

Marketing a Home to Sell It

Marketing *anything* involves four basic components: the so-called “**four P’s** of marketing”. They are: **Product** (*what* you are selling, both the *features* and their *condition*); **Promotion** (how you create *exposure/ awareness* of your product); **Placement** (for consistency, this is really *location*); **Price** (the *value* that prospective Buyers will use for comparing “products”). In terms of Real Estate, the product and placement/ location are what they are. Promotion and price are the controllable variables. However, the focus is often placed on the price *when* it was the promotion that *failed*. I have seen many examples of this: it can be a *costly* mistake!

You can advertise a property everywhere, 24 hours a day, every day, but *if* it is not done correctly, Buyers and their agents may not be able to *find* your property in their “search results” or they may not know that it is a “*match*” for the Buyer’s “needs” and “wants”. What a waste of time, effort and money! Sadly, many agents simply do not understand or they overlook the **attention to detail required** for the way Buyers search for listings today. If your house has a lot of *competition* any marketing advantage could help you sell for *more money in less time*. **What is the cost to you if you do not sell?** I will be happy to share some examples with you.

I have developed a “**Multiple Listing Service Printout Evaluation**”. Assuming your property is uploaded to the MLS, this form alone may help you sell your house. The MLS *syndicates* property information to the Internet where Buyers “shop” (**over 40%** start their searches online *and over 90%* continue searching online *after* hiring an agent). The MLS and the Internet are the best combination of *sources* of listing information for Buyers although some agents use these tools more *effectively* than others. Many Buyers identify the house they will eventually buy through their own search. Their ability to search and the sites they use pale in comparison to what an agent can do using the MLS so Buyers can easily *miss* a house like yours. Being on the MLS and Internet is not enough! If you have ever done an online search to find information you undoubtedly know the frustration of getting pages and pages of results that do **NOT** *match* what you are looking for. The fact that you get them quickly does not matter. As far as the multiple listing service, let me share a few facts with you:

- *over* 28,000 Real Estate agents *throughout* the Delaware Valley use the MLS to *advertise* their listings *and* to identify properties for their Buyer-clients. That is “the list” to be on! In addition, “Automated Email Prospecting” keeps Buyers up-to-date with new, reduced and back-on-the-market listings. I can explain that later;
- the MLS “*syndicates*” your information to numerous sites which in turn keeps your information going and going and going (“*viral*” marketing). These are the sites that Buyers use so the MLS must be accurate or it will only pass on weak information;
- if Buyers and agents cannot *or* do not find your property online, they will **NOT** know it is available “For Sale” so they will not see it; if they cannot see it, Buyers will not buy it. **No seller should accept that their house *won’t* be found in searches!**

Have you seen your MLS printout? Many sellers never have. Have you searched online for your house? Most MLS printouts are average and some are done well **BUT** many are so poor that it is nearly impossible for anyone to find the house. What is a typical reaction to a house that is not selling? **Reduce the price and/ or keep the house on the market longer than necessary**. Sadly, *neither* guarantees that someone will “find” it and both lessen your proceeds. *Please call me* to discuss your experiences and plans. I would welcome the opportunity to review how your property was marketed and show you what I can do for you.