

Show and Sell!

After you have met with me and entrusted me with helping you sell your most valuable asset, we completed all of the paperwork, I had the "For Sale" sign put up, I provided you with copies of your outstanding Multiple Listing Service (MLS) printout and your property highlight sheet, the hard work *really* begins! It is now time to market your house (this is step two of "The Five Steps to a Sale"). If the agents and prospective buyers cannot find your property in their MLS and online searches, they will not know it is available!

This period is likely to be the longest and/ or most frustrating part of the "listing to settlement cycle". Now, prospective buyers will want to see your house and decide if it matches their "wish list" and, if so, how much they will offer you for it. Of course, if your property is "vacant" and/ or has a "lockbox", showings are easy! Either way, in order to achieve the highest price in the shortest period of time, your house needs to have "curb appeal", show well and be accessible. If they cannot get in, they will probably not risk making an offer since they will not know if it is the best one for their wants and needs.

I strongly recommend that you start each and every day with a plan to have your house ready to be shown with little or no notice. We often get calls from agents who, for whatever reason, don't give us a whole lot of time. Whether the agent or their buyer-client is the one who gave us little notice does not matter. They may have only recently realized it was "for sale": the agent may be calling from their cell phone right outside your house (they hadn't planned on seeing it, but have passed it on their travels with a buyer who now wants to see your house). This concept can easily get "stale" and be perceived as frustrating by sellers and that is usually when that call with no notice will arrive!

The bottom line is we have to let prospective buyers see your house and that any showing could be the one that produces an offer and declined showings are usually not re-scheduled. When we call you we probably have an agent "on hold" waiting for an answer. In fact, calls are coming in constantly so there is often little time to spend with any specific agent or homeowner.

Please be prepared to welcome your prospective buyer at any time! If you really can't accept a showing, please let our appointment center know and offer an alternate time for them to stop over (even if it is later that same day). However, if your house isn't quite "up to par", I would let the agent and buyer come in anyway. Prospective buyers are unlikely to reject a house because of housekeeping issues and the agent may have another prospect for your house.

If your house isn't getting many showings or if you get a lot of showings but no offers, we need to discuss why this is happening. The important thing is that we must get "shown" to be "sold".

So, let us show it and sell it!