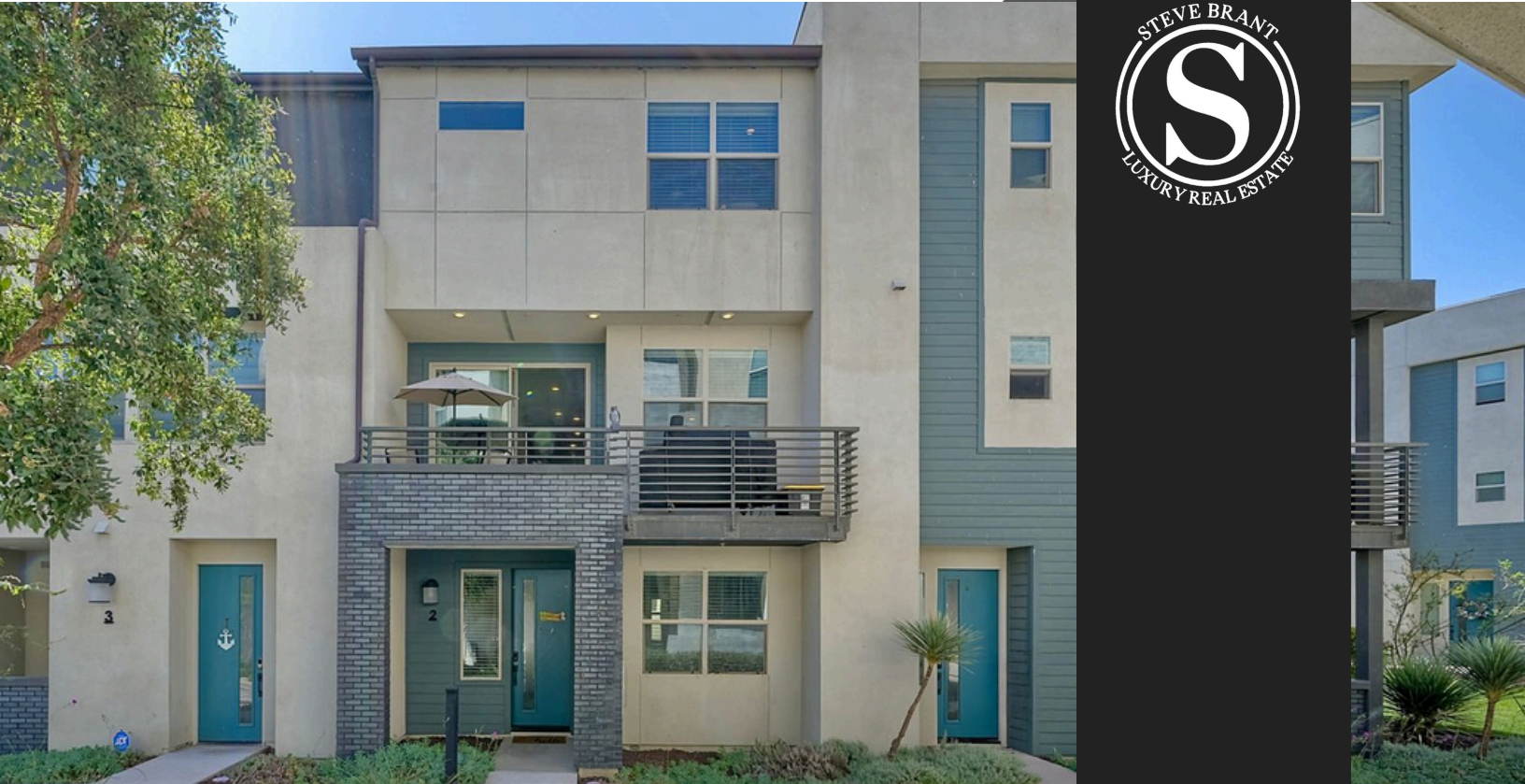


1905 SOHO LANE #2, CHULA VISTA, CA



CASE STUDY:

HOW WE SOLD 1905 SOHO LANE FOR \$125,000 OVER LIST PRICE

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HOW WE SOLD 1905 SOHO LANE FOR \$125,000 OVER LIST PRICE



