

THE PRIVATE LAUNCH SYSTEM

Sample Private Launch Brief

1234 Hidden Hollow Drive · Westlake Hills
5BR / 6BA · 6,400 sqft

PROPERTY HERO IMAGE

Editorial photography placeholder — illustrative property

SAMPLE · Demonstration of Paragon's Private Launch System. Property is illustrative; data structures, phase architecture, and reporting cadence reflect the actual Paragon engagement workflow.

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Brokered by eXp Realty, LLC

CONTENTS

Table of Contents

Phase I	Intelligence	03
Phase II	Positioning	05
Phase III	Production	06
Phase IV	Distribution	07
Phase V	Optimization	08
	Reporting Cadence	09
	Appendix: Methodology Notes	10

Every Paragon engagement runs through the same architecture. Sellers see the brief in writing — including the buyer-segment thesis, the channels, and the reporting cadence — before they sign.

PHASE I

Intelligence

"We map the demand landscape before any creative work begins."

Buyer-Segment Thesis

Paragon's intelligence work begins by identifying the three to four buyer profiles most statistically and behaviorally aligned with this specific property — not the broad "luxury buyer" composite that drives most listing decks. For 1234 Hidden Hollow, three primary segments emerge.

Segment A · The Bay Area Tech Executive Relocating

A senior operator (typically VP-to-C-suite at a public or late-stage private technology company) trading a \$4.5–6M Peninsula or Marin home for a larger, lower-tax Westlake equivalent. Drivers: Eanes ISD, commute to The Domain or downtown, contemporary architecture, dual-office capacity, ≥ 0.5 -acre lot. Timeline: 60–120 days post-relocation decision. Price elasticity: low — the move is the variable, not the price.

Segment B · The Coastal Family Trading Down

A 50-something household exiting a \$15–22M coastal compound (Newport Beach, Pacific Palisades, Santa Barbara) for tax, lifestyle, or kids-launched reasons. Drivers: gated/hill-protected privacy, single-family compound feel without coastal insurance load, mature trees, walkable to dining or country club. Timeline: 90–180 days, often pre-listed via private channels in their origin market. Price elasticity: moderate — price-aware but value-driven.

Segment C · The Successful Founder Repositioning Post-Liquidity

A 35–48-year-old founder or early operator post-exit, repositioning from a \$2–4M Tarrytown or East Austin home into the architectural-statement category. Drivers: design quality, indoor-outdoor living, entertaining capacity, Lake Austin proximity. Timeline: 30–90 days, often impulse-accelerated. Price elasticity: high tolerance, low patience.

PHASE I · CONTINUED

Intelligence

Migration Corridor Analysis · Top Five Feeder Markets

Rank	Origin Metro	Signal	Notes
1	San Francisco Bay Area	Very High	Sustained corporate relocation; Eanes school search volume up materially YoY.
2	Los Angeles (Westside / SFV)	High	California exit pattern; Palisades-displaced households actively shopping Westlake-equivalent inventory.
3	New York Metro	Moderate-High	Finance and media relocations; lower volume than Bay Area, higher per-transaction value.
4	Seattle / Puget Sound	Moderate	Microsoft / Amazon executive corridor; growing PNW-to-Texas pattern.
5	Chicago North Shore	Moderate	Tax-motivated relocation; Eanes-equivalent school search behavior.

Source: aggregated public migration and search-trend signals; Paragon's working migration intelligence model. Indicative — not a guarantee of buyer origin.

Comparable Sales Review

Address (Submarket)	Bd/Ba	SqFt	Price	Status	Read
Westlake Hills — Hilltop modern	5/5.5	6,100	\$5.85M	Sold (90d)	Closest architectural cousin; sold below ask after one reduction.
Westlake Hills — Traditional estate	6/7	7,200	\$6.40M	Sold (54d)	Larger but dated; supports premium per-sqft on contemporary product.
Davenport Ranch — Contemporary	5/6	6,300	\$5.55M	Sold (118d)	Comparable size; slow sale traces to weak positioning, not pricing.
Rob Roy — Gated contemporary	5/6	6,500	\$6.25M	Sold (72d)	Gated-community premium — supports our pricing band on the upside.
Westlake Hills — New build	5/5.5	5,900	\$5.90M	Active 110d+	Cautionary tale — overpriced at launch, two reductions, still active.
Spanish Oaks	6/6.5	6,800	\$6.65M	Sold (61d)	Cross-submarket reference; gated premium, slightly larger.

