

Listina Strateav Decision Record

DEMONSTRATION ONLY — NOT A BINDING DECISION RECORD

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

SELECTED MARKETING STRATEGY

RESTRICTED MARKETING (Sample MLS Option C + Restricted Marketing Addendum)

Seller Marketing Disclosure (Option C) and Restricted Marketing Addendum form to be signed at listing-agreement time.

SELLER'S STATED PRIORITIES (RANKED)

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

RESTRICTED-MARKETING FALLBACK TRIGGER

Move to public MLS after 21 days if no acceptable offer.

TRADEOFF ACKNOWLEDGED

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

WARNINGS ACKNOWLEDGED

TIMING WARNING

Seller stated urgent timing (under 60 days) while selecting restricted marketing. Sample MLS median time to contract is 34 days for restricted-marketing listings vs 18 days for public MLS. Seller acknowledged this tension and elected to proceed.

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 (RESTRICTED MARKETING (Sample MLS Option C + Restricted Marketing Addendum)) 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 and the Restricted Marketing Addendum form 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