



Why Some Listings Expire

5

Factors for Success

Maintaining **SALE FRESHNESS**
is critical to a successful sale!

5



Factors for Success

- **Price** – Without proper pricing, a property will take a longer time to achieve a sale and will yield substantially less dollars.
- **Location** – The area will heavily affect the amount of \$\$\$ you can hope to receive.
- **Property Condition** – Property with curb appeal, fresh paint, updated features and fixtures, “staged” for visual interest and mechanically-structurally in good repair will sell faster and at a higher price.
- **Market Conditions** – The economic factors of ‘Supply and Demand’ will frame the buying and selling environment. That will make a huge difference.
- **Terms** – Sales can be structured in many ways so that buyers can buy. Offers can include points and a wide variety of buyer closing costs – it doesn’t matter how the offer is structured, the only thing that matters is what you will get to settle your expenses.

Factors must be correctly aligned!

1



Correct Price

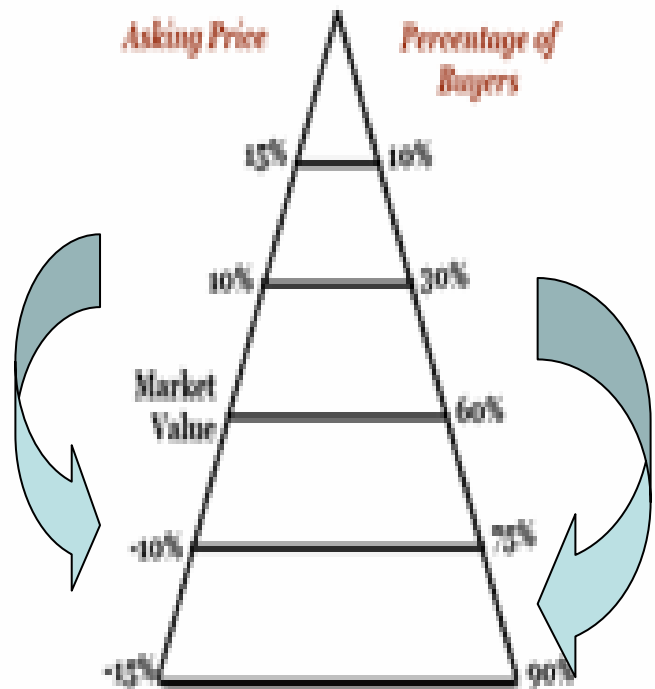
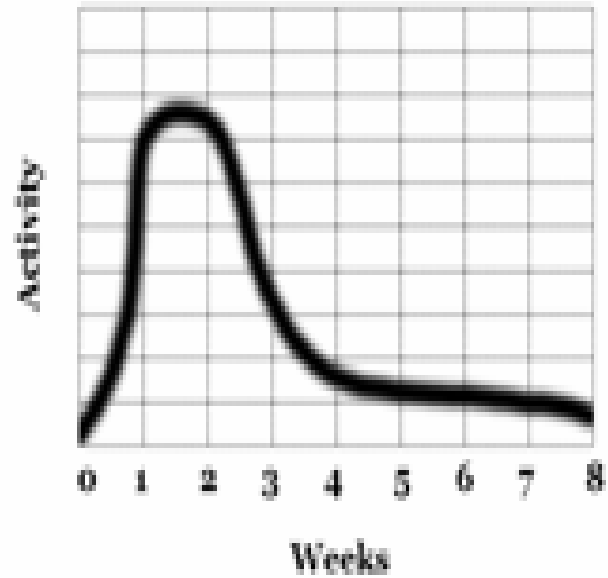
Timing is very important.

The graph shows the importance of a realistic price from the beginning.

A property attracts the most excitement and interest when it is first listed and has the highest chances of a sale when it is new on the market

As the triangle graph shows, more buyers purchase at market value than above. The percentage of buyers increases even more when the price drops below market value.

If you set your asking price AT or Above market value, you are reaching less than 30% of the buyers and you are limiting your chances for a successful sale.



Selling Price versus Timing

2



Location

The three most important words in real estate are:

Location, Location, Location!

- Buyers first look at price, then by the neighborhood
- Curb Appeal says “Come see the inside – it looks as great as the outside”!
 - Freshly painted front door & trim
 - Front door light fixtures
 - Front walk & steps in good shape
 - Flowers; plantings; landscaping

Pay attention to outside details!

3



Property Condition

It takes money to make money!

- Repairs must be made – no one wants your problems
- De-Clutter! Buyers cannot see past your piles of stuff or toys. Store in basement or attic.
- ‘So clean it sparkles’ – kitchens, bathrooms, floors must be clean
- Fresh neutral paint and colors go a long way to increase your ability to sell at top dollar
- Rooms must be staged to visually appeal to buyers
- Update fixtures, flooring, kitchens and bathrooms to yield more \$\$\$

Updated Interiors Pay Off!

4



Market Conditions

The market means everything!

- **‘Supply and Demand’ is the basis for how property is priced in the marketplace**
- **A “Seller’s Market” means**
 - **Low level of property for sale in certain areas or price ranges**
 - **Large pool of buyers looking for property in that area or price range**
- **A “Buyer’s Market” means**
 - **High level of property for sale in certain areas or price ranges**
 - **Small pool of buyers looking for property in that area or price range**

Market Conditions Affect Your Sale!

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Terms

How offers are structured can make the difference between 'No Sale' and **SOLD!**

- Many loan programs do allow buyers to wrap some financing costs into offers
- Most offers have mortgage, sale of existing home, home inspection contingencies
- Some offers include 'rebates' for credits, additional buyer agent compensation
- It doesn't matter how the offer is structured – all that matters is what you get to keep to settle your expenses!

'Terms' make the Sale!



The Right Business Consultant

Would you like some
Bonus! REAL Help?

Adorna and Jenna Carroll
have solid experience, an
excellent reputation and
proven systems to take you
from Sale to **SOLD!**

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