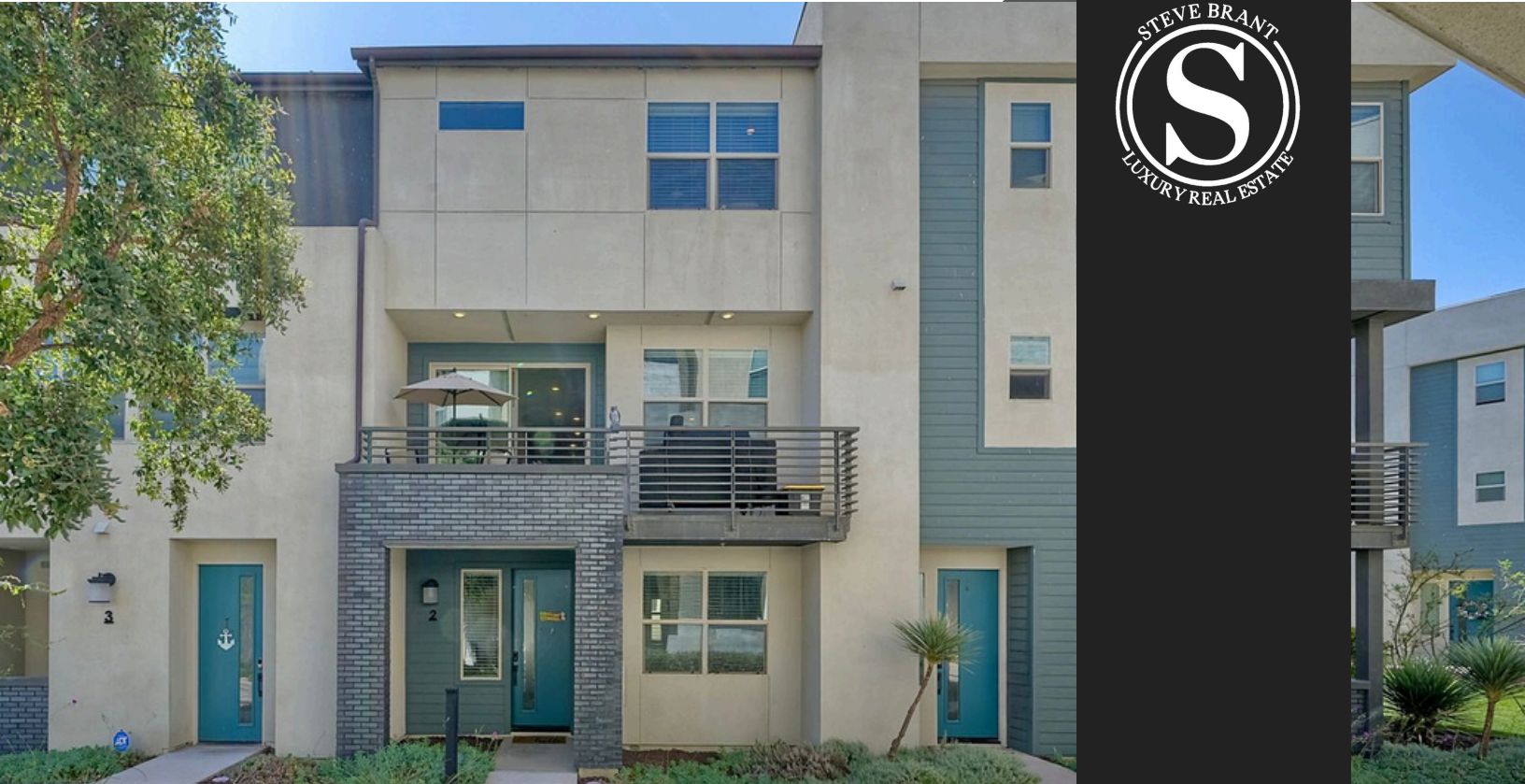


1905 SOHO LANE #2, CHULA VISTA, CA



CASE STUDY:

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

Presented by : Steve Brant
www.sandiegosteve.me
858.692.8586

CASE STUDY:

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



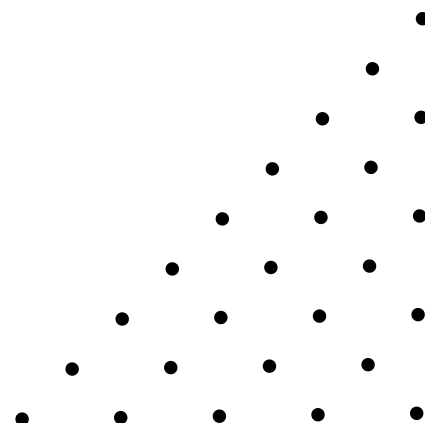
A Case Study in Modern Strategy, Technology, and High-Level Problem Solving

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



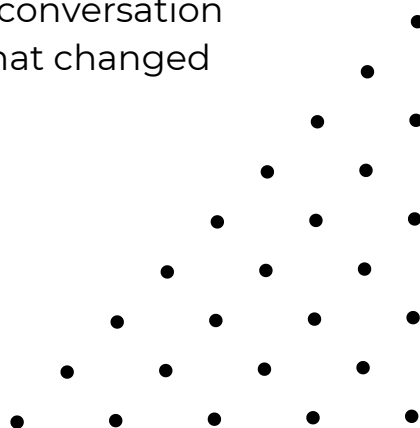
THE FIRST CALL



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**.



OUR STRATEGY

I presented a multi-layered strategy refined over 15 years in the industry:

- Proprietary staging
- Premium media sequencing
- Strategic listing timing
- Buyer-focused messaging
- AI-enhanced targeting
- OFFER1 technology
- A 50-page “Sold in 18 Days” playbook

Jason had never seen anything like it. Even his Realtor mother hadn't seen this depth of strategy. Still, he was nervous. His friends doubted the plan. His mom doubted the plan. He asked me:

“Are you sure this will work?”

My response: “Jason, trust the system. What failed before wasn’t built for this market.”

**1905 Soho Ln
#2
Chula Vista, CA 91915**

[List Price] \$600,000	[Offers] 8	[Highest Offer] \$700,000	[Offer Review Countdown] 0 : 0 : 0 : 0	[Offer Review End Date] 10/03/2025 @ 6pm local time
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[View Profile](#)

[Home](#)
[Buying](#)
[Selling](#)
[Sign Out](#)

[Offers](#)
[Edit](#)
[Contract](#)
[Public View](#)

Compare (max4)= Seller's Match=

Review Offers

Please consult with your seller and respond to any offer below within 24 hrs. If all terms are acceptable then click Accept, if the seller wishes to counter some or all items, click COUNTER.

Scroll down to review and take action.

+ Edit Highest and Best Due Date

Seller's Preferences

MCO
[ID# 68d3-140d]
I. Kim
[View Contract](#)
[View History](#)

Pending Buyer Agent

Original Offer
[ID# 68d1-011d]
M. Cruse
L. Adams

[View Contract](#)
[View History](#)

Action Required

Original Offer
[ID# 68cc-f8ad]
A. Tomar
P. Tomar

[View Contract](#)
[View History](#)

Action Required

Original Offer
[ID# 68bf-f29c]
M. Ceceña Acosta

[View Contract](#)
[View History](#)

Action Required

1. Terms of Offer

Initiating Agent	Steven Brant 	Steve Brant (858) 692-8586	Steve Brant (858) 692-8586	Luisa Hernandez (619) 379-0849
Offer	\$730,000.00	\$667,000.00	\$620,000.00	\$600,000.00
Net Amount	\$715,000.00	\$648,375.00	\$610,700.00	\$568,000.00

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:



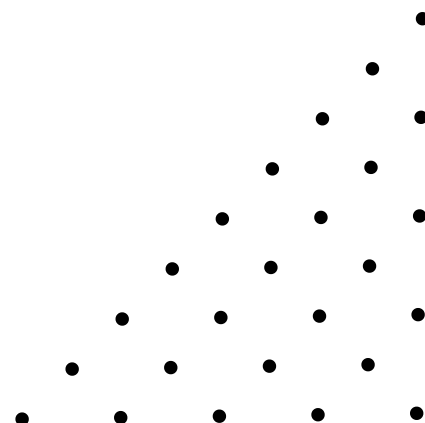
When standard channels failed, I stepped in.

