THE ADDRESS.

A guide to selling your home · Owen Crabbe



THE MARKET

What sold, and for what

September numbers for four counties.

PRICING

Price is a strategy

The four-part method behind your number.

MARKETING

Your first 21 days

The launch plan, week by week.

THE PLAN

From yes to closing

The timeline and what I need from you.

CENTURY 21 Bradley Realty

OWEN CRABBE

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Inside *this issue.*

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FROM OWEN

Selling a home is a project. Run it like one.

Most listings fail for the same three reasons: the wrong first price, a quiet launch, and silence from the agent once the sign goes up. This issue is my answer to all three.

You will see how I set a price from evidence, how I put your home in front of the buyers already looking for it, and exactly what happens each week until you hand over the keys. No jargon and no surprises. If a number moves, you hear it from me first.

Owen Crabbe

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MEET YOUR BROKER

Owen Crabbe

Sellers who want a plan, not a sign in the yard. I price from evidence, market with intent, and report every week.



BROKERAGE
CENTURY 21 Bradley Realty

LICENSE
Indiana License RB24001225

MARKETS
Fort Wayne, Anderson, Muncie, Hamilton County

PROPERTY
Residential and commercial

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How I work

01 Full time and solo, so you deal with me, not a hand-off.

02 Data first. I build my own owner and parcel research, so I know who owns what nearby and what sold and why.

03 Every week you get the numbers in plain words: showings, feedback, competition.

04 I host the School of Leaders podcast. Clear thinking and straight talk are the job.

The most recognized name in real estate.[1]

Since 1971, CENTURY 21 has stood for agents who give more than the minimum. Your listing carries that name, and the backing of the office ranked #1 in the U.S. CENTURY 21 network by units in 2025.[2]

11,000
offices, approximately

124,000+
independent sales professionals

80
countries and territories

#1
U.S. CENTURY 21 office by units, 2025: Bradley Realty, Fort Wayne

27 years at the top of brand awareness

CENTURY 21 has led real estate brand awareness for 27 consecutive years. Buyers know the name on your sign.[1]

Your listing on century21.com

Listings appear on the brand's consumer site, built to give sellers exposure.

A Fort Wayne office since 1977

James E. Bradley founded the firm in February 1977. The office produces its own half-hour TV show, Home Connection, on ABC 21.

Luxury and commercial reach

CENTURY 21 Fine Homes & Estates syndicates luxury listings to The Wall Street Journal, JamesEdition and Robb Report. CENTURY 21 Commercial covers multifamily, office, retail and mixed use.

1. 2025 Kantar Study: 1,200 online interviews with adults active in the real estate market, Nov 17 to Dec 3, 2025; 90% confidence, margin of error +/-2.4%. 2. Century 21 Real Estate LLC, "2025 Number Ones," Feb 23, 2026 (#1 Office by Units, U.S.). Office, agent and country counts: Century 21 Real Estate LLC release, June 22, 2026. Founding: century21.com and commercial.century21.com. Programs: join.century21.com/programs. Home Connection: c21bradley.com/homeconnection. Each office is independently owned and operated.

The numbers, *county by county.*

Allen County

Fort Wayne

$270,000 +5% YoY

Median sale price, September 2026

Closed sales	466	-5%
Median days to contract	16	-6%
Avg. sale to list price	97.0%	+1%
Months of inventory	2.2	-11%
Active inventory (daily avg.)	978	-10%

Hamilton County

Carmel · Fishers · Noblesville

$465,000 +1% YoY

Median sale price, September 2026

Closed sales	547	+4%
Median days to contract	29	+49%
Avg. sale to list price	96.3%	flat
Months of inventory	2.2	+3%
Active inventory (daily avg.)	1,232	+9%

Madison County

Anderson

$215,950 +20% YoY

Median sale price, September 2026

Closed sales	137	+1%
Median days to contract	28	+104%
Avg. sale to list price	93.9%	-1%
Months of inventory	3.1	+30%
Active inventory (daily avg.)	462	+38%

Delaware County

Muncie

$189,500 +8% YoY

Median sale price, September 2026

Closed sales	92	-18%
Median days to contract	18	-27%
Avg. sale to list price	91.3%	-2%
Months of inventory	3.0	+8%
Active inventory (daily avg.)	322	+7%

> **What it means for you.** Allen County is still a seller's market on supply, with 2.2 months of inventory. Anderson and Muncie have more competition than a year ago, and buyers are negotiating harder: sale price averaged 93.9% and 91.3% of list. In those markets the first price is the most important decision we make.

Source: Indiana Association of REALTORS, Monthly Market Report, All Residential, September 2026 (IAR MLS Data Warehouse, updated Oct 7, 2026), data.indianarealtors.com. Year-over-year (YoY) compares September 2026 with September 2025. Days to contract is the median from listing to pending. A single month in a smaller county can swing; I pull your street's own comps before we set a number.

Price is a strategy, *not a guess.*

Your list price decides which buyers see your home and how they feel when they walk in. I build it in four steps, and I show you every one.

