

The Life of a Listing

1-2 WEEK:

1. The most important time on the market, (the first impression): Studies show that up to 40% of your activity may occur during this time. In reality, most good agents are far too busy to do anything but run a list of properties in a given area and not a list of your home features. The **only** thing that impacts their decision to show the property is, how your price compares to others.
 - A. If priced right, you'll receive multiple showings, and an offer anywhere from the first day on the market through the end of the first month. This buyer has been waiting for this home at this price to appear on the market.
 - B. If priced too high, one of 2 things will happen.
 1. We will be ignored by the realtors and their buyers or
 2. We receive some showings, but no offer, because they are either using your home to sell others, or the buyers are making the decision that your home is not worth the asking price.
2. What we're doing:
 - a). Place your home for sale in the Multiple Listing Service so that you receive the benefit of an estimated 3500 Realtors previewing the information on your home's price and features.
 - b). Circulate a 'hot sheet' with your property information to all agents in the office.
 - c). Place a sign with a name rider, and install a lock box. My Assistant and I will preview and take pictures for the photo color brochure.
 - d). We will have a brain storming session to target the desired buyer who will pay the most money for your property. The first two ads will be designed and placed in the schedule.
 - e). Approximately 50 mail outs sent out to the surrounding area and are ready for follow-up.
 - f). "Wants/needs network of contacts has begun.
 - g). Telemarketers and myself are contacting potential buyers at the rate of over 100 per week.
 - h). 300-500 brochures have been delivered to all of Top Agents and local real estate firms.
 - i). My team of experts (Title Company, Loan Brokers etc.) have been made aware that your home is available to the market and that it will be sold soon.
 - j). Caravan has been ordered.

NOTE: Remember, 80% of the marketing of your home, though, is the price.

2-4 WEEKS:

1. By now, entire "Super Network" has been contacted. Your listing has been fully promoted to them. At this stage, via agent/market feedback-we will know if our price is right. My marketing staff and I will inform you if there is feedback.
2. We follow-up on all showings (we should have had anywhere from 4-?, if we're priced right).
3. Enthusiastic portfolio of your home's features sent to target offices/brokers.
4. Continuous contact of demographic list (with flyers); my buyer base, relocation agents/buyers and wants/needs brokers.
5. Over 100 potential buyers per week contacted by telemarketing staff.
6. New listing! Flyers to surrounding 50 homes with telemarketer follow-up.
7. Promoted directly to Superstar 5000 network. This is a network of the top 3,000 agents in the United States and Canada.

If not yet sold...

4-5 WEEKS

A critical time, you'll probably notice a drop-off in showings with the massive marketing that's being done, if we've gotten this far without an offer, you, and I the seller, may be mistaken on the price. "A listing that's priced right for the market place should receive offers within the first 30 days." Robert Bruss, San Diego Union/Tribune Real Estate Expert.

It's time to re-evaluate our price. A price adjustment is usually the wisest thing to do now; if you want to sell; and get the highest price possible. Buyers, at this stage, always ask, "How long has it been on the market?" They (buyers) are very price and time sensitive. 80% of the marketing of your home is the price! Mike Ferry- International real estate expert.

To protect you, expect me to call and discuss a price adjustment.

IF NOT SOLD IN 45 DAYS:

Everything in the marketing machine is continuing,

You will receive an up to the minute marketing update of recent sales (or lack of them) and a list showing what your competition is doing price-wise. Remember, to compete, we have to be better than them. If we've received no offer yet, it would appear the market is saying "no" to our price.

By this time, my staff, the infra-office 2 agents, and myself, have received many sign calls.

These buyers always ask, "What's the price? How long has it been on the Market?" All the agents in our network ask, "What's the price?" first. We know that in recessionary times everyone is price sensitive. If your showings have decreased and/or an offer is not forthcoming, these people are not impressed with our price. The good news is, we can impact the market with the following strategy; when we change the price, your listing appears as a new listing via the hot sheet to the Real Estate community and their buyers. Do you think it's time for a price adjustment? (Note: we know it's tiresome to listen to all this talk of price. The reality is; however, we're trying to help you).

IF NOT SOLD IN 45-75 DAYS

One of the major reasons you hired me, was because I told you the truth. And, the truth will get you sold!

Here's the truth: There's a huge volume of listings on the market competing for the same buyer you are. If our price adjustment (have we done one?) was inadequate, agents and their buyers will either: A. ignore the listing or B. they'll show it in order to sell other houses. i.e. Jim, Martha, if you like this one at \$185,000.00, wait until I show you the one at \$170,000.00.

We're still contacting over 100 potential buyers per week. With all this buyer contact, could price be the problem? The good news is, with a timely price adjustment and continued marketing, we can get the property sold!

BEYOND 75 DAYS

Unless there are some highly mitigating circumstances (e.g. a custom, one of a kind house, a condo without VA/FHA terms, an up scale property that takes longer to sell, a tenant occupied property with an uncooperative tenant, problems with animal odors or poor appearance, etc.) we should be in escrow now.

If not, even with the above circumstances, a price adjustment will help.

NOTE: Again, the good news is, you have hired real estate's premier team! We are optimistic, aggressive, and honest. We have taken the time and expense to formulate this package to help you the seller, accomplish your goal; to get your property sold in the shortest period of time and for the most money!