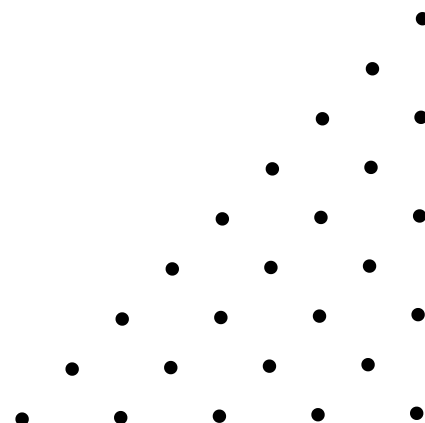
A Case Study in Modern Strategy, Technology, and High-Level Problem Solving

Selling a home in today's market isn't easy. And if anyone understood that painfully well, it was Jason W., the former owner of 1905 Soho Lane #2, located in the vibrant Otay Ranch community of Chula Vista.

Jason didn't just struggle — he endured four agonizing months with another agent who produced:

- Minimal showings
- Zero offers
- No strategic plan
- No targeted marketing
- No meaningful feedback
- No progress

Time was slipping away, and he was under immense personal and financial pressure.



THE SELLER'S SITUATION



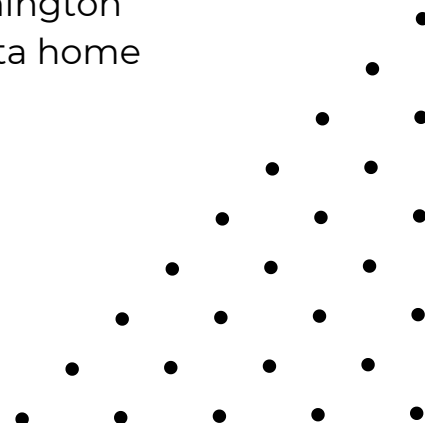
A Relocation Deadline With Real Consequences

Jason serves our country in the United States military. When his station orders changed from San Diego to Washington, he was given **60 days to move**.

But in Jason's case, the stakes were even higher:

- He was already under contract to purchase a home in Washington
- His new home could not close without selling the Chula Vista home
- His down payment was at risk
- His relocation timeline was fixed and immovable

This was not a situation where selling would be “nice.”
It was mandatory



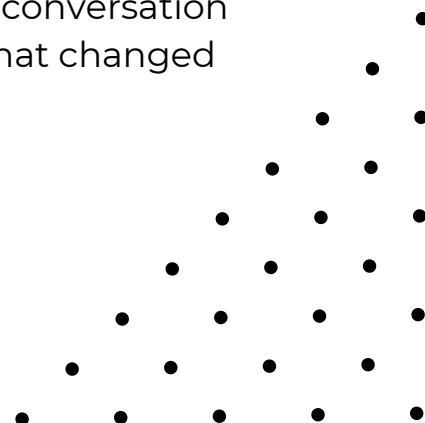
THE FIRST CALL



A Seller Out of Options

Jason reached out after seeing one of my ads about selling homes in 21 days.

His tone told me everything: skeptical, exhausted, doubtful. After four months of failure, anyone would feel the same. But something in our conversation resonated enough for him to invite me over — the decision that changed everything.



MY WALKTHROUGH: WHAT I SAW IMMEDIATELY

When evaluating a home, I consider three core questions:

1. Does the home give a powerful first impression?
2. Are there interior or exterior obstacles to selling?
3. Is the homeowner coachable?

Jason's home was full of personality — vibrant custom painting, memorabilia, collectibles — but visually overwhelming for buyers. The living room was over-furnished. The kitchen had two refrigerators blocking flow. Shelves were overflowing.

It was wonderful for **living** — but not for **selling**.



LAUNCH DAY

Once we prepared the home and went live, everything changed.

The listing generated: **22 showings on the first day.**

Jason later told me:

“I actually had fun watching all the activity.”

The Offer Surge:

Within days, we received 6 offers. Using OFFER1, buyers improved their terms and competed transparently.

First round high offer:

\$80,000 over list.

But I knew we could go further.



THE BOLD PRICE STRATEGY

We raised the list price by **\$100,000** the next week — a move almost no traditional agent would attempt.

This triggered another wave of showings and two more offers, including:

\$125,000 over the original list price.

The Final Hurdles:

Two issues appeared late:

- VA loan assumption — added complexity and government timelines
- Solar contract transfer — a major crisis

The solar company had filed bankruptcy and sold its contracts. Jason and escrow spent hours on the phone with the new provider: endless hold times, dropped calls, contradictory information, zero progress.

Without approval, the sale could collapse — and Jason would lose his Washington home and down payment.