Pricing band recommendation: \$5.95M – \$6.20M. Launch at \$6.10M with disciplined willingness to hold. Reasoning developed in Phase II.

Submarket Competitive Read

Active Westlake Hills inventory in the \$5.5M–\$6.5M band shows three comparable homes, two of which have been on market 90+ days with at least one price reduction. The pattern is the legacy-listing-model failure mode: well-photographed, MLS-loaded, network-distributed homes that did not have an engineered launch and are deteriorating from fresh to stale without a positioning correction. This is a structural opening for a disciplined launch.

PHASE II

Positioning

"We write the launch brief sellers see before they sign."

Target Buyer Profile

The single most likely buyer for 1234 Hidden Hollow Drive is a 42–55-year-old senior technology operator or recently liquid founder, household income \$1.5M+ with \$5M+ liquid, relocating from the Bay Area or repositioning within Austin, with school-age or recently-launched children and an active need for compound-feel privacy on a Eanes-served lot. They are buying architecture and lifestyle, not square footage; they are price-aware but timeline-pressured; they will pay full ask for the right property and walk from the wrong one without negotiating.

Market Narrative

A Hidden Hollow estate that reads like a private resort — built for the household that wants Westlake school access, a working-from-home compound, and the kind of lot privacy that has nearly disappeared from new construction.

The narrative emphasizes three structural assets the inventory cannot replicate: the lot (mature canopy, slope-protected privacy, ≥0.5 acre), the architecture (contemporary lines without the cold "developer modern" template), and the school access (Eanes ISD without a HOA-density compromise).

Lifestyle Promise

What this home offers that competing inventory does not: a private-resort feel within a 12-minute drive of downtown, a working-from-home dual-office configuration that does not feel retrofitted, and a primary-suite privacy sequence — drive, gate, motor court, entry, primary wing — that reads more like a Pacific Palisades estate than a typical Westlake build.

Pricing Strategy

Launch at \$6.10M. This sits at the upper third of the comp band and 4–5% above the median per-sqft of recent sold contemporary product. Rationale: (1) the lot and privacy sequence justify a premium; (2) launching at the bottom of the band invites a fishing perception in this segment; (3) we want to attract the tier-A buyer (Segments A and C) and politely repel the tier-B value shopper at the open. Discipline: 21-day hold; first pricing pressure read at Day 21 per Phase V.

Channel & Timing Plan

Day	Activation
-14	Phase III production complete (photography, film, copy locked)
-7	Coming-Soon advisory to Paragon private network and qualifying eXp Luxury contacts
0	MLS go-live (Tuesday morning); IDX syndication; full digital campaign live within 4 hours
1-3	Single-property landing page, paid search, geo-targeted display in 5 feeder corridors
4-10	First broker open; private buyer-agent showings prioritized
11-21	Performance review; Day-21 pricing pressure read

PHASE III

Production

"Cinematic creative built against the brief, not pulled from a template."

Photography Deliverables

A two-day editorial shoot, scheduled in golden-hour-anchored windows. Specific shots:

- Approach sequence: gate → motor court → entry (4 frames; emphasizes privacy)
- Architecture exteriors: front, dusk-blue-hour primary façade, side elevation showing roofline
- Drone (FAA-compliant): three altitudes, including one establishing the lot's privacy slope
- Living, dining, kitchen: editorial styling, no real-estate-template wide angles
- Primary suite sequence: wing approach, suite, primary bath, closet (privacy narrative)
- Outdoor living: pool deck dusk, kitchen-to-pool flow, rear elevation morning
- Detail frames: hardware, stone, custom millwork — for editorial assets

Approach: editorial photographer with a shot list built from the buyer-profile narrative, not a generic 40-shot luxury template. Stills are color-graded to a unified palette consistent with the cinematic film.

