

Andrew's Time-Tested Real Estate One-Liners

- When *hiring* an agent, pick the one who lets you sleep better knowing they have the experience, integrity *and* character to work in *your best* interest
- Sellers are *either* motivated by time (they want to sell sooner rather than later) *or money* (they want or need to meet a certain goal)
- If you are selling to buy another house, what is the cost of taking longer to sell?
- The fee/ commission is *negotiable* but you have to compete with your competition *or* your first price reduction will cost *more than* what you thought you were saving
- Every property has a price at which it will sell
- Your first offer is usually the best
- If you price your house too low, you probably won't need me to help you sell it; if you price it too high I probably can't help you sell it
- Houses that do not sell *either* have a pricing *or* a marketing problem and many have both
- A price reduction is a costly way to try to overcome poor marketing
- If buyers and agents cannot find your house in their searches results, they will not know it is available so it will sit on the market longer than it should
- If a house does not sell, buyers *either* found something similar at a lower price *or* they were willing to pay your price but wanted more for their money
- A price reduction *either* has to make your house appeal to a new group of buyers *or* convince those who know about your house to want to take action (make an offer)
- Buyers are buying the *neighborhood* and a *lifestyle* so they need to *engage* in the process
- Negotiating an offer is like playing poker: you can focus on what the other person is thinking *or* do what is in your best interests (I would add that a seller or buyer may not get a second chance)
- After a purchase agreement is signed, one party is generally happier than the other and how the process plays out depends on who thinks they gave up more
- Getting an offer signed is like getting engaged: the goal is to commit to the process and make sure it is the right decision. It does not always end well.