

UTAH'S REALTOR · COLDWELL BANKER REALTY



THE UTAH SELLER'S GUIDE

Sell With *Dave.*

"Let me diagnose your housing needs."

PREPARED BY

David R. Haws

Real Estate. Dad. Active Lifestyle.

Coldwell Banker Realty · Bilingual EN/ES · Serving All of Utah

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www.SellWithDavidRHaws.com



— THE GOAL

Get the most for your home, with the least stress.

I'm David R. Haws — Utah's Realtor. I sell homes from Farmington to Park City to the Sugar House neighborhoods, in English and Spanish, with the backing of Coldwell Banker Realty and the intelligence of MOXIE — a professional real estate analytics platform that powers every pricing and marketing decision I make on your behalf.

This guide walks you through exactly how I sell your home: the 7-step process, how I price (the Goldilocks Rule), what to do before we list, and the 9 marketing channels I use to find your buyer. When you're ready, text me — I'll come to you.

15+

YEARS

6

MARKETS

EN / ES

LANGUAGES

“ I don't take listings. I take on the responsibility of moving your family forward. ”





BY THE NUMBERS

What you're getting when you list with Dave.

15+

YEARS IN UTAH REAL ESTATE

From the first Sugar House cottage to luxury mountain estates — every transaction sharpens the edge I bring to your sale.

6

UTAH MARKETS COVERED

Farmington (home base), Sugar House, Park City, Davis County, Weber County, and Utah County. One agent. Statewide reach.

9

MARKETING CHANNELS

MOXIE intelligence, MLS + IDX syndication, Coldwell Banker network, cinematic photography, video, social, private buyers, SEO,

EN/ES

BILINGUAL REPRESENTATION

I lived in Argentina, studied at Tec del Monterrey, and serve buyers and sellers in fluent Spanish — doubling your buyer pool from day one.





— THE PROCESS

How I Sell Your Home

01

Strategy Call

We talk about your goal, timeline, and what success looks like for you. No pressure, no commitment — just a clear plan.

02

MOXIE-Powered CMA

I run a deep comparative market analysis using MOXIE: live comps, pendings, days on market, price-cut frequency. You get the real number.

03

Pre-Listing Prep

Walk-through with my prep checklist. Decluttering, smart repairs, staging guidance, curb appeal — done within budget.

04

Cinematic Marketing

Pro photography, video walk-through, drone aerials when warranted, and a custom property story. Your home looks like a showcase.

05

Multi-Channel Launch

MLS + Coldwell Banker network + bilingual social campaigns + private buyer database. Maximum exposure from day one.

06

Negotiation

I represent you alone. Multiple offers, contingency strategy, appraisal gaps — I navigate it without losing your deal.

07

Smooth Close

I coordinate inspections, repairs, lender, title, and your move-out. You sign and collect a check. That's it.





PRICING STRATEGY

The Goldilocks Rule

Price too high and you scare off buyers, sit on the market, and end up taking less than market value. Price too low and you leave money on the table. The right price gets multiple offers in the first 14 days and pushes the final sale above asking.

AVOID

Too High

30+ days on market, no showings. Eventually you cut price under pressure and lose 4–8% of equity.

TARGET

Just Right

5–10 strong showings the first weekend. Multiple offers within 14 days. You choose terms — not desperation.

AVOID

Too Low

Sells in 2 days. Feels great. Then you find out comps closed \$20–40K higher. You can't get that back.

HOW I FIND YOUR NUMBER

- ◆ Active comparable listings on the market today
- ◆ Pending sales — what buyers actually agreed to in the last 30 days
- ◆ Recently closed sales adjusted for square footage, condition, lot, and view
- ◆ Days-on-market trend and price-cut frequency for your block
- ◆ Inventory pressure: is your zip code a sellers' market or balanced?





BEFORE WE LIST

Home Prep Checklist

Buyers decide in the first 8 seconds. Your goal: make those 8 seconds unforgettable.

Curb Appeal

- ✓ Fresh mulch + edge the beds
- ✓ Power-wash the driveway and walkway
- ✓ Paint or stain the front door
- ✓ Trim trees and shrubs back from the house
- ✓ Add a planted pot at the entry

Smart Repairs

- ✓ Fix any leaky faucet
- ✓ Service furnace + AC if 6+ months old
- ✓ Replace HVAC filters
- ✓ Re-caulk tubs/showers if discolored
- ✓ Tighten loose toilet seats + handles

Inside the House

- ✓ Declutter by 30% (storage unit if needed)
- ✓ Depersonalize: family photos, religious items, awards
- ✓ Neutralize bold paint colors
- ✓ Deep-clean every surface, especially baseboards
- ✓ Replace any burned-out bulbs with bright daylight LEDs

Photo-Ready

- ✓ Clear ALL counters in kitchen + baths
- ✓ Hide pet bowls, litter boxes, leashes
- ✓ Open every blind, turn on every lamp
- ✓ Make every bed hotel-tight
- ✓ Cars out of the driveway





— THE MARKETING PLAYBOOK

9 Channels. One Goal.

Listing on the MLS isn't a marketing plan — it's a starting line. Here's what I actually do to find your buyer fast.



1 MOXIE Intelligence

Live comps, pendings, days-on-market, and price-cut tracking across the Wasatch Front.



2 MLS + IDX Syndication

Wasatch Front MLS plus Zillow, Realtor.com, Redfin, Trulia, and 800+ broker sites.



3 Coldwell Banker Network

coldwellbanker.com, Global Luxury where applicable, and my CB office of top producers.



4 Cinematic Photography

Pro HDR. Drone aerials when warranted. Twilight shots for luxury listings.



5 Video Walk-Through

Branded video shareable on Instagram, Facebook, YouTube, and direct text.



6 Bilingual Social Campaigns

EN + ES paid + organic on Instagram, Facebook, TikTok. I personally promote every listing.



7 Private Buyer Network

Direct outreach to my active Utah buyer database before going wide.



8 Content Vault SEO

Your home gets its own SEO landing page indexed by Google.



9 Custom Property Story

Listings aren't bullet points — they're stories that help buyers picture themselves living there.





— READY WHEN YOU ARE

Let's *talk.*

No pressure. No commitment. Just a clear plan and an honest number.

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