

Seller Offer Selection Worksheet

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: Choose one useful seller offer you can actually deliver.

Requires: Seller Campaign Economics Calculator; Seller Campaign Compliance Checklist Initial guardrails read

When to use: Before copy or creative

Estimated time: 45–60 minutes

[Open the Resource Hub](#)

Customize before using

Replace the fields used in your selected template. Use [AGENT NAME], [BROKERAGE], [CITY], [COUNTY] or [NEIGHBORHOOD], [SELLER OFFER], verified [LOCAL MARKET DATA], [BOOKING LINK], [PHONE] and [EMAIL] consistently. Complete any additional bracketed delivery, privacy, property or review fields that apply. Delete instructions and unused alternatives before sending.

Fill in the offer brief

Service area: [CITY] / [COUNTY]

Property scope: [PROPERTY TYPES YOU SERVE]

Seller question: [ONE QUESTION HOMEOWNERS WANT ANSWERED]

Available evidence: [MLS / PUBLIC RECORD / OWN ANALYSIS / NONE]

Delivery owner and timing: [NAME / TURNAROUND YOU CAN HONOR]

Useful result: [WHAT THE HOMEOWNER CAN DECIDE AFTER READING]

Choose by function

Offer	Best fit	Data or work required	Required information
Seller checklist	Agent lacks reliable publishable market data	Customize practical steps in Seller Resource Templates	Name and email
Local seller guide	Seller needs preparation and timing decisions	Local steps, brokerage review, current examples	Name and email; area optional
Recent-sales report	Comparable authorized data are available	Defined area, period, sample, source permissions	Name and email; area
Pricing or home-value report	Agent can perform property-specific review	Comparable selection, adjustments, limits, delivery capacity	Name, email, full property address

Do not promise an instant personalized valuation if you plan to produce it manually later. Show the honest delivery time on the ad, page, and email.

Home value or pricing report

BEST FOR: Owners who want property-specific pricing context.

WHAT THE SELLER GETS: A comparative pricing review with comparable sales, assumptions and limits.

WHY IT CAN WORK: Answers a concrete seller question and creates a useful basis for a listing conversation.

WHEN NOT TO USE IT: You lack comparable data, review capacity or authority to produce the analysis. Do not imply an appraisal or instant result.

DATA NEEDED: Property address/details, permitted comparable sales, source period, adjustments and brokerage review.

EXAMPLE HEADLINE: Get pricing context for your [CITY] property.

EXAMPLE CTA: Request my pricing review.

RESOURCE TO CUSTOMIZE: Property Pricing Review Template in Seller Resource Templates.

Local seller guide

BEST FOR: Homeowners planning the sequence and timing of a sale.

WHAT THE SELLER GETS: Local preparation, pricing and transaction questions to work through.

WHY IT CAN WORK: Makes the next decisions easier and introduces the agent's process.

WHEN NOT TO USE IT: The guide is generic filler or local/legal statements have not been checked.

DATA NEEDED: Verified local process, current examples if used, agent identity and brokerage review.

EXAMPLE HEADLINE: Plan your next steps before listing in [CITY].

EXAMPLE CTA: Get the seller guide.

RESOURCE TO CUSTOMIZE: Local Seller Guide Template in Seller Resource Templates.

Seller checklist

BEST FOR: An agent who can give practical preparation guidance without publishing market statistics.

WHAT THE SELLER GETS: A usable checklist covering preparation, documents, pricing questions and timing.

WHY IT CAN WORK: Delivers a small, immediate task the homeowner can complete.

WHEN NOT TO USE IT: The ad promises a valuation or market report that the checklist does not deliver.

DATA NEEDED: Accurate practical steps, agent/brokerage identity and contact details. Sales figures are optional.

EXAMPLE HEADLINE: Know what to handle before you list your [CITY] home.

EXAMPLE CTA: Get the checklist.

RESOURCE TO CUSTOMIZE: Seller Preparation Checklist Template in Seller Resource Templates.

Recent sales or market report

BEST FOR: An agent with current, comparable data they are permitted to publish.

WHAT THE SELLER GETS: A scoped report showing recent sales and what those figures can and cannot tell them.

WHY IT CAN WORK: Gives sellers local context for a timely pricing conversation.

WHEN NOT TO USE IT: Data are stale, unrepresentative or restricted, or the report implies a guaranteed price.

DATA NEEDED: [LOCAL MARKET DATA], source, geography, period, sample size and publishing permission.

EXAMPLE HEADLINE: See recent sales context for [NEIGHBORHOOD].

EXAMPLE CTA: Get the recent sales report.

RESOURCE TO CUSTOMIZE: Recent Sales Report Template in Seller Resource Templates.

Score two or three candidates

For each criterion score 0 = absent, 1 = partly ready, 2 = clearly ready. This is a Lead Coasters decision aid, not validated research.

- Solves one understandable seller question.
- Can be localized accurately with data you may publish.
- Helps without a call or purchase.
- Connects naturally to a listing conversation.
- Can be fulfilled at your expected inquiry volume.
- Uses claims and imagery your brokerage permits.

Candidate A: [NAME] / 12 = [SCORE]

Candidate B: [NAME] / 12 = [SCORE]

Candidate C: [NAME] / 12 = [SCORE]

Choose the highest practical score. A 0 for fulfillment or compliance disqualifies an offer until repaired. If tied, choose the simpler deliverable.

Write the promise

Title: [CITY] Seller Preparation Checklist

Headline: Know what to handle before you list your [CITY] home

Subheadline: A practical checklist covering preparation, pricing questions, paperwork, and the next decisions to make.

CTA: Get the checklist

Delivery: Download immediately and receive a copy by email.

Next step: Optional conversation about your property when you are ready.

Completed illustration

Illustrative market: Riverton, a fictional U.S. city. Offer: Riverton Seller Preparation Checklist. No current sales figures are invented. The homeowner receives a customized checklist immediately and can optionally book a 20-minute selling-plan conversation. Only name and email are required for the checklist; timeline and property area are requested afterward.

Evaluate before launch

Ask a colleague to explain the offer back to you from the headline. If they describe something you do not deliver, rewrite it. Open the resource on mobile. Confirm it answers the stated question and contains the agent, brokerage, date, contact details, and appropriate limits.

You are done when

One offer has a finished promise, defined audience problem, delivery method, required information, and no unsupported claim.