RENÉE HAHN
YOUR NAPLES REAL ESTATE EXPERT

A STRATEGIC APPROACH

Selling a home is one of the largest financial decisions most people make. The **right strategy** can significantly impact your final sale price, terms, timing, and overall experience.

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ALFRED ROBBINS
REALTY GROUP

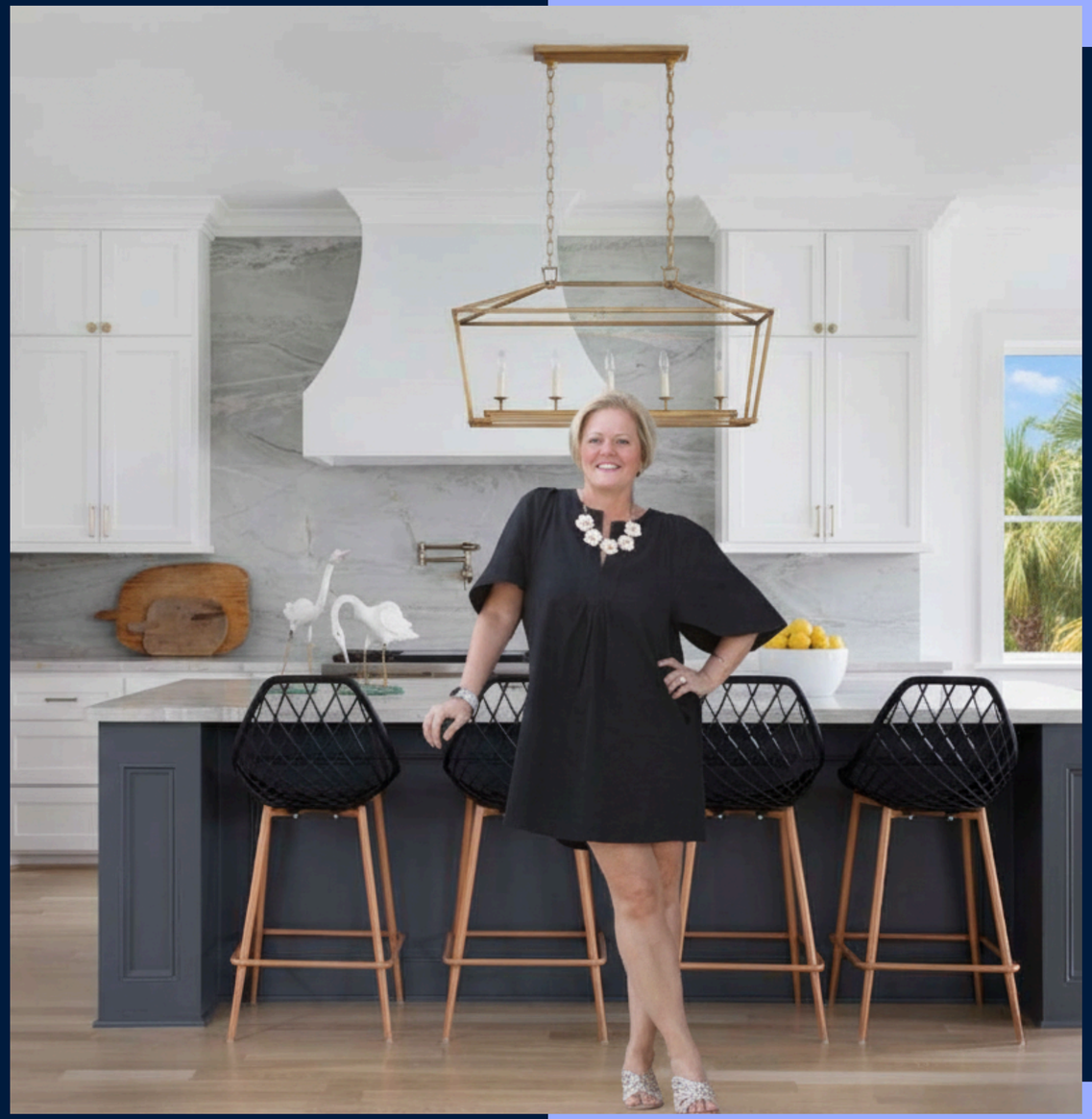
MY PHILOSOPHY

While most agents focus on selling homes, I focus on creating the best outcomes for homeowners.

My guiding question: "**What is most likely to create the best result for my client**?"

