

Weekend Launch

A faster, more competitive way to sell — priced to draw a crowd, shown on our terms, sold at true value.

1

Price to Draw the Crowd, Not to Match the Value

We don't list at what your home is worth — we list just under it, on purpose. A home genuinely worth \$500,000 listed at \$500K only shows up to buyers whose search starts at \$500K. Listed at \$469,900, it's visible to everyone searching up to \$480K too — a whole extra tier of buyers who'd never have seen it otherwise.

Typical range: 6–8% under market value. Landing just under a round number (e.g. \$469,900, not \$471,200) matters — it's the same reason \$19.99 beats \$20.14.

“Every dollar under isn't a discount to you — it's an invitation to a buyer who'd never have found your home otherwise.”

2

One Tight Showing Window, Not Weeks of Trickle-In Traffic

Instead of scattered one-off showings for a month, every visit runs through two scheduled weekends — each buyer gets a code valid only for their slot, camera-logged the whole time. Clean, secure, and it gives us a real number: exactly how many groups walked through.

“We're not hoping for traffic — we're engineering it into two weekends instead of letting it dribble out over a month.”

3

Offers Reviewed Together — Monday Morning

No offer gets considered before the deadline. Buyers know this going in, which pushes them to submit their strongest terms the first time — not a lowball hoping to negotiate up. You keep the right to accept an obviously strong offer early if one comes in.

“You're never required to wait if the right offer walks in early — the deadline protects you, it doesn't box you in.”

4

We Compare True Net, Not Just the Sticker Price

The highest offer on paper isn't always the best one. Under current Texas contract rules, a buyer can ask you to cover their agent's fee — or offer to help cover yours. Every offer gets run through the same worksheet before you see them ranked, so you're comparing what you'd actually walk away with, not just the number on top.

Example: a \$415K offer asking for \$12,500 in seller-paid costs can net you less than a \$398K offer that includes a buyer contribution toward your agent's fee.

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Why It Works

01

Underpricing unlocks buyers searching in the tier below your real value — pure visibility, no cost to you.

02

A hard deadline creates urgency without a single word of marketing copy doing the work.

03

Competing buyers submit stronger terms the first time, not a lowball they plan to negotiate later.

04

Every offer is judged on true net proceeds — the number that actually matters to you.

Ready to Launch?

Let's map out your Weekend Launch date and pricing strategy together — contact us to get started.

weekendlaunchtx.com