

The DASH Method:

Our Tailored Listing Process



Why the DASH Method Works

- **Predictability:** Sellers know exactly what to expect at each stage.
- **Proven Systems:** Built on strategies that sell hundreds of homes per year.
- **Tailored Approach:** Every DASH plan is customized to the seller's property and goals.
- **Maximized Value:** Combining data, strategy, and preparation ensures top dollar while minimizing seller stress.

D – Discovery

The first step is all about listening, not selling.

- **Initial Consultation:** Meet the seller to understand motivation, goals, and timeline.
- **Property Walkthrough:** Take video and notes on condition, upgrades, and potential areas to highlight. Take opportunity to bond with seller by being complimentary, but not over the top. Whoever is talking is bonding, so look for opportunities to ask questions about them and create shared sense similarity.
- **Market Overview:** Share high-level insights into current trends (inventory levels, buyer demand, average days on market). Include small value adds, such as the house being in a good school district, or walking distance of a park.
- **Listing Packet Review:** Provide a clear overview of your process, team, and track record. Send packet PDF via email or print upon seller request.
- **Set Expectations:** Outline what's next, emphasizing that pricing will come after full analysis.

Best Practice: Many teams use a structured seller questionnaire at this stage to capture motivations and priorities (downsizing, relocating, maximizing equity, etc.) to tailor the later strategy.

A- Analysis

This is the data-driven foundation.

- **Pull House Information:** Pull up listing in Paragon to show you are well informed on their property. This also allows to confirm data listed (square footage, any additions, etc.)
- **CMA Presentation:**
 - **Neighborhood Comparison:** Pull up CMA for last home sold in their neighborhood from a 6-12 month timeframe for comparison.



- **General CMA:** Criteria will vary from listing to listing, but a general criteria should be as followed:
 - ACT, CTG, ASTR, SLD, PED
 - Home type
 - 6 months range
 - +/- 20% square footage
 - Age range is dependent on when property was built. Try not to include new builds in this step of comparison
 - Set search radius to include approx. 10 listings for comparison
- Screenshot criteria panel and map to show exactly how you found the comparison listings
- Convert CMA list (~10 properties) into a PDF for general comparison
- **Micro vs. Macro Trends: Discuss not just neighborhood comps but also broader market factors (interest rates, absorption rate, seasonal shifts). Pull this data from the latest GGAR Market report in Paragon.**
- **Pricing Strategy Options:** Show scenarios—conservative, aggressive, aspirational—anchored in real data. This depends on their timeline. Do they want to sell fast and price it competitively? etc.
- **Positioning:** Identify how the property fits into the competition (e.g., “best in class,” “move-in ready,” “fixer-upper”).
 - Do this by pulling recent Sold listings and compare it to your listing. What features and attributes does it have compared to our listing? How will that reflect in price? Highlight a comp in the low price range, high price range, and median price range.
 - Example: custom finishes, updated appliances, home setback distance would all positively affect listing price.
 - New Builds: Compare to active new builds separately (not including sold). Look at price for consideration and number available near the listing.
 - How can we actively compete with new build incentives? Discuss with clients. (ex. move-in ready packages, rate buy-down, other creative pricing strategies)

Best Practice: Many top teams frame this as “price banding”—showing how listing within \$X–\$Y attracts different buyer pools.



S- Strategy

Where the plan comes together to maximize results and minimize risk.

- **Marketing Approach:**

- Professional photography & videography (including drone + twilight shots).
- 3D Matterport tours & floorplans.
- Compelling listing description optimized for buyer engagement.
- Multi-MLS syndication (local, regional, niche).
- Paid digital ads + retargeting, geo-targeted mailers, and social campaigns.
- Open house & showing strategy.

- **Negotiation & Risk Mitigation:**

- Review common contingencies and how to structure offers for stronger terms.
- Discuss strategies to attract multiple offers.
- Provide insights from selling triple-digit homes per year—proven systems and scripts.

- **Timeline Alignment:**

- Match listing date with market conditions (seasonality, local buyer patterns).

- **Personifying the Home:**

- Have the seller write a short “Love Letter” sharing why they love the home, what makes it special, and why they’re moving (keep it positive and forward-looking).
- Encourage a warm, genuine tone. Personal stories and favorite features over sales language or pricing.
- Include 3 recommendations of local offerings that would help sell the home to the future homebuyer. This includes favorite restaurants nearby, coffee, convient stores, parks etc. Please see example letter in associated docs.
- For best results, suggest handwritten if possible (scanned for digital use), using blue or black ink, or a clean, simple font if typed.
- Keep it neat and concise: 2–4 short paragraphs, signed by the seller, with no mention of negotiations or urgency.
- Use the letter as an emotional connection tool in showings or offer situations to help buyers envision life in the home.

Best Practice: Many elite teams present a “Launch Plan” calendar—a visual 2–3 week rollout showing when photos, staging, listing activation, open houses, and offer reviews will occur.



H- House Prep

Preparing the property for a flawless debut.

- **Compliance & Documentation:** Listing agreements, disclosures, required state paperwork.
- **Pre-Market Services:**
 - Vendor coordination (stagers, painters, landscapers, contractors).
 - Pre-inspections for transparency and leverage.
 - Home warranty options.
- **Staging & Styling:** Light staging or full staging depending on property and ROI.
- **Final Readiness Check:** Ensure all repairs, cleaning, and improvements are completed.
- **Go-to-Market:** Solidify launch day, activate marketing, and list.

Best Practice: Top teams often provide a “House Prep Checklist” with vendors and timelines, so sellers feel supported and clear on every step.