Goals: maximize net proceeds, minimize stress, manage risk, and tailor strategy to your unique situation.





YOU HIRE ME
YOU GET ME

Many real estate teams rely on delegation - you meet the lead agent once, then work with assistants and coordinators throughout the process.

With me, you get **direct, personal involvement** from start to close. I handle the details, manage the strategy, and am always available to you - because the person you hire is the person doing the work.



MY BACKGROUND

CREATES BETTER OUTCOMES

- **Strategic planning** honed through years of leadership at General Electric
- **Financial analysis** that drives smarter pricing decisions and stronger market positioning
- **Marketing expertise** focused on creating visibility, generating demand, and helping your property stand out from the competition
- **Negotiation skills** that protect your interests and maximize your net proceeds
- **Project management** that keeps transactions organized, proactive, and moving smoothly toward closing

Real estate is one of the largest financial transactions most people will ever make. Success requires far more than simply marketing a home - it requires strategy, analysis, promotion, negotiation, and execution.

THE THREE “P”S
THAT DRIVE SUCCESS

Preparation – Presenting your home at its absolute best.
Pricing – Positioning your home correctly from day one.
Promotion – Creating maximum visibility, buyer interest, and demand. Standing out from competing inventory.

What Happens Next Matters Too
Negotiation – Securing the strongest possible outcome.
Risk Management – Protecting you throughout the transaction.



THE FIVE
PILLARS OF MY APPROACH



Preparation

Setting the stage to maximize perceived value



Pricing

Data-driven strategy for strongest terms



Positioning

Standing out against the competition



Marketing

Creating demand that drives offers



Negotiation

Protecting your net proceeds at every turn

MY SELLING PROCESS

A Proven Process for Clarity & Confidence

Prepare

Stage, repair, and present your home to maximize buyer appeal and perceived value before launch

Price

Set a data-driven, strategic price to attract qualified buyers and generate strong offers from day one

Launch

Execute a coordinated market debut with professional photography, video, and targeted marketing exposure

Market

Drive ongoing demand through multi-channel marketing, storytelling, and strategic buyer engagement

Negotiate & Close

Leverage competition and expertise to secure the best price, terms, and a smooth path to closing



UNDERSTANDING TODAY'S MARKET

- Buyers have **more choices** and inventory has increased.
- **Poor positioning** leads to longer listing times and lower offers.
- **Accurate pricing** is essential to attracting serious buyers.
- Strong presentation and strategic marketing **set your home apart.**
- Skilled negotiation is critical to **protecting your net proceeds.**



PREPARATION CREATES VALUE

- The market rewards **well-presented** homes.
- **First impressions** drive buyer interest and perceived value.
- Improve buyer perception, marketability, and **competitive positioning**.
- Small, strategic investments can **yield significant returns** at closing.



PREPARATION VS. COST

Think of preparation spending as an investment, not an expense. A $5,000 improvement may create a $25,000 increase in perceived value - that's a 5x return.

Every dollar spent on strategic preparation is evaluated by its impact on your net proceeds, not its upfront cost.



PRICING
IS A STRATEGY

- The goal is the **highest sale price and strongest terms** - not always the highest list price.
- Pricing **directly influences** buyer interest and the volume of showings.
- Strategic pricing drives **offer quality** and reduces **days on market**.
- The right price creates **negotiating leverage** from the start.



THE COST OF OVERPRICING

- Pricing high does not create negotiation room - it reduces showings, weakens offers, and erodes leverage.
- Overpriced homes sit longer, become stigmatized, and ultimately sell for less than if priced correctly from the start.





MY PRICING METHODOLOGY

- Recent **sales & pending** deals analyzed deeply
- Active **competition & inventory** levels reviewed thoroughly
- Buyer **behavior & market trends** assessed
- **Property-specific** factors carefully & realistically evaluated

