



Personal Realty ADVISERS

May 11, 2022

Yung Ho Han
214 Driftwood Lane
Largo, FL 33770-2602

RE: **Selling Your Home**

Dear Dr. Han:

We want to thank you, again, for generously sharing your time with us Monday to discuss the opportunity for us to work together and for showing us your beautiful home. We were glad to have spent a great amount of time with you, and we greatly appreciated hearing about the deep thought and care you put into building your home. The time spent will benefit us both as we continue forward.

We left your home full of excitement and ideas about how best to proceed, and we have spent a considerable amount of time discussing your home, opportunities to prepare it for sale, and strategies for estimating a fair but competitive sale price. The more we talked things through, the more we realized how *not-ready* for market your home is, which, in our opinion, hurt you in the sale of your home. We don't want that to happen again. Below is a summary of some of these thoughts, starting with some big picture considerations.

BIG PICTURE: As much as we would love to sell your home for you, we were struck by how much you value and appreciate your home, and how much you seem *underwhelmed* by your current condo environment. This makes us question: *Why leave?*

We often see sellers who get a little tired of the caretaking involved with a home, but once they see their home fully ready for sale and marketing, they question: *"Why am I selling, again?"*

It's just something we want to mention, because we want what's best for you, and reconfiguring some aspects of your home to meet your current needs and desires might provide for your happiest future.

The second part of the big picture is the other option: SALE! We certainly can help you with this, and we hope we are given the opportunity to do so. In this regard, two major considerations are home preparation and pricing.

[more...](#)



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HOME PREPARATION: Beth and I agree your previous listing agent should not have let your home go on market in its current condition. Your home is a beautiful masterpiece, and people who enter it should be WOWED at every turn. Small things make a huge difference in home sale first impressions, and the improvements we will recommend will accomplish this.

You will need to invest a little time and cash to get the sale result you are hoping for. We can do the work for you (hands-on work or hiring needed vendors), but there will be some concrete costs involved that will be worthwhile to reap the greatest outcome from your property sale. Having not done that previously could be cause for the lowball offers you received.

We will give you a detailed punch-list of recommendations once we are officially working together. We call it “Robert-izing” a home. We look forward to visiting your home again to develop this list in detail and to share it with you as soon as we are able.

SALE PRICE: We utilized numerous approaches to calculate a strategic sale price for your home, including variations of estimated market value, options in price per square foot, detailed analysis of comparables, and good old gut instinct based on the current market and our experience in luxury home sales. *In every case, we considered and made positive adjustments for the many high quality construction practices and improvements you incorporated into your home building that are not always visible to the eye nor reflected in most pricing mechanisms.*

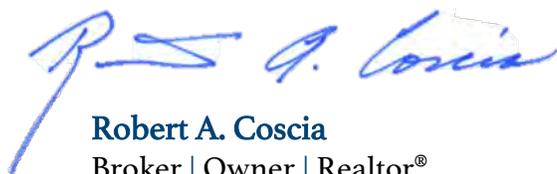
Some of the strategies we used are exhaustive and too much to explain. Rest assured, we used multiple approaches as a means of triangulation to make sure all strategies pointed in the same direction for a sound recommended sale price. In summary, once your home is adequately prepared for sale, the last sale price you had when your property listing expired is close to our recommended price of \$2,850,000 firm. This price coupled with the list of improvements also may encourage multiple offers.

The listing price we recommend reflects concessions from you for one or more home alterations that may need to be made by your buyer, namely addressing the steep climb at both main entrances—keeping in mind who our primary audience is for the purchase of your home. In other words, your price needs to reflect that some adjustments may need to be made.

We are eager to get to work on preparing your home for market, and we hope we are given the opportunity to represent you for your home sale. You will not be dissatisfied with the service or the outcome if you choose to work with us.

We also look forward to the opportunity to work with you, and we look forward to hearing from you soon.

Our best,


Robert A. Coscia
Broker | Owner | Realtor®


Beth Eschenfelder, Ph.D., MPA
Realtor® | Research | Promotion

P.S. To start this process sooner than later will benefit you.