



THE TRUTH BEHIND WHY SOME HOMES DON'T SELL ...AND HOW TO FIX IT!

AN EDUCATIONAL GUIDE



“Just A Quick Letter To Introduce Myself, And Explain Why I've Put Together This FREE Report To Help Home Sellers Just Like You Get All The Information You Need... *For FREE*”

Dear Home Seller,

Selling a home can be really confusing. Why? Because you're bombarded with misleading information, confusing claims, and bad advice from family and friends that aren't accountable or responsible to you for the advice they give.

How do you ever find solid, practical information that will help you find the reason your home didn't sell? **You start by reading this free report.**

While it may be tempting to look for just one reason or source of blame for when a home does not sell, most often there are a combination of factors that prevent the completion of a successful sale.

While the selected price may indeed be one, if not the greatest, of the reasons, a more comprehensive, accurate, and helpful reason is that homes do not sell because of ineffective marketing.

This is because PRICE is just one element of an overall professional marketing strategy and implementation plan.

Now, with this information, you can find the right home marketing professional.

And if you have any questions about the information in this report, send me an email at rbuffington@tomieraines.com or give me a call at (517) 204-5999. I've dedicated my business to helping people just like you.

I'm happy to help in every way.

Thank you!

Warmly,

Rob Buffington
Berkshire Hathaway HomeServices
BRE #6502377741

P.S.: If you are feeling overwhelmed with the process of selling your home, and you would like a personalized plan to help you get from point A to point B, I invite you to set up a home buying consultation with me. Call me at (517) 204-5999 now.

Why Homes Sell:

The only satisfactory and professional explanation for why homes either sell (or don't) can be traced back to the iconic Four P's of Marketing – a universally accepted principle in the greater world of selling and marketing.

The Four P's of Marketing dictate that, "The interrelationship of Price, Product, Placement, and Promotion together determines the outcome of anything being sold."

When a Real Estate professional is focused on selling "more homes" versus selling "homes for more", then Price will always be their major reason.

When a Real Estate professional is dedicated to "maximizing homeowner value" then not only do these four classic P's all play a role... but also the new Four P's of:

- Portability – mobile marketing
- Personal – finding just the right buyer for your home
- Proximity – tapping into the local buyer prospects that are already sold on the area, while at the same time reaching out to global buyers to maximize exposure
- Presence – ensuring that the lifestyle benefits that the home and area offer are properly showcased on the web and throughout all promotional marketing material

While you may often hear that price is the only factor in selling a home, the reality is that proper marketing sells the home and pricing is only one piece of the overall marketing strategy.

What Has Stopped My Home From Selling?

If you have had a bad experience selling your home, you most likely have some very strong opinions about what went wrong. If you decide to list your home with a new agent, it can be extremely helpful to share your observations and opinions.

Your new listing agent can use this information to further customize the appropriate game plan to ensure a successful sale and stress free closing.

1. What marketing campaigns, materials, or methods did your previous agent utilize that you do not feel were appropriate or successful?
2. What new marketing strategies would you be interested in discussing with the next agent you hire?
3. What information did you feel you needed in order to make a wise choice for price adjustments or offer negotiations that you were not provided with?
4. Was the home demonstrated effectively at showings?
5. Were you satisfied with the photography, staging, or any other methods employed to showcase the home's benefits? If not, what do you feel went wrong?
6. Did the agent offer you advice on minor improvements you could make to maximize the value?
7. Did you receive showing feedback in a timely manner?
8. Did you feel your agent communicated often enough and updated you appropriately on the sales activity?
9. For you to have a service experience that exceeds your expectations, what would that need to look like?
10. Did the company that your agent was affiliated with show the property and support the sales efforts?
11. Did your agent use active or only passive methods of marketing? Active meaning they actually prospected aggressively to find buyers.
12. What criteria will you use to select the next agent you hire?
13. What information do you want him or her to provide you with prior to making your selection?
14. If not already covered in the above questions, what was your biggest frustration during this experience?

