TurnKey
Realtors · Auctioneers

THE SELLING-FAST WORKSHEET

Three ways to sell fast. One page to compare them with real numbers.

From Daniel Gutierrez, Realtor and auctioneer · TurnKey, Wichita

	CASH OFFER	AUCTION	QUICK LIST
Speed	Days, once title clears	A firm date a few weeks out	Market pace, fast when priced right
Certainty	Highest	Date is certain; a reserve price protects your floor	No fixed date
Who competes	One buyer	Every registered bidder, openly	The full market, including financed buyers
What it costs you	The gap below market value	An agreed marketing fee; the buyer pays the commission	Commission at closing
Fits best when	Speed beats everything	You need a date and open competition	Your deadline has some give

Your worksheet

Fill this in with us on one phone call. Every number comes with its math shown.

- ☐ My real deadline: _____
- ☐ What a cash offer would likely bring: _____
- ☐ What an auction on a set date could do: _____
- ☐ What a quick list should bring: _____
- ☐ The gap between the fastest option and the strongest one: _____

Then decide. Sometimes the cash number is worth it for the speed. That is your call to make, and it should be made with all three numbers in front of you, not just the one somebody wanted to show you.

On a clock?
Text HOME to 316-364-7500 and tell me your deadline. Same-day response, three real numbers, no pressure toward any of them.

No outcome on this page is guaranteed. The market decides what a home is worth; our job is making sure the whole market shows up. For tax or legal questions, your CPA and attorney are the right calls. Equal Housing Opportunity. Each Keller Williams office is independently owned and operated.