

SOUTHERN UTAH

Seller's Guide

How I help you price, prepare, market, and negotiate a sale - with a plan built around your goals.

DAVE BUSK

REALTOR

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THE POULSON GROUP

kw ASCEND KELLERWILLIAMS. REALTY

START WITH THE DECISION

Should you sell now?

The right plan starts with your goals, your likely proceeds, and your timing. A sale should serve you, not just a market headline.

YOUR GOAL

What would a sale make possible? What result matters most, and what timing works for you?

YOUR OPTIONS

Sell now, wait, keep the property, or coordinate a sale with a purchase. Each path has a different tradeoff.

THE NUMBER THAT MATTERS

A possible sale price is only the starting point. Once we decide to work together, we will estimate what you may keep after your mortgage payoff, agreed compensation, closing charges, taxes, repairs, concessions, and other costs that apply to your property.

A CONVERSATION WORTH HAVING

What price and timing would make selling worthwhile? What would you do if the market suggests something different? We can discuss your goals before you commit to listing.

MY APPROACH

My job is to help you make a sound decision, even when the best decision is to wait.

FOR OUR FIRST CONVERSATION

Think about the price and timing that would make selling worthwhile. We can start there.

WHY WORK WITH DAVE

Dave Busk

Realtor since March 2022 | The Poulson Group at Keller Williams Ascend

I work closely with you to develop a pricing strategy for your property, guided by your goals and the market evidence. My team and I bring the marketing reach to connect your home with potential buyers near and far.



BUILT-IN MARKETING REACH

- **Targeted audiences.** Our team has invested significant time and money building social media retargeting audiences. I can put your listing in front of more people interested in Southern Utah real estate.

- **Reach beyond the local market.** I also market to agents across the country who work with buyers looking to relocate to Southern Utah.

RECENT SELLER-SIDE RESULTS

Recent seller-side listings by our team in St. George and Cedar City, October 2024-October 2026.

26 days
AVERAGE DAYS ON MARKET

99%
AVERAGE OF ORIGINAL ASKING PRICE

Residential sales in the same local MLS comparison averaged 64 days and 96% of original asking price. Past results do not predict the outcome of your sale.

FROM FIRST CONVERSATION TO CLOSING

1. **Goals and likely net**
2. **Preparation and price**
3. **Marketing and showings**
4. **Offers and due diligence**
5. **Closing and transition**

PRICE AND LIKELY NET

Price is a strategy

A useful asking price is grounded in what buyers can choose today, how your property compares, and the result you want.

RECENT SALES

Closed sales show what buyers actually paid. We look for differences in size, condition, location, and features.

CURRENT COMPETITION

Active listings show the alternatives a buyer can visit now. Asking prices alone do not prove value.

YOUR PROPERTY

Condition, updates, lot utility, views, access, and other details can change how buyers compare it.

YOUR TIMING

The right strategy also depends on carrying costs, flexibility, and the move you are planning.

THE LAUNCH IS A TEST

If we decide to work together, I'll review relevant comparable sales with you. Together, we'll develop a pricing strategy that fits your goals and the market evidence. After launch, we'll watch showing activity, repeat interest, competing listings, and the gap between attention and offers. If the market sends a different signal, we'll discuss the facts before changing course.

PREPARE WITH PURPOSE

Make the home easy to choose

Most homes benefit from careful presentation, but not every seller needs a remodel. I'll walk through the property with you, help decide what is worth doing and what is not, and make a practical plan that fits your goals and budget.

START WITH THE BASICS

CLEAR	Declutter, simplify rooms, organize storage.
CLEAN	Deep clean, address odors, brighten windows.
MAINTAIN	Handle sensible minor repairs and curb appeal.
PROTECT	Secure valuables, medications, and private papers.
DOCUMENT	Gather improvement records and prepare disclosures.

CONSIDER WHEN USEFUL

Staging, inspections, specialty work, or an appraisal may help. We weigh cost and timing first.

DO NOT ASSUME

A major renovation may cost more than it returns. The plan should fit your home and goals.



ILLUSTRATIVE IMAGE

MARKETING THE PROPERTY

Make the story clear

Many Southern Utah buyers begin searching before they arrive. I'll work with you to identify what makes your property distinctive, then help turn those details into a clear story for local and out-of-area buyers.

PRESENTATION

Clear photos, accurate details, and video or drone views when they help explain the property.

POSITIONING

Copy that connects the price, setting, useful features, and likely buyer questions.

