

Listina Strateav Decision Record

DEMONSTRATION ONLY — NOT A BINDING DECISION RECORD

Table with 4 columns: SELLER(S), PROPERTY, TIMING, DATE, PRICE BAND. Values include Pat & Jamie Sample, 123 Sample Street, Sample City, PA 19000, Urgent (under 60 days), June 5, 2026, \$500,000 – \$750,000.

SELECTED MARKETING STRATEGY

PUBLIC MLS MARKETING (Sample MLS Option A)

Seller Marketing Disclosure (Option A) to be signed at listing-agreement time.

SELLER'S STATED PRIORITIES (RANKED)

- 1. Avoiding public DOM accumulation · RESTRICTED
2. Maximum sale price · BROADER
3. Maximum net proceeds · EITHER
4. Speed of sale · BROADER
5. Certainty of outcome · OUTCOME
6. Avoiding public price changes · RESTRICTED
7. Privacy and discretion · RESTRICTED
8. Control over who sees the home · RESTRICTED
9. Security considerations · RESTRICTED

TRADEOFF ACKNOWLEDGED

Seller ranked Avoiding public DOM accumulation, Maximum sale price, Maximum net proceeds highest and Privacy and discretion, Control over who sees the home, Security considerations lowest, accepting the structural tradeoffs that follow from this priority order.

By signing below, the parties acknowledge that the seller's marketing-strategy options were reviewed using the Listing Strategy Decision Record; that the seller's priorities were ranked and captured as documented above; that the selected strategy (PUBLIC MLS MARKETING (Sample MLS Option A)) reflects the seller's own ranked priorities; and that the operative consent for the strategy will be executed on the Sample MLS Seller Marketing Disclosure at the time of the listing agreement. This is a demonstration artifact. It is not a binding decision record and any signatures below are illustrative only.

This record documents the seller's marketing-strategy review. It does not replace the listing agreement, MLS disclosure forms, brokerage policy, or legal advice.

SELLER SIGNATURE / DATE

SELLER SIGNATURE (IF JOINT) / DATE

LISTING AGENT SIGNATURE / DATE

BROKER OF RECORD / DATE
Sample Brokerage LLC