

How to sell your home in a down market

Let's face the fact that selling a home in a down market is always difficult; no matter how many times you lowered the asking price, buyers just didn't bite. Few people are willing to take the risk catching a falling knife. Deep down, human beings are risk adverse. What can you do to up your chances selling your home that net you the most money in the least amount of time and with minimum hassles?

Before we examine different selling approaches, let's first try to understand current market situation.

Hypothetically, let's assume in market area "A", there are 100 homes listed in the past 6 months, out of which 60 units were sold. Any well-prepared real estate professional can pull this data easily from his/her local MLS database. This data tell us there were 10 homes sold every month with an **absorption rate** of 10%. If all homes were to be sold, it would take a total of 10 months, i.e. the inventory level. Further data revealed that price mark-down on the average sold property is 96%, and days on market before a home enters escrow were 140 days. What do these data mean to a seller who has an average \$100,000 home to sell in market "A"? Well, the probability to sell his home in the next 30 days is merely 10%. If it did get sold, it would take 140 days to get a contract price of \$96,000. By the way, there is a good 40% chance that this home will never get sold.

Now there are more a few 1000 active real estate agents in the Montgomery Area Association of Realtors® MLS system with 100 or more "Part timers"; literally there are more than a 1000 [±] different approaches to sell a home that vary according to each individual agent's professional background, training and experience. But we can sum them up as the following categories:

1) **Price to sell:** These practitioners believe you can almost always sell a home if the price is low enough to lure a buyer in. That is why you see sellers are constantly pressured to lower asking price several times until it gets sold or it gets to the point where it makes no economic sense to sell at all.

2) **"Bribing"** selling agents with higher commission: you ought to understand that sales people must work for themselves while trying to serve their clients' best interest. If you give them enough incentives, they will bring buyers.

3) **Staging or fixing up to enhance the perceived value of the property:** most homebuyers don't have the patience or financial resources to fix or remodel a resale property. You deserve a premium by saving them time and eliminating the uncertainty of fixing cost overrun.

4) **Offering concessions to sweeten the deal:** Most homebuyers need help to overcome major obstacles to qualify for mortgage. Here seller can offer carry-back 2nd loan, interest rate buy-down, or pay for closing costs, etc.

5) **Property auction:** if you run out of options and need a quick sell, you can do it fast by paying higher fees at discount price. We never want to recommend it had you acted sooner.

6) **List it and they will buy:** Some real estate professionals might still believe they can pull off a quick sale in slow market with minimum efforts. Well the Big difference is getting the home sold or NOT sold.

Life teaches us a valuable lesson: **don't be "Just average" in everything you do.** The *difference between ordinary and extraordinary* is a big "**EXTRA**". *As sellers*, you now have an important decision to make: **get your home sold or let your listing expire.** When a home didn't sell, a real estate professional tended to convince you that;

1. It was the market to blame.
2. In reality, we can't change the market.
BUT!
3. We do have a choice to change our course of actions to make your property to be extraordinary.
So, you may ask, what's the difference? And that's a Good and Honest question!
4. It lies on the professional,
Now there's another **BUT**, but . . .
5. It ultimately lies on seller's choice to pick the right professional to get the job done.
As spoken above, *there's as many ways to market real estate as there are pills in a jar of Cater Pills.* Have you heard that statement before?
6. Your main question should be to each and every Agent/Broker wanting to LIST your home; **what will you do for me and what is your plan to sell my home?** Don't judge the Agent/Broker by their looks as you should not judge a book by its cover . . . what's inside of the cover is the substance of being good or better than or even great.
Why not take time interviewing 3, 4, 5, even 6 agents/brokers and listen to what they "**Will Do**" to cause traffic coming through your home.
7. TRAFFIC is the main key ... to getting any particular real estate property SOLD!
8. Another key is the "Seller/Home owner and the Agent/Broker working together to obtain the same goal! If the Seller/Home Owner "does not trust or have a good business relationship with the Agent/Broker," the game is practically LOST before it ever begins. No, the Seller/Home Owner and Agent/Broker do not have to like each other personally, but **they must be on the same page with getting the JOB done correctly!**
Please read carefully "Eight ways to get your home sold" . . .

Now **here's the KEY to marketing & selling real estate;**

FIRST- the home must Attract Buyers Attention

SECOND- the home must cause a desire to be seen

THIRD- the home must create interest

FOURTH- The home must generate action and activity

FIFTH- A home that's priced realistically and marketed effectively will sell

SIXTH- Sellers should know and understand real estate cannot sell for more than the best offer obtainable, and from the best Buyer available in the current market

SEVENTH- The only way to determine the true market value of real estate property is to thoroughly test the market and aggressively challenge the competition

EIGHTH- Testing a bigger market and a better market with greater skill yields a better price . . .

