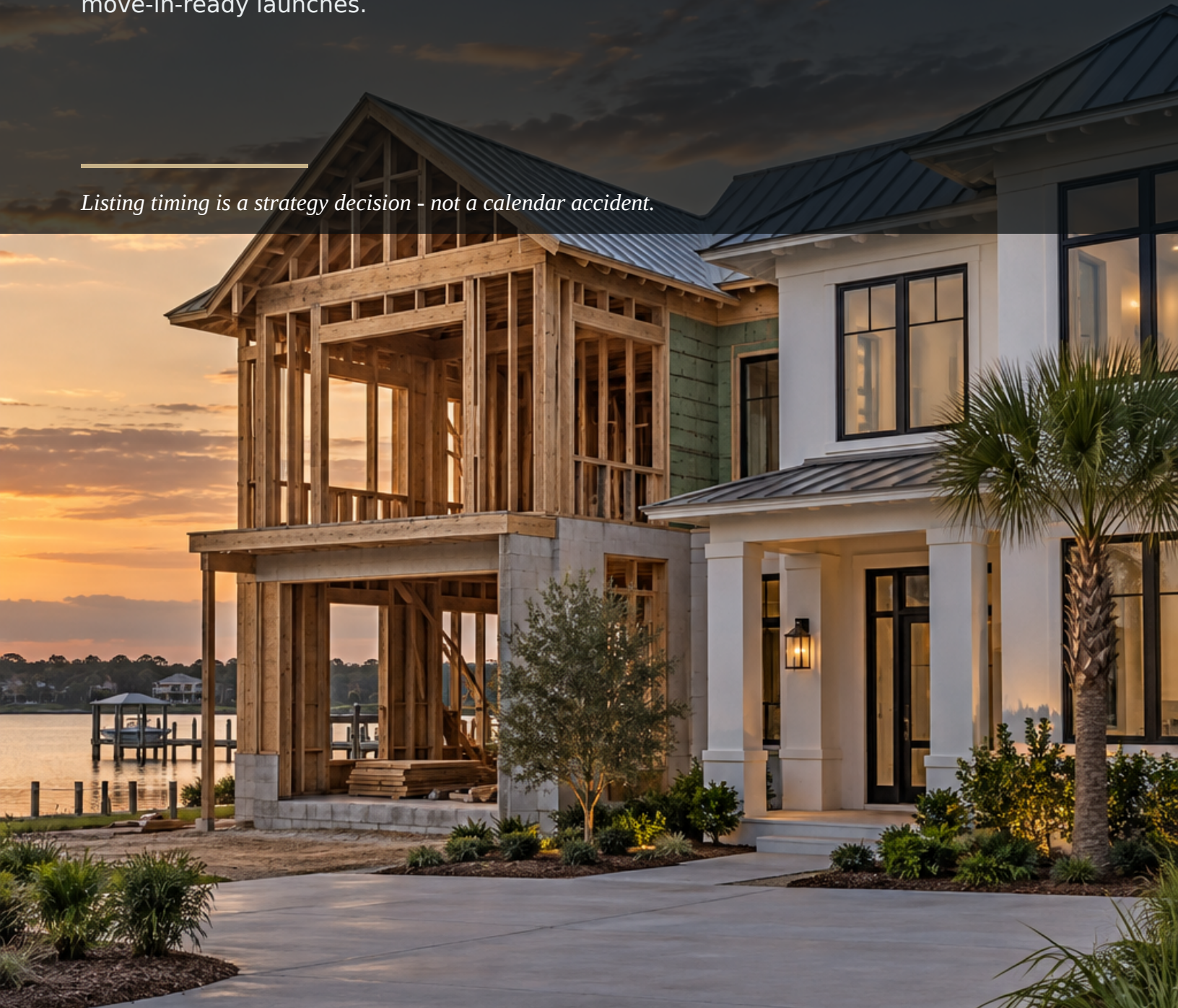


When Should You List an Ono Island Spec Home?

A builder and seller guide to pre-construction, mid-build, near-completion, and move-in-ready launches.