What Services You Should Expect From An Agent

1. Assist you in selecting a list price that will position your property competitively and strategically in the marketplace.
2. Complete a curb-to-curb inspection including home staging tips, at no additional cost, and provide a list of recommendations to increase marketability.
3. Take digital photos of your home to be used for marketing purposes.
4. Post your home on their company website.
5. Post your home on their personal website.
6. Post an ad on Craigslist.com.
7. Schedule a Broker's Preview.
8. Schedule open house, if agreed upon.
9. Post your home to Homes.com, Trulia, and Realtor.com.
10. Install a lock box.
11. Install a for sale sign at your home.
12. Promote your home at company meetings.
13. Promote your home to top buyer agents in the area.
14. Mail a "Just Listed" postcard to 200 surrounding homes.
15. Personally prospect 3 hours per day, making approximately 30 contacts per day, looking for potential buyers.
16. Over the next 7 days, contact any current buyers, past clients, and his or her personal circle of influence who might be interested in your property.
17. Assist you in arranging interim financing, if necessary.
18. Arrange and coordinate all necessary inspections and walk-throughs.
19. Use tracking software to monitor online interest on your property and email reports to you weekly.
20. Provide a vendor list with a local handyman, electrician, etc., if needed.
21. Have a full time transaction manager monitor the progress of your file daily.
22. Negotiate offers, inspection terms, and coordinate move dates.
23. Keep you constantly informed.
24. Deliver your check at closing and review final closing statements.

Questions to Ask Your Potential Real Estate Agent

1. What do you think makes our home distinctive and how will this influence how you market our home?
2. How do you network with local realtors to increase their awareness of a home that you market?
3. How do you market properties online?
4. How many photos do you suggest for our home?
5. What is your negotiating philosophy?
6. How do you decide on the best pricing strategy?
7. Can you give me examples of when you sold a property for significantly more than your fellow agents thought was possible?
8. How do you determine the right marketing mix?
9. What are the pros and cons to having open houses?
10. What makes you and your company different from your competitors?
11. Are you more focused on selling more homes, or selling homes for more?
12. Do you provide staging guidance and if so do you charge for this service?

Frequently Asked Questions... and Answered

What recommendations would you make that would make my home more attractive and more in demand to homebuyers?

Because you were on the market previously, I would imagine that you already have some feedback that you received from the buyer's agents looking at your home.

Review the comments that you received while having your home on the market. What are the commonalities in those comments?

If it's an issue that's brought up over and over again, it's most likely something that you need to take care of to make that home more attractive. Now when you're choosing your next real estate agent, what I would suggest is that you start out in front of the home and try to do, as objectively as possible, a curb to curb. So walk through your home, interior to exterior, and make a big list a wish list of all of the ideal things that could be done, and then sit down with your agent and choose those items that are the most important to the sale of the home, and then from that list you can select the items that you are willing to do. And most likely your agent will help you coordinate repairs or staging services that will be needed at no additional costs.

Do most real estate agents actively prospect to bring buyers to my home and should they?

It is a good practice that many top producers have to aggressively market the homes that they list, not only to the real estate community, but also to their database, their leads, and the areas where they think the move up buyers may be coming from. And this is really the definition of a strong marketing agent they don't list your home and then go to Starbucks and wait for someone else to sell it. They are an active participant in adding value by maximizing the exposure because additional exposure equals a greater demand, which will often net you a greater price.

What is your post listing service plan? How should I expect my next agent to keep me informed in all that they are doing?

My suggestion would be first of all ask them what is their standard service plan? Make sure that that meets with your standard, and if it does not, ask them for the additional service items and updates that you feel you need. Most quality agents will stay in touch with you weekly by phone, will be very responsive to your emails and texts and will provide periodic reports about market activity showings, feedback and also internet traffic. So you decide what is the service that will make you feel like you have all you need to be comfortable, that all you are expecting is being done to sell the home.

Should I relist my home with my previous agent?

That's a great question. You could do that if you felt that their service was outstanding and that made sense. And yet something to consider- even if you were satisfied with that agent, most likely they have already exhausted all of their ideas, opportunities, and connections to sell your home.

It could be that a fresh start would be good for you mentally, would be good to put it back on the market under a fresh sign, and that a new aggressive agent may open up a whole world of new possibilities. So again, it goes back to how you feel about the agent that you had previously, and if they can come to the table and show you that they have new ideas, new options and new ways to market your home that have not already been previously tapped into.

What should I be looking for in terms of unique marketing?