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.

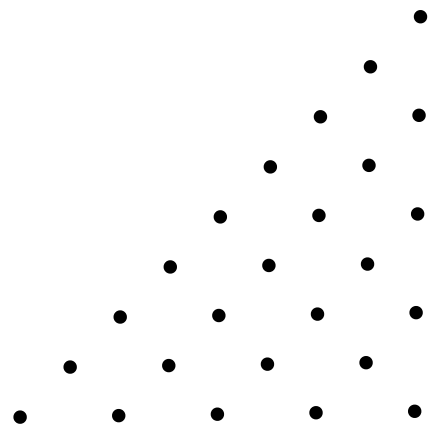


THE FINAL WIN

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.

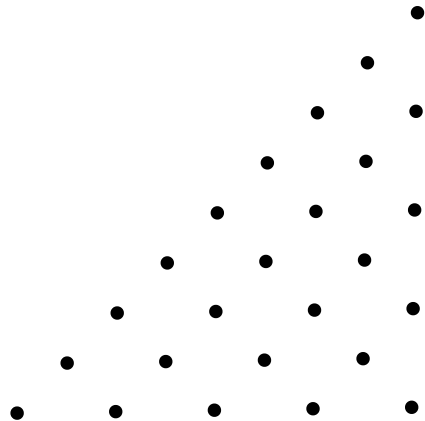
If you're thinking about selling your home, the most important step you can take is this: meet with us before making any hiring decision.

Sincerely,

Steve Brant



San Diego Steve Real Estate
Selling Homes Faster. Smarter. For More.
steve@sandiegosteve.me
www.sandiegosteve.me
858.692.8586





STEVE BRANT

SOLD IN 18 DAYS

THE SMART SELLER'S GUIDE TO FASTER, HIGHER-PRICED HOME SALES

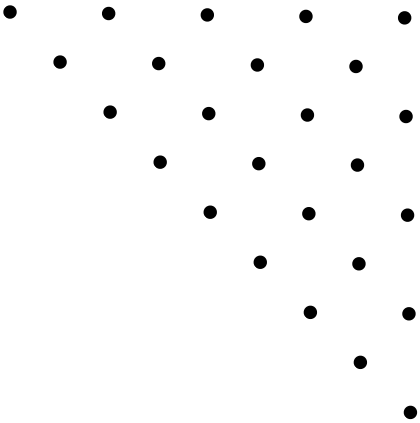
By Steve Brant, CEO of OFFER1 | Founder of Steve Brant Luxury Real Estate



sandiegosteve.me



offer1.com



WELCOME



Welcome to a smarter way to sell your home. This guide is for every homeowner who wants to sell faster, easier, and for top dollar. I've developed this system after hundreds of successful sales and years of fine-tuning a process that simply works—no guesswork or gimmicks. Only results.

This report will walk you through the proven three-step system, show you how smart automation makes all the difference, and share real case studies where homeowners just like you made more money in less time.

Steve Brant

Steve Brant, CEO of OFFER1 | Founder of Steve Brant Luxury Real Estate



THE PROBLEM WITH THE OLD WAY OF SELLING HOMES.....

17,000+ HOMES FAILED TO SELL IN SAN DIEGO LAST YEAR
40+ Hours LOST PER SELLER

The traditional approach is broken—and you probably already know it. In San Diego County alone, over 17,000 homes failed to sell last year. These weren't run-down properties or homes in terrible locations. Many were perfectly good homes priced by well-meaning agents using outdated methods. The reality is, just listing a home on the MLS, slapping up a few photos, and crossing your fingers doesn't cut it anymore.

What most sellers don't realize is how much time they lose in this outdated process. The average home sale, when it stalls or fails, wastes 40+ hours of a homeowner's life—coordinating showings, prepping the home repeatedly, waiting on feedback that never comes, and dealing with agents who are "just checking comps" rather than bringing serious buyers. That's time you'll never get back—time away from your job, your family, and your next move.

Even worse than wasted time is the emotional toll. Sellers are left to navigate an unpredictable rollercoaster of uncertainty: lowball offers, endless showings, and the fear that no serious buyer will ever come along. Offers—if they arrive at all—are often riddled with contingencies, vague timelines, and buyers asking for price reductions before escrow even begins. Meanwhile, your life is on hold.

If your home doesn't sell in the first few weeks, it risks going stale. Online platforms track time on market and buyers begin to wonder, "What's wrong with it?" Once that doubt creeps in, price drops follow—and with them, lost equity.

It's inefficient and risky. And that's why I've moved away from this broken model and built a better way to sell homes—one that's built for today's market, buyers, and technology.

THE EMOTIONAL TOLL OF SELLING

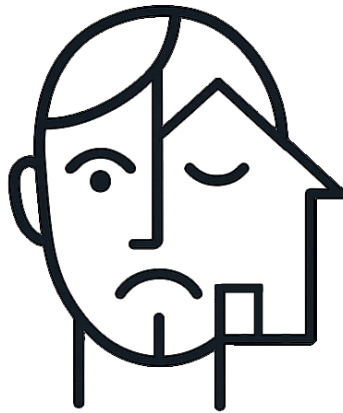
STRESS SCALE



Selling a home isn't merely a financial transaction—it's an emotional rollercoaster. In a recent national survey of homeowners, a staggering 77% described the selling process as stressful, with many ranking it among life's most anxiety-inducing experiences—right up there with divorce, job changes, or planning a wedding. That's nearly 8 in 10 people who walk into the process feeling overwhelmed, uncertain, and emotionally drained.

The reasons are easy to understand. Many homeowners fear not getting the offer they need, or worse—being forced into accepting a lowball just to move forward. The process often feels unpredictable and opaque. There's no clear timeline, no consistent feedback, and no guarantee of how long you'll be living in a "show-ready" home, waiting for the right buyer to appear.

THE EMOTIONAL TOLL OF SELLING THE WRONG WAY



The numbers are revealing. About 70% of sellers worry they won't sell for the amount they want. Nearly as many feel anxiety around timing—coordinating the sale of their home with their next move. And over 65% feel burdened by the nonstop effort to clean, stage, and maintain a perfect presentation, day after day, for showings that often go nowhere.

Inspections add another layer of uncertainty. Many homeowners fear that something hidden will surface and scare off buyers or derail negotiations. At the same time, there's the ever-present stress of the market itself: what happens if the home doesn't sell quickly? Will buyers start to assume something is wrong? Is another price cut around the corner?

Then there's the question of trust. Nearly 80% of sellers worry about hiring the wrong agent. They're afraid of being misled, of overpromising and underdelivering, or of being just another listing on a crowded roster. That fear often leads to second-guessing and hesitation, dragging out decisions and amplifying the pressure.

In short, the traditional way of selling a home is more than just outdated—it's emotionally exhausting. When homeowners follow a modern, intentional system that delivers speed, transparency, and results, the emotional burden is lifted. You gain not only control over the sale—but peace of mind throughout the process.

INTRODUCING THE 18-DAY METHODOLOGY



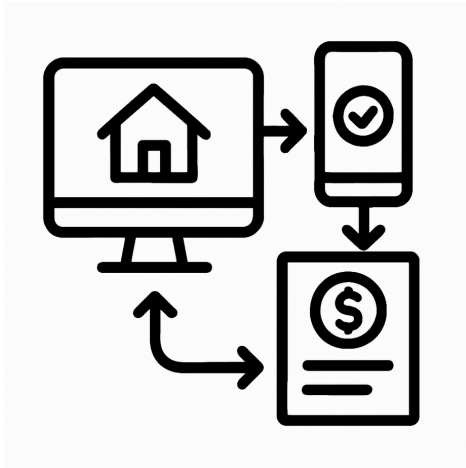
A Proven System for a Faster, More Profitable, and Stress-Free Sale

If you've tried to sell a home before—or even just watched friends go through the process—you know it's rarely as simple or seamless as it should be. Too many listings drag on, fall out of escrow, attract lowball offers, or force the seller into uncomfortable compromises. The old way of selling homes is reactive, inefficient, and far too often, stressful.