Listing timing is a strategy decision - not a calendar accident.



THE SHORT ANSWER

The best listing stage is the one your project can support.

There is no single best week to list every Ono Island spec home. I evaluate the stage when the property can make a credible promise to the market - and when the likely buyer has enough information to act with confidence.

MY RULE OF THUMB

List when the remaining uncertainty is appropriate for the buyer you are trying to reach - and when your plans, specifications, visuals, schedule, access, and pricing can answer the questions that stage naturally creates.

EARLIER CAN WORK

- The homesite or water position is unusually compelling.
- A buyer can still make meaningful selections.
- Plans, specifications, allowances, and schedule are clear.
- The builder is prepared for pre-completion questions and contract details.

LATER CAN WORK

- The buyer pool needs to experience room scale and finishes.
- Photography is central to the price-positioning story.
- Completion reduces appraisal, lending, or timing uncertainty.
- The seller can carry the project through a polished launch.

THE DECISION IS A BALANCE

Earlier listing increases buyer choice but asks the market to imagine more. Later listing improves visual certainty but reduces personalization and increases the seller's pre-launch carrying period. The right answer sits where flexibility, clarity, cost, and demand meet.

BEFORE CHOOSING A STAGE

Six questions I answer before recommending a launch.

These questions keep the listing decision tied to the property, the builder's position, and the buyer most likely to value the finished home.

01 WHO IS THE BUYER?

Primary residence, second home, boating buyer, relocation buyer, or a purchaser who wants to personalize the build?

02 WHAT IS THE PROPERTY LANE?

Interior, canal, Old River, Bayou St. John, or Intracoastal frontage each creates a different buyer story and price comparison.

03 WHAT CAN STILL CHANGE?

Floor-plan details, cabinets, flooring, lighting, appliances, landscaping, pool planning, dock work, or nearly nothing?

04 WHAT IS THE CARRYING PLAN?

Construction interest, insurance, utilities, dues, landscaping, staging, maintenance, and time after completion all belong in the model.

05 IS THE STORY READY?

Do we have accurate plans, specifications, allowances, renderings, progress photography, access rules, and an achievable completion range?

06 WHAT WILL THE MARKET COMPARE?

Current Ono Island inventory, recently closed new construction, competing finishes, water access, lot position, and replacement alternatives.

STAGE 01 OF 04

Before Groundbreaking

Plans are developed. The homesite is ready. The house is still an idea buyers must trust.

This is the earliest public posture. It can reach a buyer who values choice, but the listing must replace physical certainty with unusually clear documents, visuals, and expectations.

ADVANTAGES

- Maximum opportunity for buyer selections and limited plan adjustments.
- Early exposure can reach buyers before they commit to finished inventory.
- A strong homesite, water position, or builder reputation can lead the story.
- A buyer may align financing and closing expectations earlier.

TRADEOFFS

- The buyer cannot walk the rooms, light, or indoor-outdoor relationship.
- Renderings can be mistaken for promises unless specifications are precise.
- Schedule movement is more likely before site work and vertical construction.
- Appraisal and financing may require more supporting information.

BEST FIT WHEN

The lot is compelling, the plans are well resolved, the builder can clearly define selections and allowances, and the likely buyer values personalization more than move-in readiness.

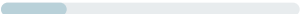
PREPARE BEFORE LAUNCH

- Current plans and site plan
- Detailed specifications and allowances
- Realistic exterior renderings
- Construction and selection schedule

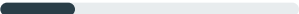
BUYER CHOICE **Highest**



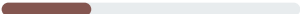
VISUAL CLARITY **Lowest**



TIME TO CLOSE **Longest**



CARRY EXPOSURE **Lower**



STAGE 02 OF 04

Groundbreaking and Early Vertical

The house has scale and orientation, but the job site still asks buyers to imagine the finish.

Footings, framing, and roof lines make the project tangible. Buyers can begin to understand how the home relates to the street, trees, outdoor living, or water, while some finish choices may remain open.

