

# Price Positioning (Simple)

What you can control (proof + process) vs. what you can't (the market).

## Buyers pay more for:

- Proof: vaccine record + vet check
- Clear photos + one short video
- Fast, calm communication
- Simple process (pickup window, receipt)
- Reputation / referrals

## Price collapses when:

- No paperwork / no proof
- Long explanations / mixed stories
- Photos are dark/blurry
- Slow replies or missed messages
- Too many pups posted everywhere

## 3-step upgrade (easy)

- 1) Use the Listing Sheet (one consistent PDF).
- 2) Attach proof + video within 2 minutes of inquiry.
- 3) Use the Text Scripts (no negotiating, just fit).