

## The Three Things You Need to Sell Your Property

You can spend all the time you want making it *complicated* and you can try to “reinvent the wheel” BUT you *only need* three (3) things to sell your property! I don’t want it to sound too easy because each of these is absolutely critical and cannot be avoided. This is your “*recipe*” for success.

**First:** you *must* have a **saleable property**. Every property has a price that *someone* will pay and all properties will *eventually* sell. The *type* of property, the *price*, the *location* and its *features* and *condition* will determine how appealing it will be to the public. Sellers need to determine *which* is more important: *how quickly* they sell (“time”) or *how much* they get (“money”). How *quickly* you sell and at what price depend on how *realistic* you are. If you are not realistic, the process will take longer. When a Seller decides their “asking price” they pick their *competition*. What you are offering (price, location, features and condition) must have a “*value*” to a “ready, willing and able buyer”: Sellers determine the “*price*” but Buyers determine the “*value*”! The *longer* your property is on the market, the *lower* your selling price will be! We need to discuss your *competition* (which properties will most likely attract the attention of Buyers who might be interested in your property) and the *type* of “market” you are in. This requires *objectivity* as far as assessing what your property *offers* to prospective Buyers. A property is a *commodity* and the price is the only controllable variable. While a Seller may want to *enhance* a property, including addressing “cosmetic” issues, they need to know whether what they are considering will increase the “value” or simply expedite a sale. Every location has a limit to the pricing.

**Second:** your property *needs* “**exposure**” so that prospective Buyers and agents can **find it** in their Internet and MLS search results. These are the top “*marketing*” platforms today. If the “marketing” is not done *correctly*, people may not be able to find your property in their searches which means they may not know it is available. I will explain this in more detail but think of the term “google search”. There is no easy way to identify where your most likely Buyer is moving from so the marketing effort must be broad which is exactly what the MLS and Internet offer. Uploading your property information to the MLS leads to “syndication”, meaning that the MLS sends your information to the Internet. Your information is available online 24 hours a day, every day. The MLS is used by over 28,000 agents throughout the Delaware Valley and the Internet is world-wide. My primary role, once I am “hired” to “work *for*” you, is to make sure that people can find your property in their searches. While the attributes of your property will play a major part, the asking price will ultimately attract or exclude prospective Buyers. Depending on the *amount* and *quality* of your competition, a high asking price may prevent *negotiating*: they will focus on the other properties. Can a Buyer find similar properties for *less* money OR others that have *more to offer* at a similar asking price? It only takes one Buyer but, if your market is slow or if there is competition, finding the “one” may take time.

**Third:** unless someone makes an offer “sight unseen” (it can happen *although* there is a risk of their changing their mind!), we *need* to have “**ready, willing and able**” Buyers want to come inside to see your property and then be motivated to make an offer. If we can come to terms, we will need to successfully navigate the steps required to transfer title. Having a Buyer and Seller “agree to terms” ends the “marketing process” and begins the multi-step process of getting to closing. The two major aspects of the process are finalizing the Buyer’s financing and working through “inspections” (“due diligence”) to make sure there are few surprises.

In conclusion, there are only three things you need to sell your property! Let me show you how I do what I do and explain the overall process of selling to you. It will be time well spent.