ADVANTAGES

- Scale, orientation, ceiling heights, and view corridors become easier to understand. Progress photography gives the listing a credible construction story.
- Some finish selections may still be available without redesigning the home.
- A serious buyer can plan toward a more defined completion window.

TRADEOFFS

- The site may be noisy, dusty, and difficult for some buyers to visualize.
- Showing access must respect safety, builder schedules, and insurance requirements.
- Incomplete rooms invite second-guessing and comparison with finished homes.
- Weather, inspections, and material timing can still move the schedule.

BEST FIT WHEN

The framing reveals a desirable plan or property relationship, the job site can be shown safely, and the remaining selections are meaningful but controlled.

PREPARE BEFORE LAUNCH

- Site-safety showing protocol
- Updated progress photography
- Selection cut-off dates
- Written completion assumptions



STAGE 03 OF 04

Near Completion

The home is understandable. Photography is improving. Completion feels close enough to plan around.

Once the walls, cabinetry, flooring, fixtures, and outdoor spaces begin to read as one design, more buyers can evaluate the home on experience rather than imagination.

ADVANTAGES

- Buyers can walk room scale, natural light, storage, garage, and outdoor living.
- Photography and video improve quickly as permanent finishes appear.
- The completion range is usually more credible for relocation and second-home planning.
- Small final choices or add-ons may still be discussed in a controlled way.

TRADEOFFS

- Most carrying costs have already been absorbed through the build.
- The home can look caught between job site and finished product during punch-list weeks.
- Buyer personalization is limited because the major finish story is set.
- Competing completed inventory may still photograph more cleanly.

BEST FIT WHEN

The product needs to be experienced to support its value, completion is predictable, and the seller wants strong visuals without waiting through the entire post-CO presentation process.

PREPARE BEFORE LAUNCH

- Photo-ready room sequence
- Punch-list and completion schedule
- Finish and appliance inventory
- FORTIFIED and systems records in progress



STAGE 04 OF 04

After CO and Staging

The full product is ready to be experienced, documented, photographed, and compared.

A completed launch provides the clearest story for buyers who want certainty. It can be especially powerful when architecture, finishes, landscaping, garage, outdoor living, or waterfront function must work together to justify the position.

ADVANTAGES

- The strongest photography, video, staging, and first-impression opportunity.
- Showings feel like a home experience rather than a construction tour.
- Completion, systems, and documentation can be presented as facts rather than projections.
- Closing logistics are often easier to explain once the CO is in hand.

TRADEOFFS

- The seller carries the project through completion before full market exposure.
- Buyer selection flexibility is essentially gone.
- Interest, insurance, utilities, landscaping, staging, and maintenance continue while listed.
- A finished home must compete immediately on design cohesion, condition, and price.

BEST FIT WHEN

The home benefits materially from a complete presentation, the seller can support the carrying period, and the expected buyer values move-in readiness and documented construction.

PREPARE BEFORE LAUNCH

- CO and final documentation
- Professional cleaning and staging
- Complete photography and video
- Landscaping and exterior presentation



THE FOUR-STAGE MATRIX

What changes as construction advances?

Decision factor	Before ground	Early vertical	Near completion	After CO
Buyer personalization	Highest	High	Limited	Minimal
Visual clarity	Lowest	Developing	Strong	Highest
Schedule certainty	Lowest	Developing	Strong	Highest
Photography strength	Plans / lot	Progress	Good	Best
Showing simplicity	Simple lot	Restricted	Improving	Easiest
Seller pre-launch carry	Lowest	Growing	High	Highest
Closing proximity	Longest	Long	Moderate	Shortest

IMPORTANT

The matrix describes typical tradeoffs, not a rule. An exceptional homesite, unusually strong demand, a distinctive plan, financing structure, or a changing competitive set can move the recommendation earlier or later.

THE LISTING MUST MATCH THE STAGE

What buyers need before the home is finished.

The earlier the launch, the more the documentation and visual package must do the work of a finished home.