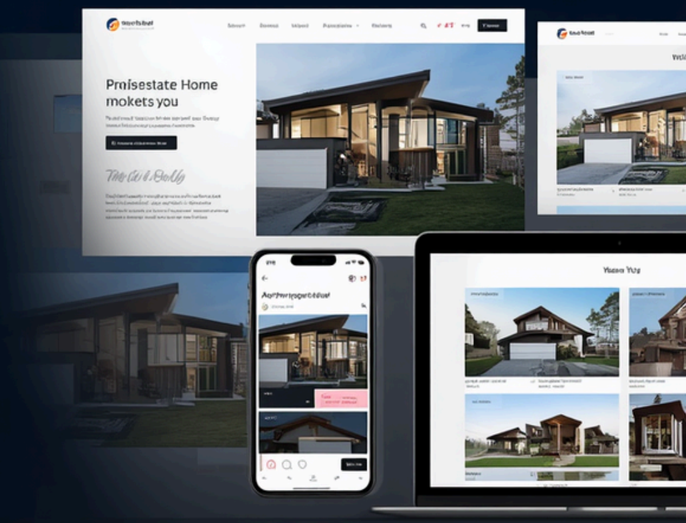
POSITIONING
YOUR HOME

- Buyers don't evaluate homes in **isolation** - they compare.
- Your home competes directly with **every other listing** in its price range.
- The key question every buyer is asking: "Why should I **choose this home** over the alternatives?"



MARKETING IS MORE THAN EXPOSURE

- The goal isn't simply to expose your home to the market - it's to **create demand.**
- **Demand** generates offers.
- **Offers** create leverage.
- **Leverage** creates results.
- **Strategic marketing** positions your home to attract the right buyers and drive competition that maximizes your net proceeds.





PROFESSIONAL PRESENTATION

- **Photography & video** that showcase your home's best features
- Detailed **floor plans** for serious, informed buyers
- **Compelling descriptions** that tell your home's story
- Strategic **social media & website** exposure
- Your first showing often happens online - we make it count

STORYTELLING SELLS

- Features inform - but **stories persuade**.
- Buyers don't just purchase a home; they **invest in a lifestyle**, an experience, and an emotional connection.
- Our marketing goes beyond specs and square footage to craft a **compelling narrative** around your home that resonates with the right buyers.
- People **remember stories** long after they've forgotten the details.



NEGOTIATION BEGINS BEFORE THE OFFER

- Your strongest negotiating position is built **long before the first offer** arrives.
- It starts with strategic pricing, compelling positioning, targeted marketing, and creating competition among buyers.





NEGOTIATION IS WHERE MONEY IS MADE

- Purchase price and final sale terms
- Repairs, credits, and concessions
- Closing timelines and contingencies
- Personal property and escrow details
- Small decisions can have big financial consequences

WHAT HAPPENS WHEN THINGS GO WRONG?

- Financing delays can stall or derail closings.
- Inspection findings require skilled negotiation.
- Insurance issues can create unexpected obstacles.
- Appraisal gaps affect financing and final terms.
- Permit and HOA issues must be resolved quickly.
- Experience is essential when problems arise.



COMMUNICATION MATTERS

- You will **always know** what is happening, why it matters, and what comes next.
- Transparent and proactive communication is not just a courtesy - it is a **core part** of how I protect your interests and keep your transaction on track.



PROTECTING YOUR NET PROCEEDS

- Every recommendation I make is evaluated by one question: **how does this impact your net proceeds?**
- Sale price matters - but **so do t**erms, concessions, repairs, and risk.
- The goal is to **minimize** risk and **maximize** the final amount that lands in your account.



COMMISSION
VS NET PROCEEDS

- Commission is not the sole factor in your net proceeds.
- What truly matters is the sale price achieved, terms negotiated, concessions made, repairs managed, and risks mitigated.
- The goal is to maximize your overall outcome - not simply minimize commission alone.



WHY SELLERS REFER ME

- Clients return and refer because of the **experience** - **not just the result.**
- **Trust** is earned through consistency, transparency, and genuine service.
- When sellers feel informed, protected, and well-represented, they **become advocates**.
- That is **the standard** I hold myself to on every transaction.



MY COMMITMENT

- I am committed to giving you **honest** advice - even when the conversations are difficult.
- My goal is to help you make **informed decisions** based on experience, data, and your personal goals, so you can move forward with clarity and confidence.





WHAT OUR CLIENTS SAY

"Renee's strategy and expertise were exceptional. She priced our home perfectly and we had multiple offers within days. Her communication throughout was outstanding."

"From preparation to closing, Renee managed every detail professionally. Her negotiation skills put significantly more money in our pocket than we expected."

YOUR PERSONALIZED STRATEGY

- Every recommendation is **customized** to your unique situation, your home, and your goals. No two sellers are alike - and your strategy shouldn't be either.
- The next step is developing a plan tailored specifically to your property and **what matters most to you.**



QUESTIONS & DISCUSSION

- Let's discuss your goals and what matters most to you
- Share your concerns - no question is too small
- Tell me about your timeline and priorities
- Together, we'll build a plan for the best outcome