Cinematic Film Plan

A 90-second cinematic film and a 30-second social cut. Treatment is narrative, not walkthrough — the film opens on the approach sequence, holds on a privacy beat, and structures the interior as a sequence of moments (morning kitchen, dual-office workday, primary-suite evening, pool dusk). Scored to licensed music, color-graded to match stills, captioned for sound-off social.

Single-Property Assets

Justified at this price tier:

- Single-property landing page (paragonrealtygroup.co/1234-hidden-hollow) with film hero, photo gallery, narrative copy, and neighborhood context
- Print-quality property book (24-page editorial layout) for in-person showings and select private-network mailings
- Custom social cards (Instagram, LinkedIn) sequenced across launch week

Copy Direction by Channel

Channel	Direction
Single-property page	Long-form editorial — narrative, lifestyle, architecture, lot, schools. ~700 words.
MLS public remarks	Disciplined, factual, narrative-anchored opening sentence. ~225 words.
Paid digital	Short-form benefit-led headlines targeting Segments A and C separately.
Private-network email	Personal voice from the founder, not a template blast.
Property book	Editorial; written as a long-form magazine feature, not a brochure.

PHASE IV

Distribution

"We reach the channels the buyer profile actually uses."

Targeted Digital Campaigns

Geo-targeted paid campaigns calibrated to the migration corridors identified in Phase I:

- Search: branded property terms + Eanes-ISD + Westlake luxury queries; geo-fenced to top five feeder metros plus Austin DMA
- Display & Native: editorial placements (WSJ Mansion, Mansion Global, Architectural Digest network) targeted to relocating-executive audiences
- Social: Instagram for cinematic film and stills; LinkedIn for the relocating-executive segment
- Connected TV / OTT: 30-second cut into Bay Area DMA during launch week 1

Campaign budget and creative split disclosed in writing before activation; weekly performance reporting per Phase V.

MLS + IDX Placement

Standard MLS go-live with full feed compliance. IDX syndication ensures the property surfaces on partner-broker sites and the major aggregators (Zillow, Realtor, Redfin) within 24 hours of go-live. Public remarks and photo selection are optimized for the aggregator render — not the MLS preview.

eXp Luxury Syndication

The property qualifies for eXp Luxury global syndication. Distribution scope:

- eXp Luxury network distribution to qualifying agents domestically and internationally
- Featured placement in eXp Luxury global property directory
- Inclusion in eXp Luxury private email digests to qualifying buyer-side advisors
- Optional James Edition and other affiliated luxury network placements per qualification

Strategy by Paragon. Distribution through eXp Luxury.

Private Network Outreach

A disciplined, personal-voice outreach sequence to:

- Paragon's working list of relocation advisors, wealth managers, and corporate-mobility contacts
- Qualifying buyer-side luxury agents in the top five feeder metros
- Country-club, head-of-school, and private-banking referral relationships in the Westlake / Lake Austin orbit
- Founder-personal warm contacts where the property fits a known buyer search

Outreach is logged, attributed, and reported in the weekly campaign report.

PHASE V

Optimization

"Transparent reporting with explicit recommendations, not vague reassurance."

Weekly Reporting Structure

Every Monday, the seller receives a written report covering:

- Showings: total, by source (MLS-direct, eXp-Luxury, private-network, paid-channel)
- Qualified inquiries: filtered for fit against the Phase II target buyer profile
- Traffic: single-property page sessions, dwell time, video completion rate
- Ad performance: by channel, with cost-per-qualified-inquiry, not vanity impressions
- Comparable-set movement: new actives, status changes, price reductions in the comp band
- Founder's read: one paragraph of plain-language assessment and recommendation

Pricing-Pressure Read Framework

At Day 21, Day 35, and Day 49 (if still active), Paragon delivers a written pricing-pressure assessment built on three signals: (1) qualified-inquiry quality versus volume, (2) showing-to-second-showing conversion, (3) comparable-set behavior over the period. Each report yields one of three recommendations: hold, soft-correct ($\leq 2.5\%$), or strategic correction ($> 2.5\%$, with a new positioning angle).