PRE-CONSTRUCTION PACKAGE

- Site plan and floor plans
- Exterior elevations and accurate renderings
- Detailed specifications and allowances
- Selection schedule and change process
- Estimated construction milestones
- Clear inclusions, exclusions, and upgrade paths

DURING-CONSTRUCTION PACKAGE

- Progress photography by milestone
- Safe showing and access protocol
- Current finish schedule
- Updated completion range
- Builder contact path for technical questions
- Written record of remaining buyer choices

NEAR-COMPLETION PACKAGE

- Finish and appliance summary
- Punch-list and CO timeline
- Professional photos as rooms become ready
- Survey and elevation records as applicable
- FORTIFIED evaluation status if intended
- Warranty and systems information in progress

COMPLETED-HOME PACKAGE

- CO and completed documentation
- Professional staging, photography, and video
- Final specifications and systems list
- FORTIFIED designation documentation if achieved
- Warranty information and manuals
- Waterfront, dock, pool, or generator details

A listing should never ask a rendering to promise more than the contract and specifications can deliver.

ONO ISLAND PROPERTY LANES

Interior, canal, and big water specs do not always launch the same way.

The homesite can be part of the product. I consider what must be visible, measured, documented, or experienced before a buyer can understand the opportunity.

INTERIOR HOMESITES

The plan, street setting, trees, garage, outdoor living, room for a pool, landscaping, and overall value position often carry the story. Listing too early may make a highly livable plan feel more abstract than it will once framed or finished.

CANAL-FRONT HOMESITES

The canal relationship, dock or boathouse plans, water depth, bridge considerations, shoreline condition, and outdoor living can influence when the property becomes understandable. Construction progress may clarify both the house and boating experience.

BIG-WATER HOMESITES

Views, orientation, exposure, elevation strategy, shoreline, pier or dock configuration, and the transition from interior rooms to the water may justify early attention. Buyers still need accurate plans and property-specific facts rather than assumptions based on the view alone.

MY PRACTICAL TEST

If the homesite is the primary reason to act, the market may respond earlier. If the finished design and livability are the primary reason to act, waiting for more visual clarity may strengthen the launch.

PRIVATE PREVIEW | COMING SOON | ACTIVE

Availability and readiness are not the same thing.

A private builder preview, any permitted Coming Soon posture, and an Active MLS launch serve different purposes. The appropriate choice depends on current MLS rules, showing readiness, documentation, photographs, completion expectations, and the audience we are trying to reach.

THE READINESS TEST

Before public exposure, I want the listing to answer the questions its construction stage will create. Early exposure without a complete story can use up attention before the home is ready to convert interest into action.

LAUNCH-READINESS SCORECARD

- ☐ Can buyers understand the site, plan, scale, and architectural character?
- ☐ Are inclusions, specifications, allowances, and remaining choices written clearly?
- ☐ Can we state a realistic completion range without overpromising?
- ☐ Is the job site safe and practical for scheduled showings?
- ☐ Do the photographs or renderings support the intended price position?
- ☐ Are waterfront, pool, dock, generator, and landscaping statements accurate?
- ☐ Can financing, appraisal, insurance, and closing questions be addressed?
- ☐ Is the seller prepared for the carrying period associated with this stage?

The goal is not simply to make the home visible. The goal is to make the opportunity understandable.

BUILD THE LISTING STRATEGY BEFORE THE LAUNCH

Let us choose the stage that fits your home - not simply the next date on the calendar.

I live on Ono Island and work with buyers, builders, investors, and sellers across the island's interior, canal, and big-water markets. I understand how construction stage, homesite position, buyer expectations, documentation, and presentation come together in a new-construction sale.

BRING THESE TO OUR CONVERSATION

- The homesite address and property type
- Current plans, elevations, specifications, and allowance schedule
- Construction stage and realistic completion range
- Financing and carrying-cost considerations
- Remaining buyer choices and selection deadlines
- Your preferred sale timing and flexibility

Meredith

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EXPLORE ONO ISLAND REAL ESTATE

READ ONO ISLAND MARKET WATCH

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