1

Read the whole market, not just the sales

Recent sales near you in the same school district tell us what buyers paid. Active listings are your competition today. Pending sales show what buyers are choosing right now. Expired listings show what the market already said no to.

2

Adjust for what makes your home different

Condition, updates and their dates, square footage, basement, garage, lot and location. Every adjustment is written down so you can see why your number is your number.

3

Price for the search, not just the sale

Buyers shop online inside price filters. A home at $301,000 never shows up for the buyer whose search stops at $300,000. We choose the bracket that puts you in front of the most qualified buyers.

4

Agree on the checkpoint before we launch

We set a review at day 21. Plenty of showings but no offers points to condition or value. Few showings points to price or exposure. We decide the response in advance, so nothing is emotional later.

16 days

Median time from listing to contract in Allen County in September 2026. A well-priced home sells in its first weeks.

91.3% to 97.0%

Average sale price as a share of list price across the four counties in September 2026. The gap is where pricing strategy pays.

Source: Indiana Association of REALTORS, Monthly Market Report, All Residential, September 2026 (IAR MLS Data Warehouse, updated Oct 7, 2026), data.indianarealtors.com.

Your first 21 days

Buyers pay the most attention to a home in its first weeks on the market. Everything below is built to make those weeks count.

BEFORE LAUNCH

Walkthrough and prep plan
A room-by-room list of what to fix, clear, or leave. Nothing you don't need to spend.

Photos that stop the scroll
Bright, wide, true to the home. The listing photos are the first showing.

A magazine-grade flyer
Designed for your home, with the features buyers ask about first.

A quiet head start
I tell the buyers and owners already in my CRM before the listing goes live.

LAUNCH AND AFTER

MLS and century21.com
Your home goes live on the MLS and appears on century21.com, the brand's consumer site.

Open house, first weekend
Every visitor signs in. Every visitor gets a follow-up from me.

Home Connection on TV
CENTURY 21 Bradley's listing show airs Sunday mornings on ABC 21 in Fort Wayne and streams online.

Social and agent outreach
Video and posts on my channels, plus direct notes to agents with active buyers in your price range.

Mon.

Your weekly report. Every Monday: showings, buyer and agent feedback, online activity, new competition and anything that sold nearby. In plain words, with my recommendation.

From first meeting *to closing day.*

Week 1

- **Consult and pricing**
  We walk the home, review the comps together and agree on price, timing and the day-21 checkpoint. You sign the listing agreement.

Week 1 to 2

- **Paperwork and prep**
  You complete the Indiana seller's disclosure form. We finish the prep list, schedule photos and build the flyer.

Launch day

- **Live on the MLS**
  The listing, photos and flyer go out together. My CRM contacts and local agents hear about it the same day.

Days 1 to 21

- **Showings and open house**
  Showings booked around your schedule, an open house the first weekend and a report every Monday.

Day 21

- **The checkpoint**
  If we don't have the result we planned for, we act on the response we agreed on at the start.

Offer

- **Negotiation**
  I lay every offer side by side: price, financing, contingencies, closing date and net to you. You decide. I negotiate.

Under contract

- **Inspection, appraisal, title**
  I manage the deadlines, the repair requests and the lender and title company, and keep you posted at every step.

Closing

- **Keys and proceeds**
  Final walkthrough, signing and funds to you. The date is set in the purchase agreement and depends on the buyer's financing.

YOUR CHECKLIST

What I need *from you.*

Having these ready before launch saves days later, when buyers and lenders are waiting.

- ☐ **Seller's disclosure form.** Indiana's Seller's Residential Real Estate Sales Disclosure for 1 to 4 unit homes. Buyers must have it before an offer is accepted.
- ☐ **Lead-based paint disclosure.** For homes built before 1978: the federal form, the EPA pamphlet and any reports you have.
- ☐ **Mortgage details.** Lender name and loan number so title can order the payoff.
- ☐ **HOA information.** Contact, dues, rules and any pending assessments.
- ☐ **Updates and dates.** Roof, furnace, AC, water heater, windows and any remodels.
- ☐ **Utility averages.** The last 12 months of gas, electric and water.
- ☐ **Warranties and manuals.** Anything that transfers to the buyer.
- ☐ **Survey and plat.** If you have them from your purchase.
- ☐ **Keys and access.** Door keys, garage remotes, gate or alarm codes.
- ☐ **Showing preferences.** Pets, best times, notice you need.
- ☐ **Included items.** What stays and what goes: appliances, fixtures, window treatments.
- ☐ **Your timeline.** When you need to be out and where you're headed next.

> **Questions on any form?** Ask me. I'll explain what each document is for. For legal or tax questions, talk with an attorney or tax professional.
>
> Sources: Indiana Code 32-21-5-1 and 32-21-5-10; EPA, Real Estate Disclosures About Potential Lead Hazards (epa.gov/lead).

NOTES

NEXT STEP

Let's put your home on the map.

01 We walk your home together, about 45 minutes.

02 I bring the comps and a price range, with every adjustment shown.

03 You decide. No pressure and no long pitch.

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Each office is independently owned and operated. Equal Housing Opportunity.