That's exactly why I created the “Sold in 18 Days” Methodology—a streamlined, proactive system designed to give sellers what they really want: a fast, top-dollar sale with as little friction and uncertainty as possible. This isn't some theoretical model. It's been shaped and sharpened through hundreds of successful transactions, across a wide range of property types, markets, and seller situations.



INTRODUCING THE 18-DAY METHODOLOGY

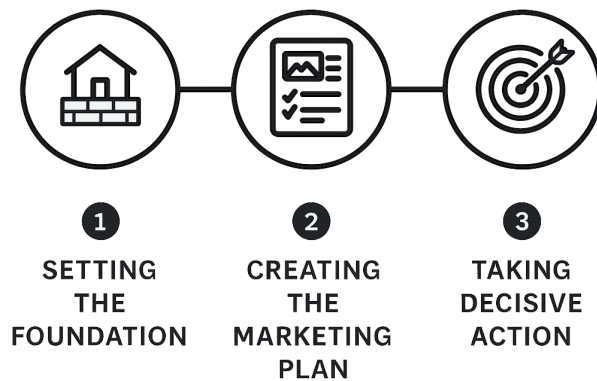


And to help power this system, I exclusively use OFFER1—an advanced offer and negotiation platform that brings modern efficiency to the outdated process of managing offers. OFFER1 allows buyers to submit offers digitally, instantly notifies sellers of new activity, and facilitates transparent comparisons in real time. It's smart, mobile-responsive, and built to eliminate the chaos of emails, PDFs, and missed opportunities. This technology gives my sellers an edge—and in many cases, it's the difference between one offer and five.

Whether you're selling a \$500,000 townhome or a \$5 million luxury estate, the goals are the same:

- Sell quickly and confidently
- Attract the right buyers
- Eliminate surprises
- Maximize your bottom line
- Minimize stress every step of the way

“SOLD IN 18 DAYS” METHODOLOGY



I’ve broken this approach into three clear and intentional phases—each one designed to build on the last, creating momentum and results that go far beyond what the traditional process delivers.

Phase 1: Setting the Foundation

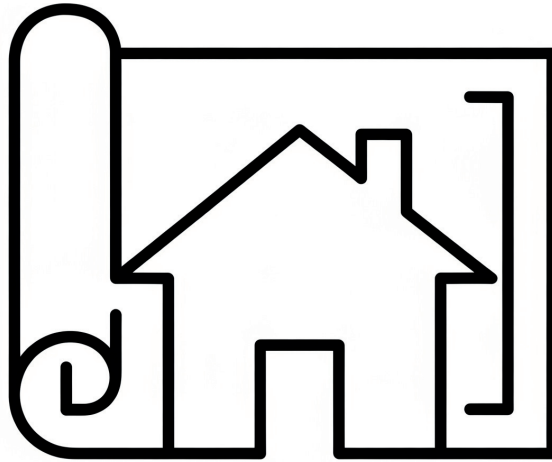
We begin by eliminating uncertainty. That means gathering all the right data, inspecting for any hidden issues, pricing strategically, and preparing your home to make the strongest possible impression. Most sellers think this phase will be overwhelming—but that’s only true if you’re doing it alone. With my guidance and team of trusted vendors, we handle 80–90% of this groundwork for you.

Phase 2: Creating the Marketing Plan

This is where we generate buzz, attention, and buyer demand. From professional photography and compelling video, to pre-launch marketing, email campaigns, and social media exposure, I know how to place your home in front of qualified buyers who are ready to act. But more than just “getting eyeballs,” we create an emotional hook—so buyers don’t just see your home... they want it.

Phase 3: Taking Decisive Action

This is where most agents start. For me, it’s the final step in a much more powerful process. Here, we launch strategically, manage showings, track buyer activity, and negotiate offers with precision. And when offers come in, we don’t just “respond”—we evaluate, position, and create leverage where it didn’t exist before. With OFFER1 powering the offer process, we ensure no opportunity is missed and no detail slips through the cracks. This is where deals are won or lost, and I don’t leave that to chance.



The beauty of this system is that it removes the guesswork. You won't be wondering what comes next, or second-guessing every decision. You'll know exactly where we're headed, why we're doing it, and how each step directly supports your goals. And you'll never be left to figure it out alone.

If you want to sell your home in 18 days—or less—and walk away with both confidence and results, this methodology is your blueprint.

Let's get started.

"It's not about rushing. It's about executing a sequence of optimized steps that trigger peak buyer demand at exactly the right time."

STEP 1 – SETTING THE FOUNDATION

Laying the Groundwork for a Fast, Profitable, Low-Stress Sale



Every successful home sale starts before the home even hits the market. Step 1 in my **“Sold in 18 Days” Methodology** is all about laying the right foundation. After guiding hundreds of sellers through this process, I can tell you with absolute certainty: this is the phase that separates a smooth, high-dollar sale from a drawn-out, stressful experience.



We start by eliminating surprises. That includes a pre-listing home inspection. Identifying and addressing potential issues ahead of time gives us control. It prevents last-minute renegotiations, protects your final sale price, and increases buyer confidence. And don't worry—I'll coordinate the inspection and walk you through every result, including what's worth addressing and what can be left alone.



Next, we dive into a strategic property valuation. I don't just pull comps. I study active buyer activity, analyze recent closings and pendings, factor in market timing, and assess your home's competitive positioning. From that, we determine the ideal initial list price—not necessarily what we think it will sell for, but a pricing strategy that attracts the right buyers and maximizes competitive energy.

Pricing to Win

Strategic Underpricing & OFFER1 Timing



Case for Pricing Slightly Below Market

Sparks competition & drives urgency



How Auction Dynamics Drive Prices Up

Creates a controlled bidding environment



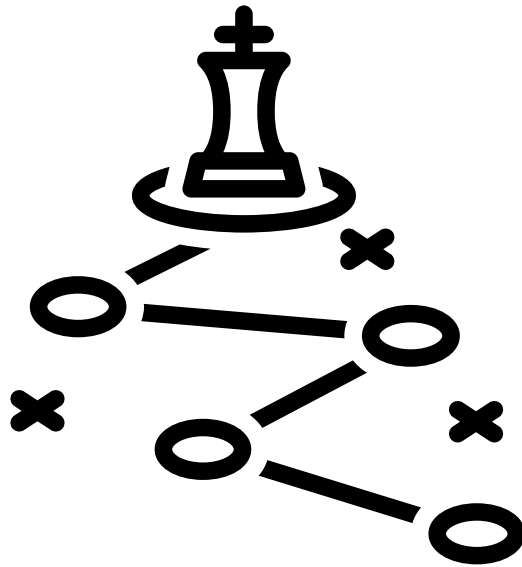
“ In an OFFER1 auction, the highest bidder usually comes from outside the initial top 3 offers.

Creating Urgency, Sparking Competition, and Driving Higher Sale Prices

One of the most powerful—and misunderstood—levers in any real estate sale is **price**. Price isn't just a number; it's a strategic tool. And when it's used correctly, it can transform a listing from just another home on the market into a competitive, high-intensity bidding environment.

That's why in the OFFER1-powered “Sold in 18 Days” Methodology, we don't aim to **guess** the final sale price. We aim to **influence** it. We do that through a disciplined approach called **strategic underpricing**.

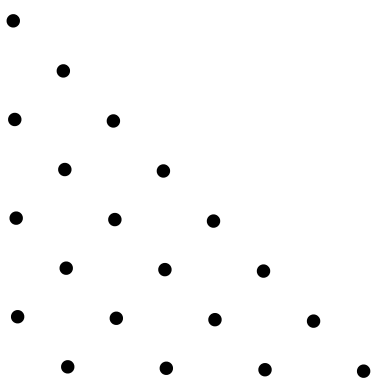
THE CASE FOR PRICING SLIGHTLY BELOW MARKET



Many sellers believe they should price their home high to “leave room” for negotiation. The problem? That approach almost always backfires. When a home is overpriced—even slightly—it sits. Momentum dies. Buyer psychology shifts from interest to skepticism.

Instead, we identify a price **just below perceived market value**, one that sparks buyer interest and drives urgency. This price is not a concession—it’s a catalyst. It generates more traffic, more inquiries, and more qualified buyers through the door in a shorter period of time.

