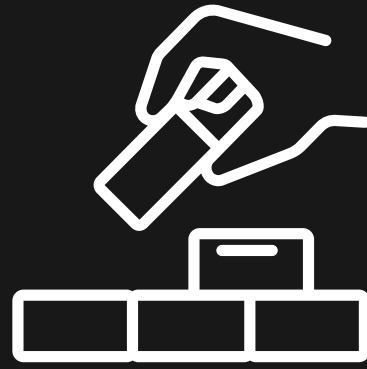
*Your listing price doesn't tell the full story. What matters most is how much you walk away with after costs, credits, and loan payoff. This calculator helps you estimate your potential net proceeds across multiple pricing scenarios, so you can clearly understand how different price positions impact your final outcome. Using the Clear Path Consulting™ Price Bracket Strategy, you can compare how small changes in price affect what you actually take home, not just what your home sells for. The calculator will generate projected net proceeds at each level, allowing you to compare outcomes side by side. You can also use it to evaluate offers, helping you focus not just on the price, but on the net result of each option.*



Scan the code to access your calculator.

**PHASE 1 — PREPARE**  
(BUILD THE FOUNDATION)

- Build comps & value range
- Choose price bracket
- Prepare the home
- Complete pre-listing inspections
- Capture photos & media
- Create marketing materials



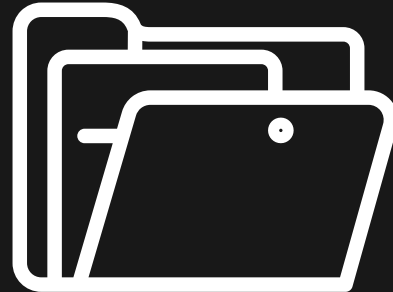
**PHASE 2 — LAUNCH**  
(CREATE MOMENTUM)

- Activate network
- Install coming soon yard sign
- Publish your listing
- Re-engage contacts & change sign
- Prepare for inbound activity



**PHASE 3 — MANAGE**  
(MAINTAIN CONTROL)

- Run structured showings
- Track all buyer activity
- Collect feedback
- Screen buyers
- Control communication
- Adjust based on patterns



**PHASE 4 — NEGOTIATE & CLOSE**  
(PROTECT THE OUTCOME)

- Evaluate offers strategically
- Maintain leverage
- Use competition when possible
- Structure the deal
- Manage contract & deadlines
- Close with control



**YOU DON'T WIN BY REACTING BETTER.  
YOU WIN BY STAYING IN CONTROL.**



# CLEAR PATH

