

# THE LUXURY LISTING PROTOCOL™

**“Luxury sold by pricing authority — not marketing theater.”**

## **Who this is for:**

Owners of **\$1,000,000+** homes who want a disciplined, transparent system focused on speed, certainty, and best possible net — without ego, fluff, or pageantry. Lower priced homes subject to review as well as much higher priced homes.

## **Primary Service Area**

### **Broward County (preferred).**

Tri-County (Miami-Dade / Palm Beach) by exception — especially when referred through attorneys or professional partners.

## **How the Protocol Works**

### **1) Price Authority Consult (in person)**

Walkthrough + condition notes + comps + active competition review

#### **You receive:**

Recommended Launch Price (my professional number)

**Sell Range** (market reality)

Your Launch Track (below)

### **2) Choose the Launch Track (Two Paths)**

#### **Track A — 21-Day Market Proof Window**

Used when you accept my recommended pricing.

We launch clean and allow the luxury decision cycle

Proof is tracked weekly, not emotionally

#### **Track B — 14-Day Market Test Window**

Used when you choose a price above my recommendation.

We test the market fast

Day 14 proof review → Day 15 correction decision if needed  
(*Overpriced launches waste the only time a listing has maximum momentum.*)

### **3) Media Package (Seller-Funded, Transparent)**

You fund the media because it's **your asset**

I don't bury costs inside a higher commission

If I advance the cost for convenience, it is **reimbursed at closing or upon early termination**  
(clearly written)

### **4) Showing Protocol (Private, Controlled, Professional)**

Lockbox access is required

Showings are requested and **screened**

You choose your notice preference (Same day, 24–48 hours, etc.)

I am **not present** for routine showings  
(*Buyers want privacy. Agents want space. My value is pricing, positioning, negotiation, and closing.*)

If an agent has questions, they call me — I always respond quickly.

### **5) Weekly Market Proof Report (Every Monday)**

You receive a simple weekly update showing:

Tour/showing count

Feedback themes

Offer activity

My recommendation: hold / adjust terms / correct price

### **6) Correction Gates (Data-Driven Decisions)**

**Track B (14-Day):** decision point on **Day 15**

**Track A (21-Day):** decision point on **Day 22**

If tours are strong but offers are weak: we adjust **presentation/terms** before price

If tours are weak: we correct price to re-enter the buyer pool

## **7) Communication Boundaries (Concierge, Not Chaos)**

Direct access **9:00am–8:00pm**

Text preferred; calls as needed

After 8pm I'm offline so I can operate at a high level every day

## **8) Fee Structure (Simple)**

**Listing fee: 1%** (list side)

Buyer side is part of the negotiation process. Ask me about this.

Media package funded by seller (transparent, disclosed up front)

# **FAQ — THE LUXURY LISTING PROTOCOL™**

### **1) Do you use a booking calendar (Calendly)?**

No. This is a premium service and I keep it personal. **Call or text** and I'll respond directly.

### **2) Do you do open houses?**

Yes— **but it must serve the strategy.**

Open houses do not sell overpriced homes, regardless of what any agent tells you. Most open houses are about the agent marketing themselves. If the price, property and location justify it, we schedule one with the correct strategy (Ask me about this). If not, we focus on private tours and qualified buyers.

### **3) Do you do broker opens?**

No, by default. In my experience, broker opens are mostly networking and ego. The buyer drives the sale — not brokers touring the home. This is 2026 and we use market proof, not pageantry.

### **4) Will you be present for every showing?**

No. Because it's counterproductive. Buyers want privacy. Buyer agents want space. My value is pricing, positioning, negotiation, and closing. If an agent has questions, they call me — and I respond quickly.

## **5) How do showings work?**

Agent requests a time

I screen/confirm and you approve showings based on your notice preference

Lockbox access is used for entry

Feedback flows through me and is summarized in your Monday report

## **6) Can I require 24–48 hours notice?**

Yes. We set your showing rules up front and operate within them.

## **7) What happens during the first 14 or 21 days?**

That window is about **proof**: tours, feedback patterns, and offer activity. If the market responds, we stay the course. If it doesn't, we correct decisively.

## **8) How do you decide price reductions?**

Not by guesswork or a fixed percent. Corrections must be meaningful enough to **change the buyer pool** and compete with current inventory. Decisions are driven by:

Tour volume and buyer behavior

Buyer-agent feedback patterns

Competing listings and recent solds

**A superior home priced less entering the market**

Current demand conditions

## **9) Will you show me a 120-day price-drop schedule?**

No. I don't pre-negotiate failure. I run weekly proof and correction gates. You'll always know exactly where we stand and what the market is saying.

## **10) Who pays for photos / 3D / drone / media?**

The seller funds the media package because it's your asset and it keeps everything transparent. If I advance it for convenience, reimbursement terms are spelled out in writing. I have been using the same photographers for the last decade and the complete professional package of photos, 3D Matterport and drone photos is currently \$400.00.

### **11) What if I want to cancel the listing?**

If you funded the media directly, we part cleanly. If I advanced media costs for convenience, then reimbursement is due upon early termination (per written agreement).

### **12) What are your hours and how do we communicate?**

Direct access 9am–8pm. Text preferred. Calls as needed. After 8pm, I'm offline. If I do not answer a call, I will return it as soon as humanly possible.

### **13) Do you send postcards?**

Absolutely — but strategically. One of the most effective tactics is a targeted neighbor campaign: **“Help me choose your neighbor.”**

It's local, direct, and it works without theater. This allows me to possibly find you a non-agent represented buyer and if I sell them the home, I never double end commission therefore you would only pay a total of 1% listing side commission.

### **14) Are you a discount broker?**

No. I'm simply a pricing-first listing operator. My fee is structured lean because I remove waste — not service, which is superior to none.

### **15) What sells the home?**

#### **Price. Condition. Location.**

We control price commensurate to current market and condition of the home, then present it professionally and competently and the market does the rest. Anything else is justification for a higher commission structure which you are welcomed to overpay for. I work off precision, superior service and communication, as well as integrity, without extracting the equity of your home. I work in spiritual alignment.