HOW WE SOLVED THE SOLAR CRISIS IN 24 HOURS:



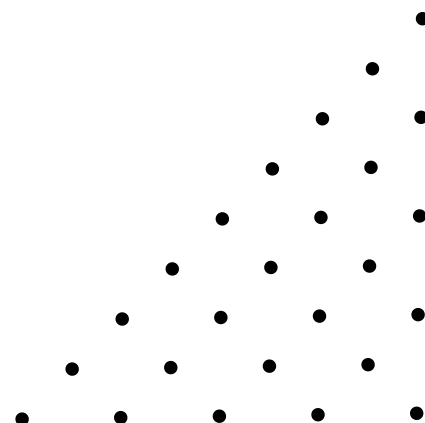
When standard channels failed, I stepped in.

Using my direct **state and local government connections**, I escalated the issue appropriately, explaining the urgency:

- Military relocation at risk
- Down payment at risk
- Home purchase at risk

Within **24 hours**, we received the solar approval that had been impossible to obtain through customer service.

This single intervention saved the entire transaction.

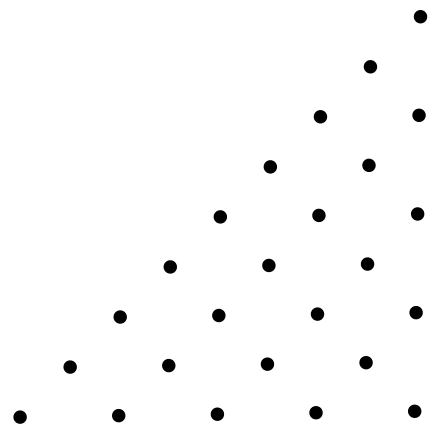


THE FINAL WIN

We overcame every challenge:

- \$125,000 over original list price
- 22 showings Day 1
- 8 total offers
- VA assumption approved
- Solar transfer resolved in 24 hours
- Jason secured his Washington home
- His relocation succeeded

From 120 days of failure with another agent to a record-breaking success with my system.





SELLER'S REVIEW

Working with Steve Brant completely changed the outcome of what was one of the most stressful periods of my life.

Before hiring Steve, my home at 1905 Soho Lane had been on the market for four months with another agent. We had almost no showings, no offers, and absolutely no direction. At the same time, I had received military orders to relocate to Washington and was already under contract on a new home. If my Chula Vista home didn't sell, I was at risk of losing my new home and my down payment.

I'll be honest—I was skeptical when I first spoke with Steve. After 120 days of failure, it was hard to trust another agent. But from our first meeting, it was clear Steve was operating at a completely different level. He didn't just "list" my home—he showed me a detailed, strategic plan for how it would actually sell in this market.

His advice on staging and presentation was honest and thoughtful. My home was very personal to me, but Steve helped me understand how buyers see a home—and how to create emotional appeal without stripping it of character. Once we relaunched, the difference was immediate. We had 22 showings on the first day. After months of silence, it felt unbelievable.

Through Steve's OFFER1 system, we generated serious competition and multiple offers. What really shocked me was when Steve raised the listing price by \$100,000 after we already had strong offers—and it worked. We ultimately sold for \$125,000 above our original list price.

Even after that, Steve continued to show why he's different. We ran into a serious problem with the solar lease because the solar company had gone bankrupt. Escrow and I spent hours on the phone getting nowhere, and the deal was at risk. Steve stepped in, used his connections in state and local government, and had the issue resolved in less than 24 hours. That intervention literally saved the sale.

Because of Steve, I was able to close on my home, protect my finances, and successfully complete my military relocation. More than that, he kept me calm, informed, and confident throughout a process that could have easily fallen apart. Steve Brant didn't just sell my house—he solved problems when it mattered most. I wouldn't hesitate to recommend him to anyone who wants real strategy, real results, and a broker who truly goes above and beyond.

CONCLUSION

This was not luck. It was:

- Strategy
- Technology
- Staging
- Execution
- Negotiation
- High-level problem solving

Jason trusted the process — and the process delivered beyond expectations.

Our tools and strategies aren't available to the average agent. They are exclusive, time-tested, and tailored to each property we represent. The results speak for themselves: faster sales, higher prices, and smoother closings—even in challenging markets.

If you're thinking about selling your home, the most important step you can take is this: meet with us before making any hiring decision.

Sincerely,

Steve Brant



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