Think of it as the difference between trying to **push** a sale forward versus creating conditions where buyers are **pulled** into action.



HOW OFFER1 AUCTION DYNAMICS DRIVE PRICES UP



What happens once those buyers are engaged? That's where OFFER1 makes all the difference.

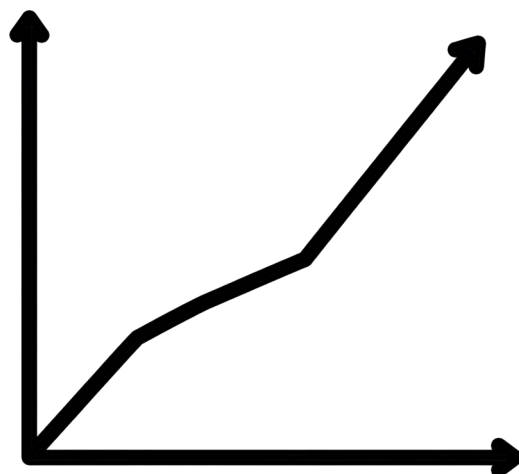
By combining strategic underpricing with OFFER1's smart contract auction functionality, we create a controlled bidding environment. Buyers are notified of competitive interest, encouraged to improve their offers, and given a transparent, deadline-driven window to act.

What we've found—and the data backs it up—is this:

In an OFFER1 auction, the highest bidder usually comes from outside the initial top three offers.

Why? Because buyers initially hold back. But once they see real-time activity and understand the clock is ticking, they engage more aggressively. They sharpen their pencils. They stretch. That's how we consistently drive final sales above expectations—often from buyers who weren't even in contention 24 hours earlier.

PRICING IS NOT A TARGET. IT'S A TACTIC.



With our process, pricing isn't about playing defense—it's about going on the offensive. It's not about "hoping" to get what your home is worth—it's about **orchestrating competition that reveals and maximizes your home's true market potential.**

When we price strategically, time our launch precisely, and layer in OFFER1's smart auction technology, we shift the entire tone of the sale from passive to powerful.

That's how homes sell in 18 days.

That's how sellers win.

"In an OFFER1 auction, the highest bidder usually comes from outside the initial top 3 offers."

WHY SPEED MATTERS: THE HIDDEN PREMIUM OF SELLING FAST

One of the biggest myths in real estate is that “time gives you options.” In reality, **the longer a home sits, the more leverage shifts to the buyer.** Homes sold within 30 days consistently outperform those that linger.

In both California and Florida markets, as well as nationally, homes that go under contract within the first 30 days routinely sell for **3% to 6% more** than comparable homes that take longer. These fast-moving properties generate more excitement, attract multiple offers, and often spark bidding wars—especially when paired with a strong launch and smart pricing strategy. Once a home crosses the 30-day mark, the perception changes. Buyers begin to wonder what's wrong. Price drops follow. Urgency fades. And offers, if they come, are less attractive and filled with conditions.

Not only do slower sales result in lower prices, but they also bring more negotiation headaches. Sellers are far more likely to be asked for **repairs, credits, or concessions** when a home has been sitting. Nationally, more than 40% of recent contracts involved some form of seller concession—whether closing cost credits, rate buydowns, or cash toward repairs. And those concessions tend to grow with each passing week a property stays on the market. Meanwhile, freshly listed homes often command top-dollar offers with clean terms—and far less pushback.

There's also the risk of **escrow fallout**. While deals can fall apart for many reasons—inspections, appraisals, financing—the odds increase dramatically when a home has lingered on the market. The longer a home sits, the more likely it is that buyers will overreach, get cold feet, or run into financing issues. Fast-moving listings, by contrast, tend to be well-priced, cleanly structured, and more likely to close on schedule.

In short:

- **Homes that sell within 30 days often net 3–6% more**
- **They face fewer demands for concessions or repairs**
- **They experience fewer failed escrows or costly delays**

BENEFITS OF A QUICK HOME SALE

HOMES SOLD
WITHIN 30 DAYS

 **SALE
PRICE**
+3% TO 6%



**LESS
NEGOTIATION**



**ESCROW
FALLOUT
REDUCED**

HOMES SOLD
IN OVER 30 DAYS

 **LOWER**

**MORE
NEGOTIATION**



**ESCROW
FALLOUT
INCREASED**



More Money, Fewer Concessions, and a Smoother Path to Closing

That's why speed isn't just about convenience—it's about protecting your equity, minimizing risk, and taking control of your sale. And it's why every element of the "Sold in 18 Days" Methodology—from pricing to marketing to offer strategy—is designed to generate serious buyer momentum from day one.

REDUCED RISK: THE HIDDEN POWER OF SPEED AND DEMAND

REDUCED SELLER RISK

Faster Sales, Higher Demand



Fewer Opportunities for Buyers to Back Out

High-demand homes reduce contingencies and withdrawal



Reduced Holding Costs

Less time on the market means less spent on mortgage, insurance, and utilities



Keeps Momentum Strong

Quick sales maintain buyer urgency and confidence.

More Certainty. Less Stress. Lower Cost.

Speed doesn't just lead to a higher price—it reduces risk at every stage of the transaction. When your home is well-positioned, in demand, and sold quickly, you minimize the opportunities for things to go wrong.

FEWER OPPORTUNITIES FOR BUYERS TO BACK OUT



In any sale, there are multiple “escape hatches” buyers can use to walk away—contingencies for inspections, appraisals, loan approval, or just second thoughts. The longer a home sits, the more fragile the transaction becomes. Buyers feel less pressure, submit weaker offers, and often push for extra time and flexibility—giving them more chances to cancel.

But when demand is high and momentum is strong, **buyers act fast and commit confidently.** In fact, when buyers know a home is in demand and likely to receive multiple offers, they’re more inclined to waive contingencies, tighten timelines, and come to the table prepared. That means fewer last-minute surprises, fewer renegotiations, and fewer deals falling apart in escrow.

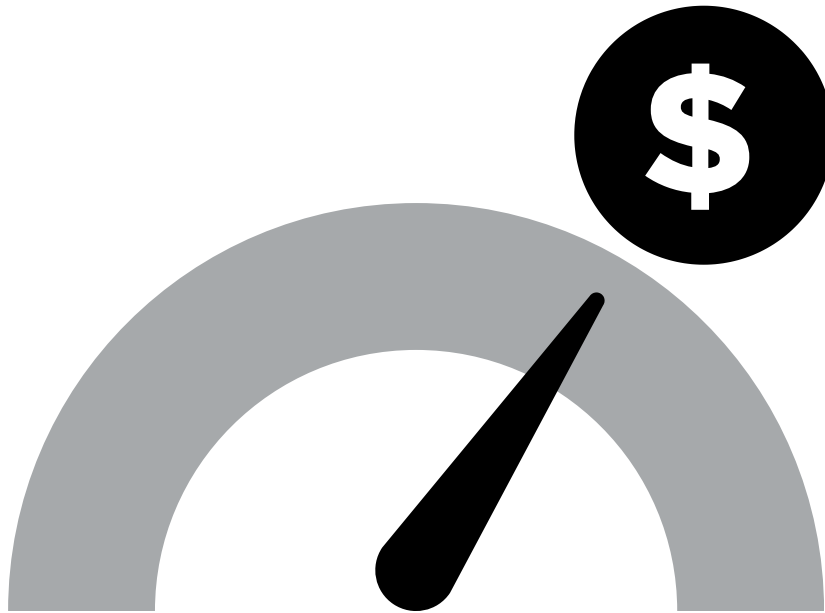
REDUCED HOLDING COSTS



Every extra day your home sits on the market is money out of your pocket. Whether it's your **mortgage payment, property taxes, utilities, insurance, HOA dues, or maintenance**, these daily costs add up. The longer the sale drags out, the more equity you quietly lose—not just through lower offers, but through the ongoing burden of ownership.

When we sell in under 18 days, we **compress your financial exposure** and cut the cost of carrying the home. Think of it this way: a faster sale isn't just more profitable—it's more efficient. You keep more of your gains, spend less on holding costs, and move forward sooner with clarity and cash in hand.

