SOLD IN A WEEKEND

Five real Colorado seller stories. Five different goals.



Your home deserves more than a listing. It deserves a launch.

See how five selected Colorado properties closed above their original asking prices after a coordinated selling strategy.

Historical selected case studies. Results vary. Images are illustrative, not the actual case-study homes.

A faster, smarter way to launch



The traditional approach is familiar: list the property, put up a sign, and wait. A purposeful launch starts earlier.

Prepare: Pricing, positioning and readiness.

Build anticipation: Approximately seven days of Coming Soon promotion.

Focus attention: Coordinated marketing and concentrated weekend showings.

Invite offers: Request offers by Monday at 5 PM.

“Sold in a Weekend” refers to the launch strategy, not a guarantee of a weekend sale or closing.

THE DENVER CONDO

Standing out in a crowded market



ORIGINAL LIST PRICE	CLOSED PRICE
$199,900	**$240,000**

+$40,100 (+20.1%) above original list price.

A condo seller faced a competitive segment. A focused launch helped generate 16 showings and four buyer proposals.

THE SHARKEY TAKE A coordinated first impression can help a listing attract serious attention.

Illustrative imagery, not the actual property. Figures are selected historical gross sale outcomes, not net proceeds.

THE BROOMFIELD RELOCATION

Selling while life moves forward



ORIGINAL LIST PRICE	CLOSED PRICE
$999,900	**$1,050,000**

+$50,100 (+5.0%) above original list price.

Relocating sellers needed a coordinated sale during a complicated transition. The campaign generated three offers.

THE SHARKEY TAKE The right selling process should support a seller’s life, not add unnecessary uncertainty.

Illustrative imagery, not the actual property. Figures are selected historical gross sale outcomes, not net proceeds.

THE THORNTON MOVE-UP

When two mortgages add pressure



ORIGINAL LIST PRICE	CLOSED PRICE
$400,000	**$447,000**

+$47,000 (+11.8%) above original list price.

The seller had already moved and was carrying two mortgages. The launch generated multiple first-weekend offers.

THE SHARKEY TAKE When carrying costs matter, preparation and timing deserve special attention.

Illustrative imagery, not the actual property. Figures are selected historical gross sale outcomes, not net proceeds.

THE GOLDEN HOME

Looking beyond the cash-offer shortcut



ORIGINAL LIST PRICE	CLOSED PRICE
$999,900	**$1,105,000**

+$105,100 (+10.5%) above original list price.

The property needed work and the seller considered a cash offer. After decluttering and launch preparation, it went under contract the first weekend.

THE SHARKEY TAKE A cash offer is one option, but sellers may benefit from comparing paths before deciding.

Illustrative imagery, not the actual property. Figures are selected historical gross sale outcomes, not net proceeds.

THE ERIE NEW-CONSTRUCTION MOVE

Coordinating one home with the next



ORIGINAL LIST PRICE	CLOSED PRICE
$550,000	**$590,000**

+$40,000 (+7.3%) above original list price.

These sellers wanted equity for new construction. A first-weekend offer led to closing 18 days after contract, with negotiated post-closing occupancy.

THE SHARKEY TAKE Sale terms and transition timing matter alongside the final price.

Illustrative imagery, not the actual property. Figures are selected historical gross sale outcomes, not net proceeds.

THE STRATEGY AND YOUR NEXT STEP

Your next move starts with a plan.



01 Prepare: Review pricing, positioning and property readiness.

02 Build anticipation: Use a Coming Soon promotion period.

03 Launch with intention: Coordinate buyer outreach and weekend showings.

04 Invite offers: Request offers by Monday at 5 PM.

REQUEST YOUR FREE SOLD IN A WEEKEND HOME EVALUATION

Visit **lesliesharkey.com** to explore your options.

Five selected closed transactions totaled $3,432,000, or $282,300 above their combined original asking prices. These figures do not establish fair-market-value premiums or higher net proceeds. Results are not guaranteed.