DISTRIBUTION

Appropriate listing platforms, agent relationships, social channels, and direct outreach.

PROPERTY-SPECIFIC PLAN

For a mountain cabin, buyers may ask about seasonal access and utilities. For a Cedar City home, they may focus on layout and everyday location. For a second home near St. George, they may ask about care and community rules. Together, we'll choose photos, details, and channels around the questions buyers will bring, including those planning a move from outside Southern Utah.

WHAT A BUYER NEEDS TO SEE

How the home lives. What makes its location useful. What is included. What may need work. How and when someone can see it. The goal is to give buyers enough clear information to decide whether the property deserves a closer look.

REVIEW THE PLAN BEFORE LAUNCH

I'll show you the proposed images and listing story, where the property will appear, and other ways we might reach likely buyers. We'll choose what fits. No channel can guarantee a price, timeline, or number of offers.

AFTER LAUNCH

Listen to the market

Showings should work for serious buyers while remaining manageable for you. We'll agree on access, notice, pets, and privacy - and how you'd like updates on activity and feedback.

READ PATTERNS, NOT ONE COMMENT

STRONG ACTIVITY

Repeat visits or serious questions	Review terms and stay prepared.

VISITS, NO OFFERS

A recurring concern may be emerging	Study price, condition, and competition.

LITTLE ACTIVITY

Buyers may be choosing alternatives	Revisit presentation, access, and price.

INTERPRET THE FEEDBACK

I'll help you interpret showings, buyer questions, agent feedback, and competing listings. Together, we'll separate patterns from noise so you can make informed decisions about whether to hold or adjust.



ILLUSTRATIVE IMAGE

CHOOSE THE FULL OFFER

Look beyond the price

The highest number is not always the strongest offer. What you keep, your timing, and the likelihood of closing matter too.

FINANCIAL PICTURE

Price, likely net, financing, earnest money, appraisal exposure, and requested seller concessions.

CONTRACT AND TIMING

Inspections, deadlines, contingencies, included items, closing date, and possession.

COMPARE SIDE BY SIDE

We'll compare offers together using a seller net sheet and a discussion of the important risks. A lower offer with cleaner terms may be the better fit; a higher financed offer may still be worth accepting. Your goals and the details decide.

ILLUSTRATION ONLY

OFFER A

$850,000 price - $25,000 concessions

$825,000 before other costs

OFFER B

$835,000 price - $0 concessions

$835,000 before other costs

AFTER ACCEPTANCE

- Deliver disclosures and documents
- Provide access for inspection and appraisal
- Respond to requests and track deadlines
- Review title and settlement figures
- Complete agreed work and confirm possession

BEFORE YOU SIGN

Know the plan and the agreement

These are five questions I expect you to ask me before we decide to work together. You deserve to understand the plan, what it may cost, and how decisions will be made.

01 HOW WILL WE CHOOSE THE ASKING PRICE?

As we prepare the home, we'll study recent sales, current competition, and your property's details. I'll make a recommendation, and we'll agree on the price before launch.

02 WHAT IS THE PLAN FOR MY PROPERTY?

Review preparation, presentation, marketing channels, showing access, and how out-of-area buyers may find it.

03 HOW WILL WE KNOW IF THE PLAN IS WORKING?

Agree on what activity and feedback we will review, when we will talk, and how we might adjust.

04 WHAT WILL I LIKELY KEEP?

Ask for an estimated seller net that shows payoff, fees, closing costs, and possible concessions.

05 WHAT HAPPENS WHEN I HIRE YOU?

We'll agree on representation, compensation, and a target launch date. Then we'll prepare the home, revisit the market, and agree on the asking price before going live.

YOUR NEXT MOVE

Let's plan the whole transition

Selling your property may be one part of a larger move. We can talk through timing, temporary housing, storage, travel, pets, utilities, and what happens if a transaction changes.

SELLING BEFORE BUYING

You may know your proceeds sooner, but could need a temporary place or a negotiated possession plan.

BUYING BEFORE SELLING

The move may be smoother, but it takes financial capacity and a plan if your current home sells later.

MOVING OUT OF THE AREA?

If another market is part of your move, I can help connect you with a qualified real estate professional there and coordinate the conversations and timing. You can start with one call to me.

LET'S TALK ABOUT YOUR SALE

If this approach sounds right for you, let's meet at your property. We'll talk about your goals and how I would approach the sale. I'll explain the listing agreement and answer your questions. If you choose to hire me, we'll develop a property-specific pricing strategy and review your likely proceeds together.

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