The 2-Minute Seller Strategy Checklist

5 quick checks before you price, launch, or spend money getting ready to sell

- 2 minutes
- 5 essential checks
- More clarity
- Stronger strategy
- Better results

Conrad Hyslop | Gold Coast Seller Strategy

Harcourts Property Hub

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Before you price, launch, or spend money getting ready, check these 5 things so you don't lose buyers early or waste money on the wrong move.

1 The Launch Window

Don't just go live when the photos are ready. Your launch needs to be timed so buyers see it, save it, talk about it, and turn up with urgency.

Mistake avoided: *drifting onto the market with no early buyer pressure.*

2 The Buyer Type

Not all buyers see value the same way. A local buyer may compare your place street-by-street. An interstate or lifestyle buyer may compare it to the problem they're trying to escape.

Mistake avoided: *using one bland message for every buyer.*

3 The First 7 Days

The first week matters. You need a plan for early interest, weak offers, strong offers, second inspections, and buyers who are watching but not acting.

Mistake avoided: *reacting emotionally instead of using early interest properly.*

4 The Pre-Sale Spend Check

Some fixes help buyers feel safe. Some fixes just burn your money. Before spending, check whether the work will actually change how buyers see the home.

Mistake avoided: *wasting money on changes buyers won't pay you back for.*

5 The Silent Feedback Trap

Buyers often don't say the real reason they walked away. You need to know what they noticed, what stopped them, and whether the issue is price, presentation, layout, location, or doubt.

Mistake avoided: *waiting for offers while the real problem goes unspoken.*

Want help checking these against your place?

Reply **"MISTAKES"** to get the checklist and avoid pricing wrong, wasting money, or losing early buyer interest.

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