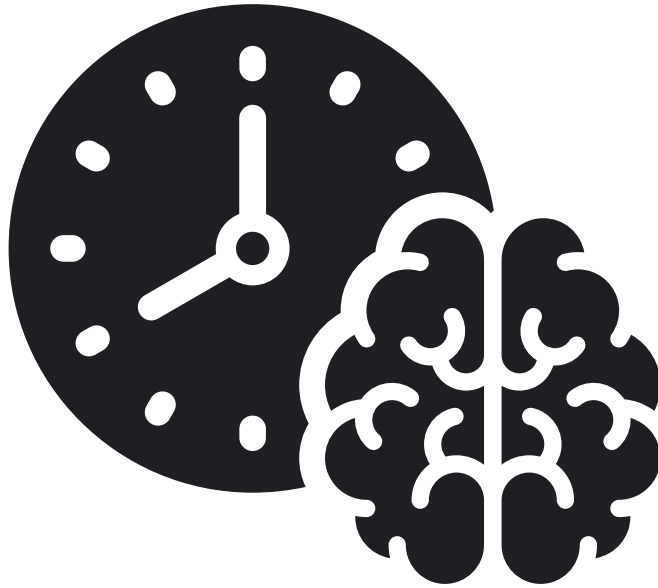
MOMENTUM CREATES CERTAINTY



In real estate, **momentum is everything**. The moment a listing goes live, the clock starts ticking—and buyer psychology kicks in immediately. A home that launches with strong interest, well-managed showings, and immediate buzz sends one clear message: this home will not last.

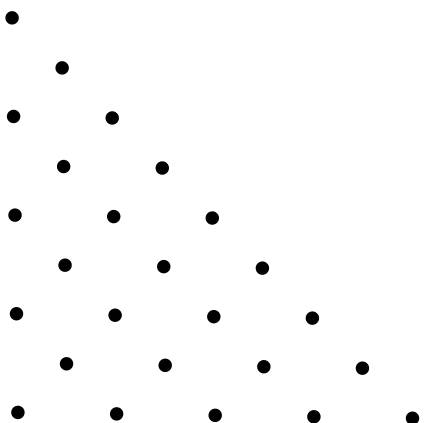
That energy creates urgency, urgency creates action, and action leads to stronger offers and cleaner deals. Sellers who maintain control of the timeline stay in the driver's seat. Those who wait, hesitate, or overprice often watch the momentum fade—and with it, their leverage.

SELLING FAST IS SELLING SMART



Risk in real estate isn't just about price. It's about uncertainty, delays, concessions, and fallout. The faster we move—and the more demand we generate—the more we eliminate those risks before they ever have a chance to show up.

That's what the **Sold in 18 Days** Methodology is built for. It doesn't just increase the upside—it **protects you on the downside.**



STEP 1 SUMMARY: SETTING THE FOUNDATION



Once we have nailed the price, we begin **Pre-Marketing Positioning**. This means we quietly create demand before your home hits the market—through private previews, agent-to-agent outreach, and soft social buzz. It's low-stress for you but high-impact for your eventual launch.

Then comes **Staging or Environment Consulting**. This doesn't always mean renting furniture or moving things out—it could be as simple as adjusting lighting, rearranging a few items, or adding some small touches. And I have trusted partners who can help, **so you're never stuck trying to figure it out on your own**.

We'll also prepare **Upfront Seller Disclosures** early, building buyer trust from day one. This part is purely administrative, and **my team will walk you through it or complete most of it for you**. Simple, fast, and smart.

Next, we'll review **Property Improvements or Repairs**, focusing only on the updates that deliver a measurable return. That could mean a weekend paint job, fresh landscaping, or a few small repairs. I'll advise you on where to spend—and more importantly—where **not** to.

Finally, we tackle **Decluttering**, which sounds daunting but can be done in a day or two with a checklist and light coaching. If needed, I can bring in help here too. **This is not about perfection—it's about showcasing space and light**.

Now, I know what you might be thinking—"That sounds like a lot of work." But here's the good news: **you're not doing this alone**. One of the biggest advantages of working with me is that I've streamlined this entire process, surrounded myself with vetted professionals, and built a concierge-style approach that removes the heavy lifting from your plate. You'll never have to guess what to do next—and in most cases, I'll coordinate the entire effort on your behalf.

The truth is, most sellers are shocked at how easy this stage becomes once we get moving. **You'll have a clear plan, real support, and peace of mind**. The work we do now is what allows us to sell your home in 18 days (or less), often for far more than your neighbors—and with a fraction of the stress.

STEP 2 – CREATE THE MARKETING PLAN

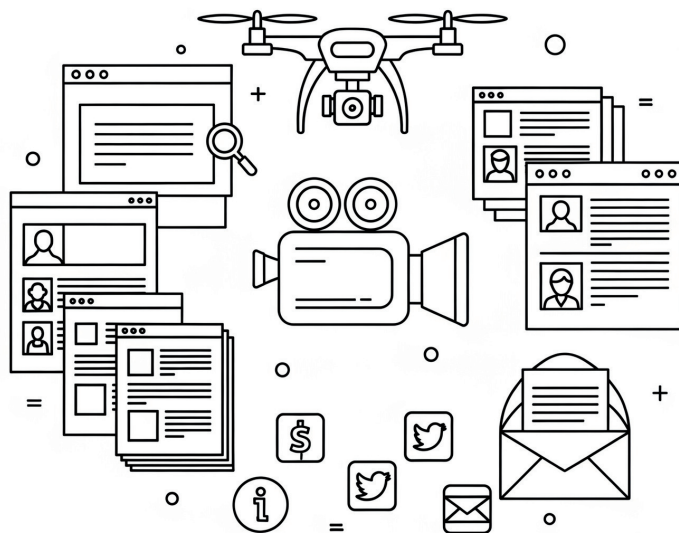
Strategic Exposure That Generates Urgency, Offers, and Momentum



Once the foundation is set, it's time to shift into strategy. **Marketing isn't just about making your home look good—it's about creating the conditions that make buyers act.** That's where Step 2 of the "Sold in 18 Days" Methodology comes in: a marketing plan that uses real business principles, not generic templates.

We don't guess. We don't hope. We apply the **4 P's of Marketing—Price, Product, Promotion, and Place**—to your home like it's a high-value launch. Because it is.

STEP 2 – CREATE THE MARKETING PLAN



Price: The Strategy Play That Starts Everything

Price is your home's opening move—and in today's environment, **strategy beats speculation**. One of the biggest mistakes homeowners make is trying to “price high for cushion,” expecting to be negotiated down. The reality? That approach almost always backfires, repelling qualified buyers before they ever step inside. We don't aim to guess the final sale price. We price to **attract** the right buyers and create momentum.

In many cases, we price slightly below our true target to generate urgency, competition, and multiple offers. This positions you to negotiate from strength, not desperation. And if your home is rare or exceptionally unique, our pricing strategy focuses on **communicating value**, not chasing comps. The goal: get **qualified buyers through the door**—and get them emotionally invested.

STEP 2 – CREATE THE MARKETING PLAN



Product: What Buyers Feel the Moment They Walk In

In marketing, your home is your product—and that product speaks before we say a word. Does it exude **quality, peace, prosperity, and lifestyle**—or does it suggest **stress, cost, and deferred maintenance**?

This is where we get brutally honest, because the market is. We evaluate your home through a buyer's lens. Is it light-filled? Does it feel spacious? Are finishes updated or dated? We then make highly targeted recommendations for **improvements, updates, or staging**, always focused on either (1) producing a **2x–3x+ return on investment** or (2) dramatically **reducing time on market**.

But we're not interested in never-ending renovations. We prioritize **smart, specific upgrades** that add real value—without turning into 3-month nightmares. Whether it's new cabinet hardware, paint choices, updated lighting, or layout tweaks, we design your home's presentation to **amplify appeal without derailing your timeline or budget**.

And if it makes sense, we bring in professional staging or environment consulting to reimagine how the space can make buyers feel. This is less about furniture and more about **psychological framing**. It's about telling a story of ease, elegance, and possibility.

