

Why Your Property Will Sell... or not

(This is written in the language that you would speak to a seller at your listing presentation just before you present your marketing plan.)

As I said earlier, I believe our goals are to get your property sold for the most money, in the time frame that works best for you, and with the least hassle. It's important we work together. So, I'd like to share with you the six factors that we have found gets your property sold or not. This is how I evaluate and how I'd like to suggest we, together evaluate our progress getting the job done.

May I take a moment and go over these with you?

The first factor, that dictates whether your house will sell or not is Marketing. This one is my responsibility. I'm going to review with you marketing plan that I use to get property owners like you everything you hope for in the sale of your property.

I'd like to plan to get together with you in three or four weeks, if your property isn't already sold by then. At that time, we will go over all the marketing efforts and evaluate what is working and what we'd like to change. We'll talk many times between now and then and I think you and I would both like to have the property sold by then. Would it work for you if the property sold quickly in the first few days or the first few weeks?

Just in case, that doesn't happen before I leave this today may we set a day and time to have this marketing update meeting in three weeks or so?

The second reason a property sells and sells for the most money is Condition.

This one is in your hands. I'll give you my best advice on this and I must say that I believe that I have helped people add thousands to their final sale price with my help on this. At the same time putting and keeping the property in its best condition is really up to you.

There are a couple parts to showing your property in the condition that will get it sold and get you the highest price.

First is to prepare the property for marketing, doing small things that bring you big returns.

The second is how you get the property ready for each of the showings.

If you allow me, after we have completed the paperwork to put your home on the market, I'll walk through the house again with you and make suggestions as to how to stage your home to be most appealing to buyers.

A few small things can make a big difference and I promise you if I suggest you spend \$10, it is because I expect you to get \$100 back from that effort and expenditure.

Whether and what you choose to do to get your property in shape for sale is up to you. Again, just like on the price you choose, I'll make suggestions and the final decision as to what you do is always in your hands.

Do you want me to go through the home with you and make these kinds of suggestions?

The third factor to a successful sale is Location. Obviously, neither one of us can change the location. What I can do is this. We will be calling every Agent who shows your home to get their feedback.

One of the things we can ask them about is their prospective buyer's feedback on the location.

Let me tell you how we make this feedback on showing calls because you can have some input on this that can be very important as we work together.

We call each Agent twice to get their feedback. We have found that if an Agent doesn't respond to us after two calls, they end up giving us generic and frankly useless feedback.

I do have an excellent relationship with many of the Agents in town who are very cooperative and we go out of our way to help each other and give each other honest feedback. So, if the property doesn't sell to one of the first people that see it, I expect to get good feedback from many Agents to help us. I just want you to be aware that if another Agent is uncooperative responding to us after a showing of your home we have found their feedback is just as careless and not worth a monumental effort to get.

By the way, when we call for feedback we have developed a specific set of questions to give us the best possible information.

Most Agents, when they call each other for feedback just ask each other, what did you or your buyers think of the property?

It is a very generic question and they get an equally generic and usually useless answer. We ask these very pointed questions.

"How does the location compare with other houses you've shown this buyer?"

How does the condition compare with other things you've shown?"

How does the price compare with other properties you have shown?"

And, most importantly, will your buyer be making an offer? If not, why not?"

We get very specific, useful, and valuable feedback this way that sometimes can make the difference between a sale or not. (Use an example, like feedback on a small kitchen was solved simply by clearing the counters and removing the leaf from the table).

Can you see how these questions get us the best feedback and may be extremely helpful to us?

The fourth factor affecting the salability of a property is the Markets.

This includes the housing market. I'll watch for homes coming on the market while yours is for sale. I'll watch for homes on the market that sell in the area while we are for sale that may affect the sale of your property. When we get together in a few weeks I'll bring all of that information for us to review as well.

Also, I watch the mortgage and financial markets which may affect how easy it is for a buyer to get a mortgage on your property. Over the years we have seen a bump in mortgage interest rates or how easy it is to finance and have a direct affect on how many buyers look at your home. I watch that too.

Also, we keep an eye out on the national and local economy. Layoffs, hirings, and even good or bad economic news can affect how many buyers show up and their confidence in making the best offer.

By watching all this, it helps us understand what is going on and sometimes can help me talk to other Agents and buyers to add that little bit of information that helps them make a decision in your favor. Does this make sense?

Second to last is Access to your property. The easier it is for a buyer to get into your property, the more buyers will see it and the best chance of a sale that is going to make you happy.

So, I'd like to ask you to do something extra. May I?

In the first two or three weeks on the market, the hottest buyers show up, sometimes in the first few days. So, I'd like to ask you for this first three weeks or so that you go out of your way to show the property every time a REALTOR® calls even if you have very short notice.

It is always up to you, I'd just like to ask you to stretch for our first and hopefully only, necessary campaign during the first few weeks. Would that be possible?

Finally, the last factor that affects your sale is the asking Price. I make you this promise I won't even mention adjusting the price unless we are sure we have both done our best to maximize all these other factors first.

If we have done everything, then I will make a pricing recommendation based on what the markets are telling us. Please remember, you always have control the price. You control the asking price now and you make that decision if it becomes necessary later.

I'll always give you complete and comprehensive information to make a pricing decision. I'll interpret this information with you so you can make the best decision on pricing. If you want my opinion I will be honest with you, the final decision on price is always yours.

Are you comfortable with that?

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