Well, what I think you're going to want to do is ask the agent, put the burden on them to provide a custom marketing proposal. Agents will often tell you that price is the only thing that sells a home. And while price is certainly part of it, the way that an agent presents your home to the market and the aggressive manner in which they contact other agents, buyers and the public to expose that home to those potential prospects, can make a world of difference in the price that you achieve.

Exposure equals demand and a greater demand equals a higher price. So have them present their custom proposal. If you feel there are things that that proposal does not cover that you would like to have done, you can simply let them know what your request might be. Now if your requests are a little above and beyond the normal, they're a little out of the box in terms of expense, remember the agent is not earning anything upfront. So in a sense, they are taking on the risk and the expense of marketing the home. So it is not uncommon when there are usual things that you would like to have done that the seller potentially could front the cost for those items and the agent will pay you back all or a portion at the closing.

What databases, networks or sources of quality prospects should my agent have access to?

Most seasoned veterans are going to have a database of peers, of professional connections, of past clients, of course friends and family, and they'll probably be involved in professional network groups. So simply ask them – what is their reach into the community? And see what they say. And I think based on the answer, you're going to know right away how well connected they are.

Needs & Wants in My Next Purchase

Name _____

Address _____

Telephone: Home _____ Work _____ Cell _____

Children (names/ages) _____

Pets _____

Hobbies/special interests _____

Best time/days to look at homes _____

Reason for move/purchase _____

Current home: Purchase (Date/Price) _____ Estimated Equity _____

Other _____

Like about present home

Dislike about present home

Needs

Type of home (number of stories) _____

Style of home _____

Size of garage needed _____

Exterior desired _____

Lot size/yard features _____

Number of bedrooms needed _____ Number of baths needed _____

Special rooms needed _____

Distance to:

Employment _____ Public transportation _____ Church _____

School _____ Shopping _____ Other _____

Other special needs _____

Wants

Include features the buyer would like to have such as a family room, dining room, patio, porch, fireplace, heating/cooling systems, built-ins, recreation, sauna, hot tub, swimming pool, etc.

Estimated Purchase Price: _____

Upgrades That Boost Your Property Value:

- 1) Curb appeal is critical. You don't have to spend a fortune to give your home a facelift!
- 2) Kitchens and bathrooms can be a turn on or turn off. A complete remodel usually is not necessary and may not be a wise use of funds. Anything you can do to update on a budget in these rooms can make a significant difference. Replace an old appliance, changing an old toilet or upgrading the counter tops can be affordable and do make a big difference.
- 3) De-clutter and then de-clutter some more. Make your home decor as lean and clean as a model home. In fact, taking a walk through a few model homes could give you some simple staging ideas that you can implement easily in your own home.
- 4) Remove wallpaper and brighten up especially dark rooms with lighter colored paint. A neutral palette is best to allow the buyers' imaginations to run free.
- 5) Fix obvious defects: broken tile, torn screen, cracked driveway, etc. Buyers may feel these minor flaws are hiding bigger issues, or they may ask for significant discounts for repairs that won't actually cost you much to do.
- 6) Clean or replace carpet and remember to keep the color neutral. If your carpet is bad and there are hardwood floors underneath, you may be able to get away with stripping the carpet and cleaning up the floors. Even if they aren't perfect the buyer may prefer it to dirty carpet.
- 7) Ask your realtor to begin at the front curb and complete a curb to curb check up with you. They will be able to best advise you for your market conditions and price point what improvements are a must do and what improvements would be an over do.

Outdoors

- Keep lawn mowed, trim hedges
- Store hoses neatly; be sure sprinklers don't water walkways
- Repair gates, fences and sidewalks
- Remove or replace dead/dying plants
- Add color with blooming flowers
- Clear yard of all debris
- Sweep front walkway
- Paint, fix, or wash railings, storm drains, screens and doors

Garage

- Keep the floors clean and swept
- Store or neatly arrange all items
- Show maximum storage space

Bathrooms

- Polish the floor, mirror and fixtures
- Repair grout and caulking
- Repair running toilet or faulty plumbing

Closets

- Replace burned out light bulbs
- Hang clothes neatly; store shoes in boxes
- Not overcrowded, suggest inadequate storage space

Kitchen

- Clean appliances, cabinets and floors
- Organize cabinets
- Sink should be spotless
- Clear and clean countertops
- Repair faucets and appliances

Overall

- Wash windows
- Quick once-over with vacuum
- Flowers in main rooms
- Play soft music and add air fresheners
- Keep pets out of the way
- Oil hinges, tighten knobs and faucet

Key Features To Showcase When Marketing My Home

Note: This worksheet will give your real estate agent valuable information to help them showcase your home and highlight key features and benefits in the marketing campaigns. Supply as much detail as you can and they will know which items are best to use to add value and create excitement.