STEP 2 – CREATE THE MARKETING PLAN



Promotion: The Difference Between Getting Seen and Getting Sold

Here's where most listings fall apart. Promotion is **not just marketing—it's messaging**. We don't just talk about square footage and bed/bath counts. We create an emotional narrative that highlights what makes your home stand out.

That starts with **phenomenal photography**—including twilight shots, drone photography, and detailed images that connect emotionally. We use **AI-generated property descriptions** that draw out benefits a buyer might otherwise overlook. We go deeper: outlining **every upgrade, owner insights, and hidden value drivers** that elevate perception and justify higher offers.

From there, we deploy **3D virtual tours, video walkthroughs, custom floorplans, and interactive layouts**—everything modern buyers need to imagine life in your home from their phone or laptop. This isn't a brochure—it's an experience.

And we never overlook the most powerful lever in promotion: **messaging clarity**. Every property has a unique feature, story, or setting that makes it valuable. Our job is to uncover that story and push it to the forefront. **That's how offers happen.**

STEP 2 – CREATE THE MARKETING PLAN



Place: Getting the Right Buyers in the Right Places

Once we've perfected the message, it's time to **put it everywhere buyers look**. Your listing is syndicated through **the largest real estate network in the U.S.—and beyond—ensuring that every major brokerage, portal, and platform has your property on display 24/7**. Whether a buyer is working with a top agent, browsing Zillow in bed, or swiping through Homes.com at lunch, your property will be in front of them.

But we don't stop at syndication. We harness **targeted digital ads, geo-fenced campaigns, and custom social media content** that puts your home in front of high-intent buyers. Facebook, Instagram, YouTube, LinkedIn—each platform plays a role depending on your property's target demographic.

We also go old school where it matters: **luxury signage, custom print materials, postcards, and QR-code-enabled brochures** all serve to bridge the gap between physical presence and digital access.

STEP 2 – CREATE THE MARKETING PLAN



Timing, Psychology, and Momentum

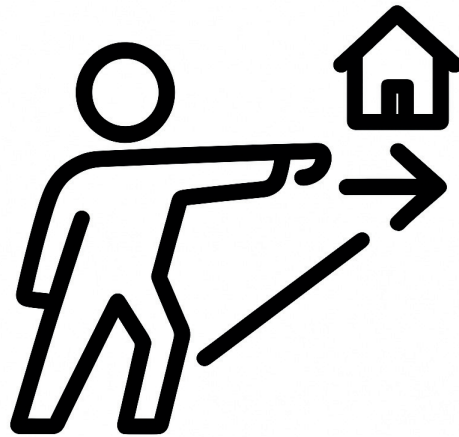
Beyond the 4 P's, the final layer is where everything clicks: **timing and buyer psychology**. We don't just throw your home online on a random Tuesday. We time our launch for maximum exposure and leverage key behavioral triggers—curiosity, urgency, scarcity—to build buyer interest that **accelerates quickly and sustains itself**.

When buyers feel like they're discovering a home that's desirable, well-marketed, and already getting attention, they act fast—and with their best offer.

Step 2 is about **orchestrating exposure that compels buyers to act**. No gimmicks. No fluff. Just the right price, the right product presentation, the right message, in all the right places—executed with clarity, speed, and precision.

STEP 3 – TAKING DECISIVE ACTION

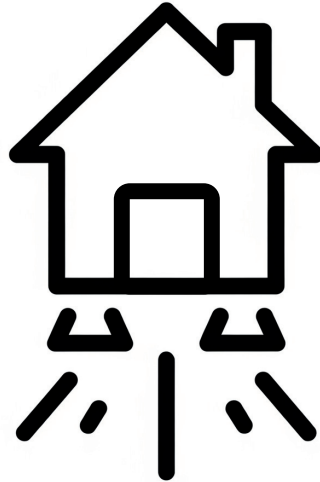
The Final Push That Creates Urgency, Drives Offers, and Delivers Results



This is where most agents begin—posting the listing, waiting for inquiries, and reacting to whatever comes in. But in my world, **this is where the work we've done pays off**. Because when you've set the foundation and executed the right marketing plan, this final phase becomes not only effective—it becomes predictable.

In Step 3 of the “Sold in 18 Days” Methodology, we don't sit back and wait. **We act with intent, purpose, and urgency.** We control the tempo of the sale to favor the seller—not the buyer—and create the kind of market environment where buyers feel compelled to act quickly and decisively.

STEP 3 – TAKING DECISIVE ACTION

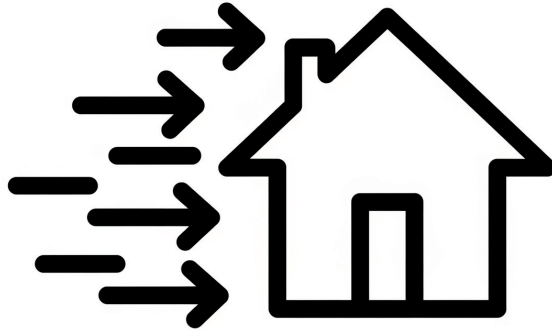


Launch Sequence: Momentum Starts Before We Go Live

We kick things off with a carefully orchestrated **launch sequence**, starting days before your home hits the public market. This includes **pre-marketing teasers**, “coming soon” listing alerts, private previews, agent-to-agent outreach, and social buzz that creates intrigue and anticipation.

By the time we officially launch, serious buyers are already watching—and some are already scheduling showings. This early momentum is crucial because it shifts the psychology from “let’s wait and see” to “we might miss out.”

STEP 3 – TAKING DECISIVE ACTION



Showing Blitz: Focused Exposure That Fuels Competition

One of the most overlooked tools in real estate is **controlled scarcity**. Instead of spreading showings out over weeks with sporadic availability, we create a **high-intensity showing window**—what I call a **showing blitz**.

By concentrating showings into a few select days—often over a single weekend—we send a powerful signal to buyers: this home is in demand. When buyers cross paths, see other agents coming and going, or notice a packed calendar, it instantly elevates the perceived value and urgency of the home. It also allows us to manage your time more efficiently while maintaining the home's presentation in a short, focused window.

STEP 3 – TAKING DECISIVE ACTION



Offer Strategy: Deadlines, Pressure, and Leverage

Once the home has been shown and we have attracted multiple offers we establish an **offer review date**—a published deadline by which all offers must be submitted. This strategy creates a runway of interest, keeps buyers from lowballing early, and gives us the opportunity to stack offers side by side for comparison and leverage.

It also positions you as the decision-maker. **You're not reacting to the first offer that comes in—you're evaluating your options with clarity and control.** And with OFFER1 powering the offer process, we can track every offer in real time, verify qualifications, and communicate instantly with all parties—all without sifting through emails or PDFs.

If there's only one offer, we manage it to your advantage. If there are multiple offers—which is often the case—we move into **negotiation orchestration**. This is where I create leverage, not just through price, but through terms, contingencies, closing timelines, and backup positioning. My role becomes part strategist, part advocate—and 100% focused on getting you the best possible outcome.

STEP 3 – TAKING DECISIVE ACTION



Real-World Results: Offers Before the First Showing

This isn't theory—it's proven execution. On one of our most **recent million-dollar listings in Escondido**, we received **two offers above asking price** before the first scheduled showing. After our first showing the property gained **4 more competitive offers** with the final offer almost **\$170,000 above** the initial listing price.

This didn't happen during a red-hot seller's market. It happened in **mid to late 2025**, when most homes in the area were sitting on the market, enduring multiple price drops, and struggling to generate interest. The difference? We followed this methodology exactly: priced strategically, launched with a coming-soon campaign, and built anticipation before the official listing hit the MLS.

Buyers arrived ready and eager—because we controlled the message and timing. That's the power of a disciplined, well-executed strategy.

