

Q & A for Sellers!

These are some questions that sellers may have after the house has been on the market for some amount of time:

Q: Why don't we have any showings or more showings?

A: There are many variables for not having showings. They are, but limited to: the price is too high and is not on the buyer's "radar screen"; the wrong location; the remarks in the listing do not indicate any updates; the supply is too high; high interest rates; objectionable physical conditions for ride bys (on or by a major road, lack of curb appeal, down a hill, etc.); unfavorable floor plan; taxes too high. There are dozens of reasons of reasons. We need to meet to go over the "objections to overcome them".

Q: Why aren't we getting any offers?

A: We will assume you are getting showings (we have to have showings to get offers). You are the "bride's maid", i.e. you are at the alter but not getting married. You generally need to know what the feedback is and then try to "overcome the objections".

Q: Why are we getting low offers?

A: The house may be priced too high; the house might have been on the market too long (stale) and the buyers think that you are desperate by now; the buyers see on the "History of the Property" report how many times you have reduced the price and figure you will continue your trend of coming down; the house is vacant and the buyers think that you have two monthly housing payments and you will be desperate; more to come!

Q: Why are you, my listing agent, not showing the house?

A: If I have gotten calls on it (I would tell you) and if this house does not fit the buyer's needs, they won't want to see it; if I have not gotten calls on it, then I can't show it; I may not have any

buyers in my buyer inventory at this time. The buyers can contact me from the sign, from my website and from the internet. Of course I would like to sell it; I will not have to split the commission in half and will make twice as much money at closing. I also like working with myself!

Q: Why aren't you advertising in the print media (newspaper and Home and Land)?

A: The National Association of REALTORS® research shows that less and less buyers are using this media to search for homes. They are using the internet and their REALTORS® (90% use the internet). I am budgeting my money for the media that works. I have kept records and when not advertising with the print media, this has shown not affected the sales of my listings.

Q: Why don't you use flyers in the tubes on the sign?

A: I have printed 100s of flyers for very few if any calls. A lot of neighbors and non-qualified buyers pick these flyers up. If the buyer is interested in the house, he can contact me or his REALTOR® directly or he can check my website or the internet and then contact me or his REALTOR®.

Q: Why to you keep asking me to reduce the price?

A: The bottom line is the price. If the house is not priced right, it will not get shown, there will not be an offer and there will not be a closing. You hired me to sell your house. It is my responsibility to discuss the market with you and to keep you up to date. You need to understand all the market factors and how they affect your house.