

Your Personal Seller Profile.

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Most agents will hand you a price and put up a sign. I want to know what the right outcome actually looks like for you — then build a strategy around that.

Before we talk list price, I build something most agents never create:

a complete seller profile that drives every pricing, marketing, and negotiation decision we make together.

1 Your Seller Profile

Understanding you before we talk about the home.

- Why you're selling — the real reason, not just the practical one
- Where you're going next and how that affects timing
- What winning looks like — max price, fast close, or specific date
- Your emotional relationship with this home

2 Micro-Neighborhood Pricing

The most important thing — and where most agents fall short.

- Zip code averages are too broad to be actionable
- I price at the street level — your block, your micro-market
- AVMs (Zillow, Redfin) are frequently wrong — I'll show you why
- Overpricing costs you money. I'll show you the math.

3 Pricing Intelligence Brief

A print-ready analysis built specifically for your home.

- Three pricing tiers — stretch, sweet spot, and fast exit
- Comparable sales mapped to your specific micro-market
- Value adjustments — what makes your home more or less
- "What the data shows" — in plain language, not agent-speak

4 Marketing Strategy

Positioned to attract the right buyer — not just any buyer.

- Target buyer profile built from micro-market knowledge
- Photography and copy that lead with what actually sells
- Listing description in your home's voice — not generic copy
- Platform strategy — where your buyer is actually looking

5 Offer & Negotiation Strategy

Your goals drive every decision at the table.

- Every offer evaluated against what winning looks like for you
- Price, terms, timeline, contingencies — the full picture
- Years of legal background applied where it actually matters
- I tell you the truth about every offer — not what you want to hear

6 Communication & My Read

The part most sellers don't think to ask about.

- Your communication preference — how and when you hear from me
- Who else is involved and how I work with them
- Honest updates — good news and bad, never spin
- My real-time read on the market, not just at listing time

The goal isn't to get your home listed. It's to get it sold — right.

At the right price, on the right timeline, with the least amount of pain. This profile becomes our shared reference point from the first conversation to closing day. When an offer comes in, we already know exactly how to evaluate it. That's what I'm here for.

Notes