STEP 3 – TAKING DECISIVE ACTION

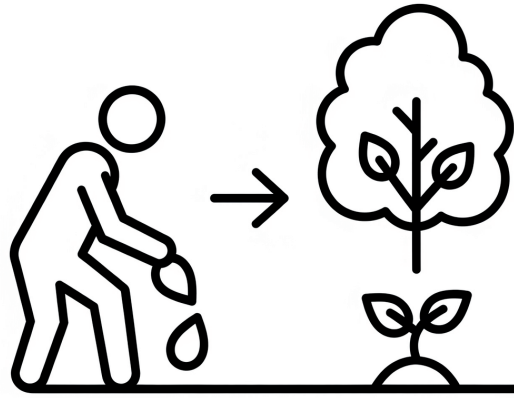


From Escrow to Close: Precision, Protection, and Peace of Mind

Once you accept an offer, the sale isn't over—it's just shifting phases. But this is where deals often unravel. Inspections, appraisals, financing, buyer cold feet—it all becomes a threat if you don't manage it closely. That's why **I stay fully engaged through escrow**, ensuring that timelines are met, contingencies are addressed quickly, and any turbulence is handled before it becomes a problem.

I coordinate directly with title, escrow, the buyer's agent, inspectors, and lenders to keep everything moving smoothly. My goal is simple: get you across the finish line with your price intact, your timeline respected, and your stress minimized.

STEP 3 – TAKING DECISIVE ACTION



Action Creates Results

This isn't about being reactive. It's about being **deliberately, relentlessly proactive**. When everything is lined up—foundation, marketing, timing, and offer strategy—homes don't just sell. They **sell fast**, for **top dollar**, with **terms that favor you**.

The “Sold in 18 Days” Methodology is more than a catchy promise—it's a system designed to create outcomes, not wait for them. And in this final step, we move from preparation to payoff.

Let's take action.

OFFER1 – THE SMART CONTRACT AUCTION PLATFORM

Modernizing the Offer Process to Maximize Price, Transparency, and Control



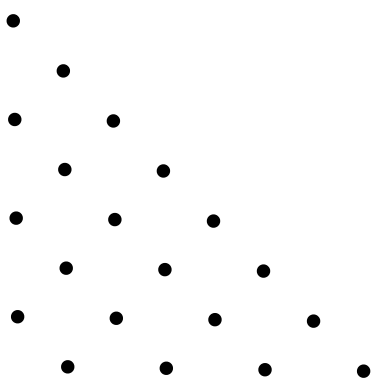
The final—and arguably most powerful—component of the “Sold in 18 Days” Methodology is the proprietary technology platform that powers our offer process: **OFFER1**.

While most real estate transactions are still handled through a chaotic mess of emails, PDFs, texts, and manual comparisons, OFFER1 replaces all of that with a streamlined, cloud-based offer system backed by **smart contract logic** and real-time transparency. This isn’t just a better way to manage offers—it’s a competitive advantage that changes the dynamics of your sale.

OFFER1 – THE SMART CONTRACT AUCTION PLATFORM

How It Works

- **Your listing goes live** on the MLS and major platforms as usual—but now with an OFFER1-powered link where buyers and their agents submit offers directly through the system.
- **Buyers are guided step-by-step** through a structured submission process that ensures every offer is complete, legally binding, and fully transparent. Required items like proof of funds, loan pre-approvals, and offer terms are standardized, so no detail is missed.
- **You and I can instantly view every offer** as it's submitted, compare terms side by side in real time, and track buyer activity throughout the listing period—without digging through attachments or waiting on updates.
- If we activate **auction mode**, buyers are notified of competing offers and invited to improve their terms within a defined window. This turns passive interest into **active bidding**, often driving prices higher in a controlled and fully transparent environment.
- Once an offer is accepted, the platform generates a smart contract-based summary that becomes the foundation of the deal—reducing miscommunication and improving legal clarity.



OFFER1 – THE SMART CONTRACT AUCTION PLATFORM

HOW OFFER1 WORKS



1 Listing goes live

Your property is listed with an OFFER1-powered link for submitting offers.



2 Offers are submitted

Buyers submit offers online, ensuring a binding, transparent process.



3 Offers are reviewed

All offers and terms can be easily viewed and compared in real-time.



4 Winning offer selected

The top offer is accepted, and a smart contract is generated.



OFFER1 – THE SMART CONTRACT AUCTION PLATFORM

Why Sellers Love OFFER1

More Money. Faster. Less Risk.

- **More Money:** When buyers know they're in a competitive, transparent environment, they bring their best offer—not their safest one. This often leads to stronger pricing, fewer contingencies, and better terms overall.
- **Faster Sales:** Offers come in more quickly and in a more organized format, allowing us to act swiftly and with total confidence. No missed emails, no back-and-forth confusion, no wasted days.
- **Less Risk:** With every offer verified and documented, there's no “I didn't see it” or “We didn't mean that” drama. You see exactly what buyers are offering and can act on facts—not assumptions.

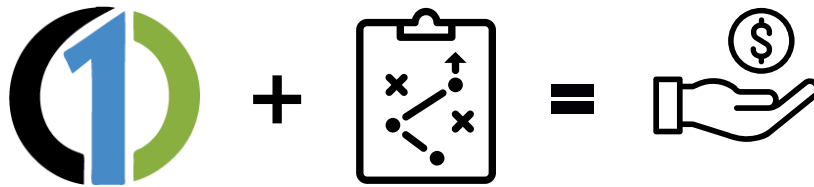


Why Buyers Trust OFFER1

Transparency. Fairness. Simplicity.

- **Clarity:** Buyers know exactly where they stand. If there are multiple offers, they can see activity and respond accordingly—no blind guessing or back-channel rumors.
- **Trust:** A structured, trackable system levels the playing field. No “mystery offers” or gamesmanship. Just clean, honest negotiation.
- **Speed & Convenience:** Submitting offers is intuitive, mobile-friendly, and immediate. Everything happens in one place, with no confusion or delay.

OFFER1 + STRATEGY = RESULTS



The combination of strategic pricing, expert marketing, and OFFER1's offer automation gives sellers **a modern, competitive edge in any market.**

Whether we're creating urgency through a timed auction or simply collecting and comparing offers with maximum efficiency, **OFFER1** gives you the control and visibility today's sellers deserve.

When paired with the **"Sold in 18 Days" Methodology**, it's not just innovative—it's **unbeatable.**



OFFER1 CASE STUDY - NORTH PARK



- 34 offers in 48 hours
- \$280,000 over list price
- Closed in 10 days



OFFER1 CASE STUDY - DANA POINT



- **Sold for \$245,000 above list price in 6 days**
- **\$445,000 more than the Model Match across the street**
- **Coordinated smart fixes and strategic staging**



OFFER1 CASE STUDY - DOWNTOWN SD



- **Record-breaking price in a declining market**
- **5 offers within 36 hours**
- **Guided seller through \$50k of pre list renovations**

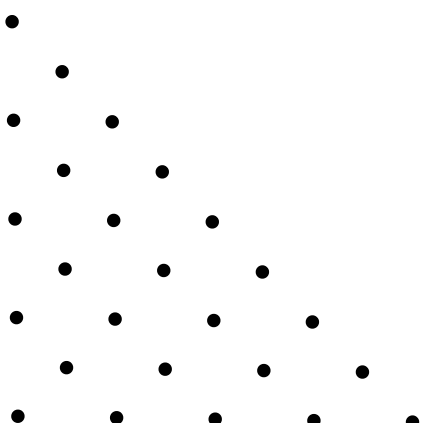
OFFER REVIEW DAY: CLARITY. CONTROL. THE MAGIC MOMENT.

Where Strategy Turns Into Certainty—and Certainty Turns Into Reward.

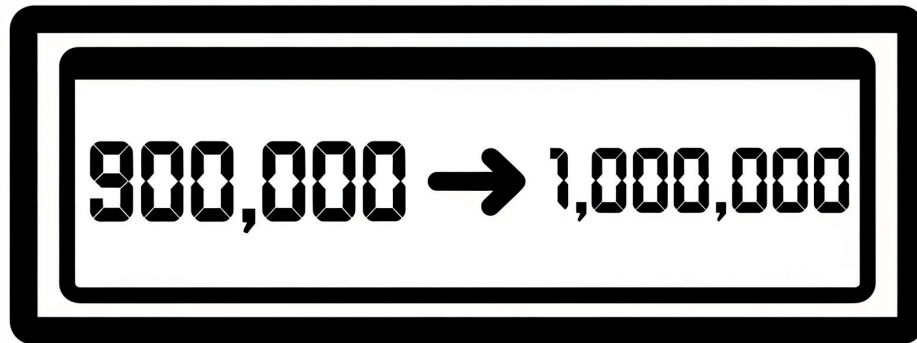


Everything we've done—the inspections, the preparation, the photography, the precise pricing, the buzz, the timing, the showings—it all builds to this day. Offer Review Day is when the work turns into results. But it's more than just a transactional moment—it's a transformative one.

