

## Three Things You Need to Sell Any Property

Owners and agents can make selling Real Estate *more* complicated than it needs to be and some try to “reinvent the wheel”. You only need three things in order to sell *any* property! While not “rocket science”, *each* of these is absolutely critical and cannot be avoided. This is your “recipe” for success.

**First**: you must have a **marketable property**. Sellers must look *objectively* at what their property has to offer. This means that their asking *price* should be based on location, features and condition to provide “*value*” to a “ready, willing and able” buyer. Sellers determine “*price*” but buyers determine “*value*”! Every property has a price at which it will sell *and all* properties will *eventually* sell. Sellers need to determine *which* is more important to them: the selling price or the time it takes to sell. How quickly you sell and the price *depend* on your strategy and how realistic you are. The longer a property sits on the market unsold, the lower the eventual selling price as buyers and agents may think that there is *something wrong* with it, wondering why no one has bought it. They may think a seller is unreasonable if there have been no price reductions. Sellers must know their *competition* and the type of “market” they are in. Do other houses offer *more* in terms of features and condition for the same price or do others offer the *same* for less money? Real Estate is a *commodity* to buyers and the asking price is the one controllable variable a seller has: it will either *include or exclude* prospective buyers.

**Second**: **me!** Your property needs “**exposure**” so that agents and buyers are *aware* that it is “For Sale” and *available* to see and buy. No one knows where your eventual buyer lives right now or when they might want to see your property so we have to use a “*shotgun*” approach, exposing your property information to as *many* people as quickly as possible. My role as your listing agent is to “*facilitate*” the process by being a “match maker” connecting sellers, buyers and agents. To *maximize* my efforts, I market properties to other agents (through the MLS) and to the public (the MLS “*syndicates*” your property information online). It only takes one buyer but, if your market is slow, finding them may take time. “Missing” even one prospect adds marketing time! Buyers must want to live in your neighborhood, desire what your property offers them and be able to pay a negotiated price for your house. Most will make assumptions based upon your list price. If your asking price is high, even if you are *flexible*, they may be put off by a “high” price and never give you the chance to negotiate. My marketing plan focuses on my generating an *outstanding* Multiple Listing Service (MLS) printout for you (this includes photos, *accurate* searchable features and the remarks/ description) and having you make your property accessible and attractive. If the “marketing” is not done *effectively*, prospective buyers and agents will not be able to find your property in their search results or they may choose to avoid it. Either will add to your time on the market even if your asking price is reasonable.

**Third**: **showings!** Your first “showing” happens *online* making actual appointments that much more important. We need to have agents bring their “**ready, willing and able**” buyers to see your property, have buyers want to make an offer and be able to proceed through the *multiple* stages leading up to settlement. Most buyers (and sellers) want “exclusive representation” so they will not ask a listing agent to show them a property. I want to get my clients the highest possible price and the best terms in a time frame that meets their needs. **I focus my efforts on representing my clients and “protecting and promoting” their interests** rather than trying to find buyers for my own listings! If I find your buyer that would be great but it is unlikely.

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 process of selling in greater detail to you. It will be time well spent.

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

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