

# THE MARKET READINESS PROTOCOL

*Independent by Design. Dominant by Performance.*

At McGraw, we don't just "list" homes; we execute a market entry strategy. With over 85 years of dominance and \$2B+ in annual volume, we know that preparation is the difference between a transaction and a victory. Use this protocol to optimize your home for maximum ROI.

## PHASE 1: OPERATIONAL NEUTRALIZATION

- Depersonalize the Narrative.** Remove photos and personal items. Allow buyers to visualize their future, not your past.
- Strategic Furniture Audit.** Remove 30% of furniture to maximize perceived square footage and flow.
- Digital Silence.** Conceal all wires, hubs, and electronics. High-performance homes are visually clean.

## PHASE 2: AESTHETIC PRECISION

- Lumen Optimization.** Install high-output soft-white LEDs. Light is the cheapest way to increase home value.
- Hard Surface Polish.** Steam grout and polish stone. Shine signals meticulous maintenance.

## PHASE 3: EXTERIOR COMMAND

- Entryway Protocol.** Power-wash porches and polish hardware. The "First Impression" starts at the curb.
- Landscaping Geometry.** Edge lawns and prune shrubs to reveal windows and maximize natural light.

## PHASE 4: INSPECTION PRE-EMPTION

- Mechanical Access.** Ensure HVAC, electrical, and attic access points are clear and unobstructed.
- The Property Intelligence Folder.** Compile all repair records and warranties to demonstrate transparency and secure the contract.

### READY TO STRATEGIZE?

Connect with a McGraw Agent to tailor this protocol to your specific property. [mcgrawrealtors.com](https://www.mcgrawrealtors.com)