

Seller's Guide



DAVID LOVERN
REAL ESTATE ADVISOR

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David Lovern is a bilingual English/Spanish speaking real estate specialist with a unique background in construction project management, offering a blend of technical expertise and personal care to clients looking to sell their homes. After years of delivering large-scale construction projects, he transitioned into real estate, bringing a deep understanding of property value, market dynamics, and client-focused service.

In a process that can often be stressful and overwhelming, David ensures that clients feel heard, understood, and supported every step of the way. Whether it's guiding sellers through the emotional aspects of parting with their home or helping them navigate the complexities of market timing and pricing, David approaches each client's needs with a compassionate, tailored strategy.

From providing honest advice on how to maximize the value of a property, to offering reassurance during negotiations, David prioritizes the well-being of clients, making the home-selling experience smoother and more rewarding.

PLAN OF ACTION



1 BRAND POSITIONING

Your property is not marketed as just another listing.

Every marketing asset is designed to position the home within the luxury market, highlighting lifestyle, exclusivity, architecture, and location to attract qualified buyers.

2 VISUAL STORYTELLING

Luxury buyers expect more than photos.

Professional photography, cinematic video, drone footage, twilight imagery, and custom property branding are used to showcase the property's full value and create a memorable first impression.



3 DIGITAL EXPOSURE

Visibility without strategy creates noise.

Listings are distributed through premium digital channels, targeted advertising campaigns, social platforms, and luxury-focused audiences to maximize qualified exposure.

4 BUYER TARGETING

Not every inquiry represents an opportunity.

Prospective buyers are screened based on purchasing capability, timing, motivation, and property fit to ensure serious conversations and productive showings.

5

PRIVATE NETWORKS

Some of the best opportunities never reach the public market.

I leverage relationships with agents, investors, relocation specialists, and luxury buyer networks to generate additional exposure beyond traditional channels.

6

SHOWING STRATEGY

Every showing is part of the sales process.

Property tours are carefully coordinated to communicate value, answer objections, and create an experience that helps buyers connect emotionally with the home.





7 MARKET ANALYSIS

The market changes. Strategy should too.

Buyer activity, competing inventory, pricing trends, and market feedback are continuously monitored to keep the property competitively positioned.

8 NEGOTIATION

The highest offer is not always the strongest offer.

I evaluate financing strength, contingencies, timelines, and overall buyer qualifications to help sellers make informed decisions that protect their interests.

9 TRANSACTION MANAGEMENT

Details matter from contract to closing.

Every step is coordinated with attorneys, lenders, inspectors, title professionals, and all parties involved to maintain momentum and reduce unnecessary delays.

10 CLIENT COMMUNICATION

Clients should never wonder what is happening.

Regular updates, transparent reporting, and proactive communication ensure sellers remain informed throughout every stage of the process.



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