

Andrew's Time-Tested Real Estate One-Liners

- When *hiring* an agent, pick the one who has the integrity, experience, training, education, knowledge, ability and resources to “protect and promote” *your best* interest and lets you sleep at night
- Hiring a friend or family member may feel great *initially* but what happens *when* a problem arises?
- Sellers are *either motivated* by *time* (they want to sell *sooner rather* than later) *or money* (they want or need to meet a certain financial goal)
- If you are selling to buy another house, what is the *cost* of waiting or taking longer to sell?
- The listing agent always has an advantage because they are closer to the seller
- Buying and selling Real Estate is like playing poker, *both* sides want to see the other's cards
- Every property has a price at which it will sell
- The fee/ commission is *negotiable* but you have to compete with your competition *or* your first price reduction will very likely cost *more than* what you thought you were saving
- Sellers determine the *asking price*; buyers determine the *value*
- 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
- I can't guarantee that your property will sell if it is on the market but it *probably won't* sell if it isn't
- The first offer you receive is usually the best and you may not get another one for a while, if at all
- Houses that do not sell *either* have a pricing *or* a marketing problem; *many* have both
- A price reduction is a costly way to try to overcome poor marketing and it may not work
- A price reduction *either* has to make your house appeal to a new group of buyers (re-positioning) *or* convince those who know about it to make an offer
- If buyers and agents cannot find your property in their online and MLS search results, they will not know it is available so it may sit on the market longer which may lower the perception of its value
- If a house does not sell, buyers *either* found something similar at a *lower* price *or* they found one that offered them *more* (features and/ or better condition) for your same price
- Buyers are buying the *neighborhood* and a *lifestyle* so they need to be *engaged* in the process
- A seller or buyer may not get a second chance to negotiate: your *best* offer or counter may be needed
- After an agreement of sale is signed, one party is likely *happier* than the other and *how* the process plays out depends on *who* thinks they gave up more and *how* they try to resolve that
- Getting an offer signed is like getting engaged: the goal is to commit to the process and make sure it is the right decision but it does not always end well
- Making a bad purchase decision is one of the hardest challenges to overcome.
- It is never over until the seller has the buyer's money and the buyer has the seller's keys

There is no time for inexperience, empty promises or false expectations!

HIRE WISELY: We are not all the same!