

## #5A. Information And Tips On How To Sell In A Buyer's Market!

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**The single most important thing is to distinguish your property from the large number of similar homes that are available in the same price bracket as yours.**

### **#1 Is The Price**

The number one criteria for looking for a home is the price range that the Buyer can afford. The best strategy to get your home sold is to **price it right** from the start. That means not too low as well as not too high. The Buyer wants to believe that they are getting a value for their money. In a Buyer's market, Buyers don't have to fool with sellers who are asking unreasonable prices. Over-Pricing, and then making numerous, incremental price reductions, gives the impression of desperation. Under-Pricing makes the Buyer wonder what's wrong with this home that they don't know about.

### **#2 You Must Price for Maximum Exposure**

One of the most important things in setting the Price of your home, especially in a buyers market, is that you want to get the maximum exposure of your home to potential buyers. When you first put up that "for sale" sign, you'll be visited by a bevy of potential buyers who have been waiting to find the perfect home. Brokers call this "pent-up demand." "Your first six to eight weeks on the market is your hottest time.

The majority of buyers start, and some even finish their home search on the internet. When you search for a home, whether it is with an Agent, or on the Internet, the thing you use to limit the search is **price from - price too**.

- **DON'T nickle and dime with your price.**

If you price at \$304,900. This puts the home just over the \$300,000 cut of for many searches, and you get no exposure.

if you are at \$304,900 and they are searching the \$300,000 to \$350,000 range you have one of the worst looking homes. in the

In our Market, there are many more people searching the \$250,000 to \$300,000 range than the \$300,000 to \$350,000.

The reverse is true also. Consider a listing that is priced at \$354,000. It doesn't get anywhere near the hits it would get if it were \$350,000 or under, and even better, it will look like the best house for the price.

Every Seller wants to get the most money for their home that they can. Sometimes you actually have to ask for less to get more; more exposure, more offers. When pricing your home be sure to add consideration of Maximum Exposure to the process. You will be glad you did.

## **#2 You Need To Select The Right Agent**

- **The Agent MUST be able to educate you about the local Market**
  - **You want to Get #1 right the first time**
    - You want comparative data: Current vs. Previous Months and Years
      - In Your Price Range
      - New vs. Resale
      - Your Neighborhood vs. Other Areas
      - Days on the Market (How Long to sell comparable homes)
      - Changes in Median price of homes in the Market.
      - List-to-sell ratios:
        - Shows whether there is room to negotiate if you don't price right the first time.
  - **Use the data to set your price! DO NOT SET YOUR PRICE BY:**
    - How much you want to take away from the sale.
      - "I need this much for my new home."
      - "I want to make at least this much
      - or "My neighbor got this much and my house is better"
  - **Find the agent who can expose your property to the most buyers**
  - **The Agent's Company**
    - How many agents does the company employ to promote your property to buyers? The more the better.
  - **Check the Internet. Make Sure Your Agent Is In The 21<sup>st</sup> Strategy.**
    - Compare the Agent's & Agencies' Web-site quality and traffic. That's what Buyers are doing to pick their Agent.
  - **Does the Agent have a specific marketing strategy/ plan for your property?**
- Screen Agents, interview several, asking each for the information listed above**

## **#3 Get The House Ready For Buyers**

Once you've settled on a price, your next step is most important job is to distinguish your property from the large number of similar homes that are available. Make sure everything is in good working condition. Do your own "inspection" before the first Buyer arrives. Consider Curb Appeal. You only get one chance to make a good first impression. Spruce up all the landscaping front and back. Inside cosmetic changes have become more important as buyers have gained power in the housing market. You and Your Agent should "Stage the House" to create a more inviting living space. The house should feel as open and bright as possible. "The buyer should walk into the house and go, "Wow,"

#### **#4 If You Get An Early Offer**

If you get a lot of activity -- visits and second showings -- don't respond instantly to an offer. Tell buyers you'll allow a couple of days to give adequate time for multiple house hunters to view your home. Even in this difficult market, well-priced properties may get multiple offers.

#### **#5 Don't Quibble Over Pennies**

Don't worry about squeezing an extra \$5,000 out of your potential buyer. Sometimes it's better to focus on getting the deal done without any extra hassles. Tell buyers you'll cut them a deal if they agree to buy the house without some of their contingencies, or in lieu of repairs or curing some inspection defects.

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#### **PART 5B. CONSIDER THIS:**

#### **Selling in a Buyers Market might not be as bad as you think!**

I think that I can show you how it is better to be in a buyers market than a sellers market. Think about this, if you were selling in a sellers market, you might get more for your home than you thought. It might sell very quickly with multiple offers, and you, as the seller are very happy. In contrast, Selling in a buyers market can mean longer days on market, aggressive pricing to be competitive and getting less for your home than you thought. On the surface that doesn't sound very good, but consider this...

After you have sold your current home, you are probably going to buy another home.  
**YOU ARE NOW A BUYER.**

When you are a Buyer in a Sellers Market, it is not a very desirable circumstance...

- No Contingencies accepted
- Few homes to choose from
- Narrow window of time to make an offer
- Rapid Increase in asking prices
- Multiple offers from other buyers
- Take it or leave it attitude of sellers

But when you are a Buyer in a Buyers Market you are in a great position...

- Contingencies accepted with offer
- Large number of homes to choose from
- Time to look and think about making an offer
- Asking prices are coming down  
(You might buy more home for the same price)
- Sellers offering incentives to buyers

A Sellers may think that the market will turn around one of these days and I will wait until then to sell. That is one of the worst times to sell. You will get less for your home because you rode the market down and when you do get it sold you are now looking at paying more because the market is going up and asking prices are increasing.

While you are the Seller in a Buyers Market you need to:

- Price it right for maximum exposure
- Price it right and sell it while the market is going down
- Price it right and put on your buyers hat early
- You might get less than you thought and
- But you should be able to buy more with what you get

It is always more fun being a Buyer in a Buyers Market but, with some careful planning, and research, even while you are the Sellers in the Buyers Market, you can have a positive experience.