



BEFORE YOU SELL.

Hand me the key. Leave the rest to me.

A home with deferred maintenance can still hold opportunity. Before you sell it at a discount, find out whether preparing it for market could put more money in your pocket.

01 Understand the self-flip.

Flippers and builders often buy homes that need work, improve them and keep the upside when they resell. I help you self-flip: we choose the improvements, I coordinate the team and the work, and then I sell the home. The goal is to put that increased value in your pocket instead.

02 Compare your options honestly.

Sell as-is: less preparation, a shorter path and potentially a lower price.

Make selective improvements: solve key objections without taking on a major project.

Self-flip: consider a broader scope when the budget, timeline and likely net proceeds justify it. Sometimes selling as-is is the right decision.

03 Do the math before the work.

Compare realistic sale ranges and estimated net proceeds for each path. Include improvement costs, a reserve for surprises, carrying costs, selling costs and mortgage payoff. A higher sale price only helps if the added proceeds outweigh the added costs. Plans and budgets are estimates, not guarantees.

The number that matters

Estimated sale proceeds - preparation and project costs - carrying costs - selling costs - loan payoff = estimated money to you.

Compare this result for an as-is sale and for a self-flip.

YOUR SELF-FLIP PLAN.



You make the decisions. I manage the moving pieces.

01 Evaluate.

We walk the home, review its condition and compare nearby sales and current competition. We separate necessary repairs from cosmetic improvements and avoid spending just to make everything new.

02 Plan.

We agree on scope, budget, funding and timing. I work with over 100 different contractors and build the right team for the job. Use written scopes and firm bids where possible; address permits, payment terms and changes before work begins. Contractor and trade credentials should be verified.

03 Prepare.

I coordinate repairs, paint, landscaping, cleaning, staging and other agreed work. We track progress and costs and address surprises together. Gather records, warranties and permits; review disclosure obligations as part of listing preparation.

04 Sell.

We photograph and market the finished home, price it against current evidence, review offers and track the transaction through closing. Compare an offer's likely net proceeds, financing, contingencies and timing, not just its headline price.

- ☐ What is the realistic as-is sale range?
- ☐ Which improvements could change buyer response, and at what cost?
- ☐ How much cash, time and uncertainty can I comfortably take on?

SIT DOWN WITH DON

Start with a 15-minute phone call.
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Useful references: WA L&I: Hiring a contractor | WA: Services agreements