

Initiating the Transaction: An Engineer's Guide to the Home Selling Process



FIRST PRINCIPLES
PARTNERS



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REALTY



First Principles Partners rejects the traditional emotional approach to real estate. Instead, we treat your real estate transaction like a high-stakes project: defining constraints, modeling scenarios, and executing with precision.

Applying Engineering Experience to the Home Selling Process

- **Data-Driven Clarity:** We replace guesswork with logic. Using comparative market data and absorption rate analysis, we help you position your asset based on math, not wishful thinking. This framework equips you to isolate the variables that drive value—optimizing for maximum value and the highest probability of closing.
- **Project Management Precision:** Selling a home relies on strict dependencies—staging, marketing, offer review, contingency removal, etc. We manage the critical path to maintain leverage and prevent deal drift. We optimize the workflow to minimize intrusion on your daily life while maximizing market exposure.
- **The “White Box” Approach:** The sales process is often obscured by inflated promises and vanity metrics. We provide total transparency. We filter the feedback loop, translating market signals into actionable pivots. We don't just report activity; we analyze the data—the "why" behind the market's response—so you can execute negotiation strategies based on verification, not emotion.

Agent Matching



We match you with a vetted agent who respects the data-driven approach. You run the numbers with us; they handle the tours and contracts.

Strategy Sessions



Unsure of your next step? Let's spend 20 minutes defining your variables before diving deep. We will devise a plan that works best for your needs.

Analysis Toolkit



Use our free Real Estate Data-Analysis Models and documents to start analyzing your numbers—allowing you to start your journey confidently.

Project Roadmap

1

Strategize a Plan

Your goals and preferences, along with a thorough comparative market analysis, will shape your pricing strategy. Once a price is established, your FPP partner real estate agent will work with you to develop a marketing approach. Get ready by completing any necessary repairs and cleanup.



2

Initiate Marketing Plan

Your real estate agent will help you understand your marketing options and develop a plan that maximizes exposure. A combination of strategic online and offline marketing tactics may be considered to create a comprehensive approach that attracts the right buyers.



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Offers and Negotiation

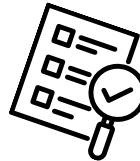
All offers will be presented for your consideration. Your real estate agent will negotiate all terms and conditions on your behalf including price, closing date, and any other applicable details.



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Under Contract

The buyer and you have agreed upon and signed for the terms and conditions. Contingencies that must be met before the contract is binding include, but are not limited to, financing, appraisal, home inspection, sale of the buyer's current home, title, HOA / CC&R review, and insurance.



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Appraisal and Inspection

In most cases, an appraisal and a home inspection must take place while under contract. To prepare, it is important to make sure your house is decluttered, clean, and in the best condition possible.

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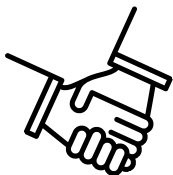
Final Details

You and the seller have agreed to the price and terms. The home is effectively held for you until closing. Potential modifications will be made based on the appraisal and/or inspection. All parties will continue their due diligence leading to closing.

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Closing

First Principles Partners will continue to help ensure that tasks are performed to the highest standard. The closing process finalizes the transaction by officially transferring funds and ownership. You are all set to move on to your next home.



Seller Checklist



Pre-List Tasks

- Obtain a comprehensive home valuation from your FPP Partner Agent
- Prepare home for potential walk-throughs, appraisals, and inspections
- Declutter - sell, donate, or trash materials as applicable
- Minimize personal objects to allow buyers to visualize themselves in the home
- Deep clean carpets, windows, grout, ceiling fans, appliances, etc.
- Freshen up curb appeal - trim bushes / trees, pull weeds, power wash, etc.
- Check for and conduct minor repairs
- Touch up paint as needed



Pre-Sale Tasks

- If using professional movers, obtain at least three “Binding Not-to-Exceed” quotes
- Check homeowner’s policy for moving coverage; buy supplemental “Full Value Protection” if needed
- Arrange specialized transport if needed for items such as pianos, artwork, vehicles, safes, etc.
- Create a digital list of belongings for insurance purposes
- Begin packing unneeded items; clearly label or number boxes to help with unpacking later
- Identify a safe packing place for essential documents such as passports, deeds, medical records, etc.

Post-Sale Tasks

- Confirm moving date with trucking company or professional movers
- Cancel / update location-specific subscriptions or memberships
- Pack final items; continue to clearly label boxes
- Set up end date for utilities (electric, water, gas, trash, internet, etc.)
- Verify and organize any essential documents from the sale of the home
- Properly dispose of hazardous materials (paint, propane, cleaners, etc.)
- Plan your next steps with FPP’s resources for moving into a new home



Low Appraisal Options

Buyer Pays Difference – The buyer can cover the difference and pay the shortfall out of pocket

Renegotiate – The buyer may ask to renegotiate the sale price

Reduce Price – You may consider lowering the price to match the appraisal

Challenge the Appraisal – Request a review by providing additional comparable sales

Second Appraisal – In some cases, you may be allowed to order a second appraisal

Seller Financing – You may consider offering financing options

Contract Cancellation – If an appraisal contingency exists, your buyer may walk away penalty-free



Home Inspection Issues



Buyer Requests Repairs – You can agree, negotiate, or decline

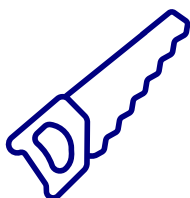
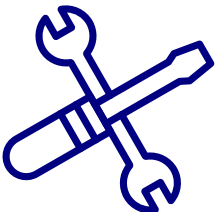
Price Reduction or Credit – Instead of repairs, you may offer a price adjustment or closing cost credit

Negotiation & Compromise – The buyer and you may agree on selective repairs or partial credits

You can Decline Requests – The buyer must decide whether to move forward or walk away

Contract Cancellation (If Contingency Exists) – The buyer may back out without penalty if unsatisfied

“As-Is” Sale (If Applicable) – You are not obligated to make repairs but may still negotiate





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Precision in Every Decision

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