1) What I have enjoyed most about living in this community:

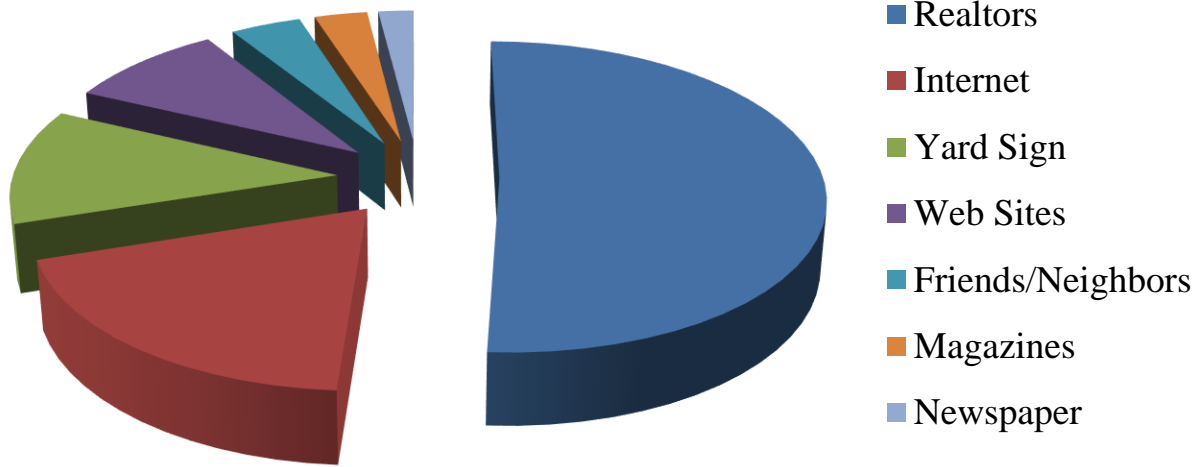
2) The most recent upgrades and improvements:

3) The features about the home we utilize most:

4) What we will miss most about living here:

5) The order I believe the photos should be taken to give the buyer the best sense of the homes style:

Where Do Buyers Come From?



NOTE:

The statistics above are from the National Association of Realtors and reflect the national picture.

4 Steps To Getting Your Home Sold:

Step 1: Make a Commitment to Act.

Funny as this may sound, I can't tell you how many times people have requested this report and then said to me, "If I would have known what to ask the agent before I hired them to sell my home, I would have avoided so many problems!"

I've shared just a few simple ideas in this report. Ideas that if acted upon could prove to be worth thousands of dollars when selling your home. But these ideas are only as good as the action put into them. Decide to act right now.

Step 2: List Your Objectives.

Not down what your goals are in selling your home. What is your ultimate goal? Selling quickly? Getting top dollar? Not selling before you have an accepted home offer on your next home?

What do you expect from the agent you hire? How and how often do you want them to communicate with you? Do you want an open house done? If so, how often do you expect it?

Step 3: Contact an agent that knows how to market your home effectively.

Of course, I'd love to be the agent you choose to work with, but let's face it, I'm not right for everyone. That's why I've given you the questions to ask your potential agent – or as I like to call them – your marketing partner.

If you would like additional information, please reach out to me at [\(517\) 204-5999](tel:5172045999) or via email at rbuffington@tomieraines.com.

Step 4: Act.

Do I need to say anything more? Reach out to me and let's talk about how to get your home sold for top dollar. Let's work together!

Referral Request

(if applicable)

I am leaving the area and need a referral agent to provide preliminary information to me.

My destination: _____

When I would like to be contacted by the agent: _____

Best method of contact: _____

When I expect to be in town to view homes: _____

(Please complete the enclosed needs and wants list
so that I can forward it to the agent in your
new destination so he or she can begin the search.)