Turning "*For Sale*" into SOLD!

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3 Factors that Impact Sales

1. **Setting the *Right* Price**
2. **Attracting the *Right* Buyer**
3. **Creating the *Right* Format**

Setting the *Right* price, attracting the *Right* buyer and creating the *Right* format for the transaction will turn a "For Sale" into SOLD!

Setting the *Right* Price

- **Location** – The area will heavily affect the amount of $$$ you can hope to receive.
- **Property Condition** – Property with curb appeal, fresh paint, updated features/fixtures, "staged" for visual interest and mechanically-structurally in good repair will sell faster and at a higher price.
- **Market Conditions** – 'Supply and Demand' will frame the buying and selling environment. That will make a huge difference.

Pricing *right* will get you more $$$

Different Types of Buyers

- First Time Buyers
- Corporate Relocation Buyers
- Move-Up and Scale-Down Buyers
- Investment Buyers
- 2nd Home Buyers
- Bargain Hunter Buyers

All these buyers have their own Buyer Agents!

What Buyers Want

Buyers want value for their dollar and they are willing to pay top dollar for it!!!

- Buyers purchase based on:
  - Price, Location and Property Condition
- Buyers want a property that has:
  - Exterior Curb appeal and Structural Integrity
  - Move-in Condition and Open Layout
  - Clutter Free with a neutral color pallet
  - Updated features/fixtures

When you to sell, the house is no longer your "home" it's a <u>product</u> to be marketed.

Marketing to Attract the Buyer

- 80% of the buyers that are looking for property look primarily on the internet only
- Buyers want interactive tools to analyze and compare competing properties to determine what they want to see
- Buyers contact their buyer agents to set appointments from their property searches

Newspaper advertising is <u>no longer effective</u> in attracting buyers and marketing property for sale

Collaborating for a Win/Win

Sales can be structured in many ways so that buyers can buy. Offers can include:

- Points, Closing Costs, Credits
- Home Warranty Products
- Down-payment and closing terms
- Mortgage and inspection contingencies
- Mutually agreeable terms and conditions
- Additional compensation for the buyer agent

It doesn't matter how the offer is structured. What does matter is the $$$ you get to settle your expenses!

SRS
Seller Representative Specialist

The *Right* Professional

- SRS - members of an elite group of trained seller client advocates that know the importance of their client's specific needs by using Seller Counseling Sessions to insure all needs are addressed.
- Extensively trained in a wide variety of marketing methods to uniquely promote your property to the widest range of buyers.
- SRS designees understand that negotiation skills are critical to a successful transaction and are trained to position their client to receive the best possible outcome during negotiations of the sale.
- SRS designees adhere to the highest level of professional ethics and business practices in delivering 'Client Level' services with integrity.
- Know the importance of staging for best results. Staging, along with accurate pricing, is critical to attain desired results.
- SRS designees have an advanced level of understanding on how to collaborate with a variety of cooperating agents of all skill levels in the marketplace to insure that the 'best' buyer has an opportunity to purchase your property.

Got Questions?

To effectively manage the selling of your most valuable asset you need to:

- Set the right price for your property
- Attract the right buyer and
- Create the right format for you and the buyer to achieve a win-win outcome
- You need to select the right professional

I can provide you with the skills to turn your "For Sale" into SOLD!