Sounds easy, does it not? So, why does agents travel all around these points and are influenced by products and methods that are not proven, field tested? Many agents look for the new deal or trick marketing on the block and think that's going to be the answer to selling real estate . . . **the above eight keys are proven to work and should be applied with, proper preparation of the home, proper positioning of the home, proper marketing of the home, and *then they would experience greater successful selling* and *happy seller clients!***

And then there's . . . **the homes attitude! WHAT!?**

Yes, every home has a . . .

1. **Attitude** (position, pose, pretence, stimulation, orientation)
2. **Feeling** (flavor, spirit, tone, atmosphere, ambiance, sensitivity)
3. **Glamour** (beauty, appealingness, charm, appeal) . . .
4. **Luster** (brightness, brilliancy, splendor) . . .

How does the agent/broker present the homes character - how does the selling process go, reflects to the agents/brokers **knowledge** and **willingness** to **uncover the true nature of the home!**

Now you may see there's more to selling real estate than signing papers, setting a sign in the front yard, constructing a well informative designed flyer, running a few advertisements, and placing the homes features in the MLS!

Are you ready to **SELL** your most likely highest personal investment? Which person would you rather call upon, a "Front page agent/broker or one who looks for every lawful means to prepare, position, expose, market your real estate investment?

We were taught by our football, track and baseball coaches that the game is won in the fourth quarter or last innings, and the players who are willing to do their hard work up front will prevail . . . and there's much truth to that theology. We were also trained in the military; the best prepared and educated troops would prevail . . . and that it the truth!

Same applies to business, the best motivated, trained, prepared, willing to get dirt under the finger nail agent . . . will prevail with the help and a cohesiveness (sticking, holding, and working together as a unit) Seller/Home owner! What a mouth full, but this business arrangement WORKS!

WHY USE Ron for Your REALTOR®/Broker?

Full Time Successful Marketing, Relocating Newcomers, Financial Knowledge, Third Party Negotiating, Qualifying Buyers, Proven Home Marketing System, and Buyer Reserves are a few reasons; We can expose your property through a Net Working System” and to all REALTORS® in the National and Local working systems.

There are real estate agents/brokers, and then there are dedicated real estate agents and Brokers . . . Just as there are Doctors, Lawyers, Engineers, CPA's, electricians, plumbers and carpenters, etc. Good successful REALTOR® juggles and satisfies their clients real estate needs with; Mortgage lenders, Appraisers, Lawyers, Surveyors, Home Inspectors and countless other associates EVERY DAY of the week, as most nights, weekends, holidays, anniversaries, and on special occasions. **It is a full time job!**

What makes Ron different is;

- **Full time**, and being in the general construction (1973) and real estate profession since 1984.
- **Knowing construction, financing, listening to and understanding my clients and customers needs.**
- Belonging to the Gold Medallion Club C and closing millions of dollars of transactions
- **Being available and responding quickly**, when needed by my clients and customers.
- **Negotiating and writing contracts with my clients best interest.**
- **Qualify buyers before presenting offers to the property**, and finding the proper financial package for the buyers best needs.
- **Third Party Negotiating**. In my opinion, this is the greatest professional skill every **SELLER** needs working for them.

Marketing your home properly is a combination of many factors, (We'll help you recognize little things that will improve the value of your home -- Promote your home to hundreds of real estate members of our cooperative selling team, and help you coordinate all the things that goes into receiving the highest value for your property.) **You deserve nothing less!**

TRANSFERRING? If you are transferring to another city, we will introduce you to another qualified REALTOR® in that area. Before you arrive that REALTOR® will have contacted you and have homes ready for your viewing meeting your specification and needs. Visiting with me will only cost you some time, but not visiting with me could cost you plenty!

You may reach me by calling **334.546.1410 or 334.279-7900**. Like most days, I am working, and you may be connected to my voice mail . . . **when you are asked to leave your name & number simply hang up and your number will be saved**, and I will return your call as soon as possible. Your call is important and will be returned . . . and **I am, looking forward to speaking with you.**

Sincerely,



Ron Hidalgo, REALTOR®/Broker *Since 1984*, and associated with



Ron believes,

Email: Ron@RonSellsAlabama.Com * www.RonSellsAlabama.Com,
“Professional and Quality Service is not Expensive, It’s priceless, and Ron’s Clients deserve nothing less!”