This is when you, as the seller, get to experience something few homeowners ever do: real-time, transparent competition for your home. You're not waiting by the phone. You're not sorting through disorganized PDFs. You're inside OFFER1, watching the story unfold with clarity and control.



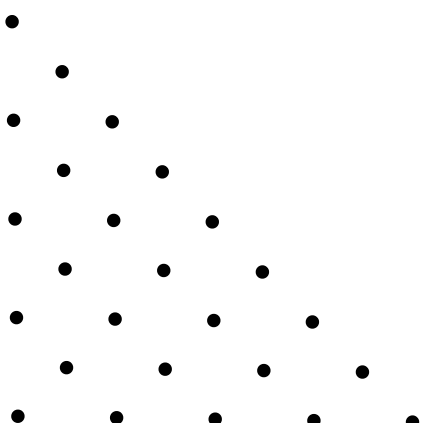
YOU'LL SEE THE NUMBERS CHANGE—LIVE



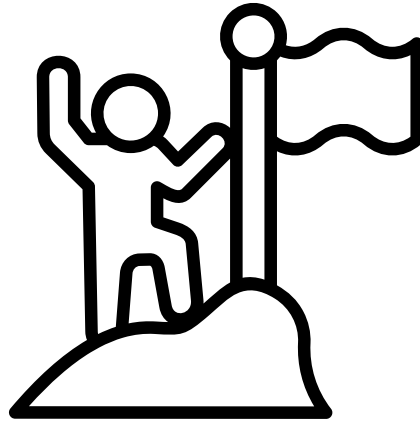
Offers come in through the OFFER1 platform—structured, verified, and complete. They're compared side by side: price, terms, financing strength, close dates, contingencies. You'll know exactly where each buyer stands, which offer leads, and what adjustments are being made in real time.

Then it starts to shift.

A buyer sees they're in second place—and they revise their offer on the spot. You watch as their price increases, their contingencies shorten, their terms sweeten. Suddenly they've taken the lead. The first buyer responds—tightening up their numbers. OFFER1 alerts us instantly. It's no longer a guessing game—it's a competitive race.



THEN COMES THE BREAKTHROUGH



And just when you think you've seen it all... it happens.

That magical moment: the breakout offer. One buyer—someone who's been circling, waiting, watching—decides this is their home. They're done competing. They go all in.

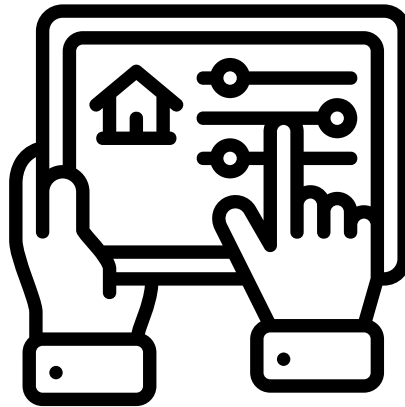
You watch as a jaw-dropping bid is submitted—a number you didn't expect. A number that surpasses your best-case scenario.

You turn to me and say, *"Are they serious?"*

I smile. *"They're very serious. They want it. Badly."*

No haggling. No grinding. Just a clear, confident offer from a buyer who knows they have to win. It's not uncommon. And when it happens, you'll feel the full power of what this system was built to do.

YOU'RE IN CONTROL THE WHOLE TIME



You don't have to rush. We review every offer, every term. We can request clarifications, negotiate upgrades, or ask top bidders to further refine their numbers. We'll guide the entire process with precision, so you always know what the next step is—and that every move we make is designed to maximize your outcome.

Offer Review Day isn't just about choosing a number. It's about choosing the best combination of price, terms, timing, and certainty—and doing it from a position of strength.

The Emotional Payoff

There's a moment during this day—often unspoken—when the stress lifts. When you realize:

"We did it. This is going to work. And it's going to be better than we thought."

That's the emotional power of a smart, seller-driven process.

Important Disclaimer

This section contains a fictionalized example intended to illustrate the potential benefits of the OFFER1 platform and the “Sold in 18 Days” methodology. Real-world outcomes will vary based on market conditions, property type, pricing, buyer demand, and other uncontrollable variables. No specific results, sale prices, or competitive bidding outcomes are guaranteed.



TESTIMONIALS & QUOTES

Real people, real wins

"From amazing photos/marketing and open houses (even hosting one on New Years Day), my place was listed and sold for exactly what I wanted in less than 4 weeks! It even set a record in my condo complex, selling for the highest price/square foot out of all units sold!"

~ Kelly P

"After carefully interviewing multiple agents, Steve stood out head and shoulders above the rest, and I wholeheartedly recommend him to anyone in need of an exceptional agent. Steve is truly in a league of his own."

~ Michael M

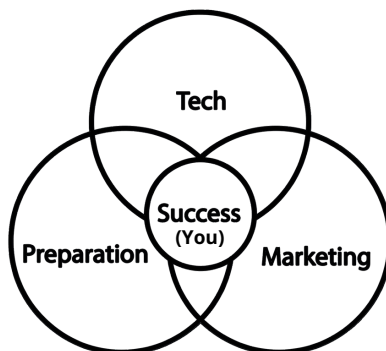
"Real Estate is an industry that succeeds or fails based on trust. I have known Steve for 30 years. He remains one of the most trustworthy people I have ever met!"

~ Dave R



FINAL SUMMARY – THE OFFER1 + STEVE BRANT ADVANTAGE

Smart Preparation. Smart Pricing. Smart Contracts.



Selling a home today is no longer about listing it and hoping the right buyer comes along. It's about **strategy, execution, and leverage**—and that's exactly what you get when you work with me.

Over hundreds of transactions, I've developed a system that removes the guesswork and emotion from the process and replaces it with **certainty, speed, and control**. My "Sold in 18 Days" Methodology is built to perform in **any market**—whether inventory is tight or homes are sitting for months.

Here's how we win:

✓ **Smart Preparation**

We don't rush to market. We lay the groundwork with pre-inspections, disclosure prep, decluttering, targeted improvements, and expert staging. Every decision is made with ROI in mind. The result? Your home launches like a polished product—not a project.

✓ **Smart Pricing**

We don't just "pick a number." We use pricing as a strategic lever—designed to generate urgency, create competition, and pull in multiple qualified buyers. We don't guess what your home is worth. **We make the market prove it.**

✓ **Smart Contracts**

Through **OFFER1**, we bring structure, visibility, and control to the most chaotic part of the sale—receiving and managing offers. Every offer is verified, tracked, and reviewed live. We don't sort through PDFs. We watch offers evolve in real time, and often, we witness the magic moment when a buyer says, *"I don't care what it takes—I want this home."*

AND HERE'S THE REAL SECRET:

***If you can create urgency, trust, and visibility—you win.
....That's what we do.***



We don't just get you more money.
We give you peace of mind.
We simplify a complex process.
We reduce your risk.
And we get it done in 18 days or less.

This is not theory. It's not guesswork.
It's a system.
It works.
And it's available to you—right now.

Let's sell your home smarter, faster, and for more.

READY TO SEE WHAT'S POSSIBLE?




STEVE BRANT
SOLD IN 18 DAYS

- If you're thinking about selling—or even just wondering what your options look like in this market—let's talk.
- No pressure. No long pitch. No obligation. Just 10 minutes.
- We'll walk through your situation, your timeline, and whether my “Sold in 18 Days” Methodology is the right fit for your goals.
- You'll leave with insight, clarity, and a game plan—even if you decide not to move forward.
- Because when you're ready to win, you deserve a system that's built to win with you.
- **I'm Steve Brant. Let's get to work.**

SCHEDULE YOUR NO-STRINGS HOME SELLING STRATEGY CALL TODAY.



Steve Brant
(858) 692-8586
steve@sandiegosteve.me
www.sandiegosteve.me

Scan to schedule a consultation



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