Adjustment Decision Tree

Day 21 Review

- Qualified-inquiry quality high, showings strong → **HOLD**
- Quality high, showings soft → **REVIEW CHANNEL MIX** (not price)
- Quality mixed, showings strong but no offers → **SOFT CORRECT** ($\leq 2.5\%$)
- Quality low, showings low → **STRATEGIC CORRECTION + REPOSITIONING**

The decision is the seller's. Paragon's job is to make the recommendation explicit, the reasoning transparent, and the trade-offs visible.

Negotiation Strategy Framework

When offers arrive, Paragon delivers a written offer-evaluation memo within 24 hours covering: (1) buyer fit against the target profile, (2) financial strength and contingency analysis, (3) competitive offer landscape if multiple, (4) recommended counter or accept, with explicit reasoning. Negotiation is principal-led by the founder. The seller is never asked to trust the agent's read without the read being written down first.

THE WORKFLOW

Reporting Cadence

"No vague world-class-marketing promises. Every claim shows up in writing."

Cadence	What the Seller Receives
Pre-launch	Full Private Launch Brief (this document, populated with their property), Phase III production review, Phase IV channel and budget plan
Weekly (Monday)	Written campaign report — showings, qualified inquiries, traffic, ad performance, comp-set movement, founder's read
Day 21 / 35 / 49	Pricing-pressure assessment with explicit hold / correct recommendation
At offer	Offer-evaluation memo within 24 hours, with recommended counter and reasoning
Under contract	Weekly milestone report through inspection, appraisal, financing, and close
Post-close	Closing summary, campaign retrospective, channel-attribution analysis, founder's plain-language post-mortem

The Paragon thesis is simple: a seller should see the strategy, the buyer thesis, the channel plan, and the reporting cadence in writing — before signing the listing agreement, not after. Every deliverable in the cadence above is part of every Paragon engagement, regardless of price tier.

APPENDIX

Methodology Notes

How Paragon Builds the Brief

Every Paragon engagement begins with a structured intelligence build that produces this document, populated with the seller's specific property, before the listing agreement is signed. The seller sees the buyer-segment thesis, the channel plan, the budget structure, and the reporting cadence in writing — and can adjust before either side commits.

AI-Assisted Research Tools

Paragon uses AI-assisted research to accelerate and deepen the intelligence phase. Tools used include large-language-model research assistants for competitive comp synthesis and migration-corridor analysis, search-trend and audience-intelligence platforms for demand-signal calibration, and AI-assisted copy and creative review during Phase III. AI is research-augmenting, not decision-automating. Pricing recommendations, positioning calls, and negotiation strategy are made by Joseph Stancil personally. AI does not price homes, write offers, or counsel sellers.

Data Sources

- Public MLS (ABoR / Unlock MLS) for comparable-sale and active-inventory data
- Aggregated public migration signals (IRS migration data, moving-company indices, search-trend platforms)
- Paragon's working migration-intelligence model — internally maintained, AI-assisted, refreshed quarterly
- eXp Luxury network signals where available
- Public records for ownership, tax, and lot data
- The founder's working list of relocation, wealth-advisor, and corporate-mobility contacts

Why This Beats the Standard Listing Playbook

The standard luxury listing playbook is photography, MLS, syndication, an open house, and a wait. It assumes the right buyer is already in the agent's network or already watching the MLS. That assumption has been weakening for years, and is structurally wrong for a market like Westlake where a substantial share of qualifying buyers are inbound from out-of-state. Paragon's Private Launch System replaces that wait with a written buyer thesis, an engineered channel plan, transparent weekly reporting, and disciplined optimization — designed for the actual demand pattern of the contemporary Austin luxury market.

HONEST DISCLOSURE

This Sample Private Launch Brief reflects the engagement workflow Paragon runs for every listing. The architecture, phase structure, reporting cadence, and decision frameworks are exactly what a Paragon seller receives. The property and the specific buyer-segment numbers in this document are illustrative. A real Paragon brief is populated with the seller's actual home, real comparable sales, real campaign budget, and real reporting cadence — produced before the listing agreement is signed.

Brokered by eXp Realty, LLC. Strategy by Paragon. Distribution through eXp Luxury.