

Andrew's Time-Tested Real Estate One-Liners for Sellers

- When *hiring* an agent, pick one who has the ethics, integrity, experience, training, education and resources to “protect and promote” *your best* interest throughout the process.
- While you can get *data* and *information* anywhere, a Real Estate professional can provide the *knowledge* and *insight* you will likely need to succeed.
- Hire an agent who lets you sleep peacefully 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 or need to sell *sooner rather* than later) *or money* (they want or need to meet a certain financial goal).
- If you are selling one house to buy another, what is the *cost* of waiting to complete the process?
- Selling or buying Real Estate is like playing poker, *both* sides want to see the other's “cards”.
- Pricing is an art and not a science.
- Every property has a price at which it will sell: please do not assume you can negotiate if your asking price is higher than a buyer's “price range” or is not competitive with other properties.
- Your price has to appeal to agents, buyers and eventually the mortgage appraiser.
- Sellers determine the *asking price*; buyers determine the *value*.
- The location, features and condition of your property will determine its market value.
- If you price your house too low, you probably won't need me; if you price it too high, I may not be able to help you sell it.
- If a house is over-priced, the owner may never get a chance to compete or negotiate.
- If you over-price your house you will likely achieve less than if you priced it well at the start.
- Many buyers drive through a neighborhood first and will judge your house by its exterior.
- The commission is *negotiable* but you have to compete with the competition in your market *or* your first price reduction will likely cost *more than* what you thought you were saving.
- The commission is a marketing expense used to attract showings, interest and offers.
- 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 one.

- Showings that are denied are often not rescheduled.
- Houses that do not sell *either* have a pricing *or* a marketing problem; *many* have both.
- If people cannot find your property in their search results, they will not know it is available so it may stay on the market longer than necessary which can lower its perceived market value.
- A price reduction is a costly way to try to overcome poor marketing and may not work.
- A price reduction *either* has to make your house appeal to a new group of buyers by re-positioning it with new competition *or* convince those who know about it to make an offer.
- If a house does not sell, buyers *either* found something similar at a *lower* price *or* they found one that offered them *more* (location, features and/ or better condition) for your same price.
- When an agreement of sale is signed, one party is probably *happier* than the other and *how* the process plays out will depend on *how* they try to resolve that feeling as they learn more.
- It is never over until the seller has the buyer's money and the buyer has the seller's keys.

Please remember,

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

HIRE WISELY: We are not "*all the same*"!