

Show and Sell Your House!

After you entrust me with helping you sell what is probably your most valuable asset, we will need to discuss and complete the paperwork. Then I will have our “**For Sale**” sign installed and I will *personally* create and provide you with copies of your Multiple Listing Service (MLS) printout (it is your property’s *resume*!) and your property highlight sheet for you to review. Then the hard work begins: it’s **SHOWTIME!** My marketing will *expose* your house to agents using the MLS and buyers “shopping” online who will compare it to others with *similar* price, location, features and condition.

What began as a thought or a plan now *goes “live”*: your house will be on the “*active* Real Estate market” for agents and buyers to consider looking at and buying. *If* they cannot find your property in their MLS and online search results, they will not know it is “For Sale” and it could sit on the market! Many sellers reduce their asking price when the issue was *really* marketing. If I have done my job properly, this will not be an issue which is why I ask my clients to review my work. We are a team.

For many, the marketing period is the *longest* and most *frustrating* part of the entire process (until the inspections!). Unless you price low for a quick sale, your house will have competition and a number of showings. Buyers will want to see *if* your house matches their “wish list”. They will compare it to other properties and, if they are “interested”, decide how much to offer you. If your property is “vacant” or has a “lockbox”, showings are easier but lights may be left “on” and doors left unlocked! In order to achieve the *highest* price and best terms in the shortest period of time, your house needs to have “curb appeal” (many buyers drive by first), show well, compare well and be accessible. If buyers cannot get in, they may not wait to see it when there are other similar choices for them to consider.

I encourage sellers to start each and every day having their house ready to be shown with little or no notice. We need to discuss your needs as well so that we both understand how to best manage showing requests. Your “first showing” takes place online so actual showings tend to be less than in the past. We get a number of requests for showings with little notice. On the other hand, agents may show up late or not at all! The agent may be calling from their cell phone right outside your house. Perhaps they hadn’t planned on seeing your house but passed it on their way to see other houses and now the buyer wants to see your house. This can *frustrate* sellers and may be *inconvenient* but we need showings. The good news is that once your house is “under contract”, we can stop showings.

We need to let prospective buyers see inside your house as *any* showing could be the one that produces the right offer. While I try to get missed appointments re-scheduled, declined showings are usually not re-scheduled. I ask that my clients return calls requesting showing appointments as soon as possible as any delay in responding could be the difference between scheduling a showing or not.

If you cannot accept a showing, *please* let our appointment center know and offer them an *alternate* time even if it is later that same day. If you are reluctant to accept a showing because your house isn’t “ready”, I would confirm the appointment anyway. Prospective buyers are unlikely to reject a house because of housekeeping issues and the agent may have other prospective buyers for your house.

If your house isn’t getting many showings or if you get a lot of showings without any offers, we need to discuss *why* this is happening. The important thing is that we need “showings” to get “sold” as few properties are bought “*sight unseen*” so please let agents *show it and sell it!*

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

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