

## 6 Truths About Today's Marketplace That Every Home Seller Needs To Know

- TRUTH #1: Buyers buy after "shopping around." In their search for the best buy they are comparing your property to the others currently on the market.
- TRUTH #2: Sellers control the pricing and sale-ability of their homes buy buyers control VALUE. A property is worth what the market (buyers) will pay.
- TRUTH #3: If a property sits on the market for more than a few weeks it gets shop worn (stale...like an old donut) Price it right in the beginning while it is fresh and buyer interest is at its peak.
- TRUTH #4: Most properties must be sold three (3) times.
- First—to the real estate agents who have the buyers. If they don't see it as a decent value, they may not show it.
  - Second—to the buyers. If they don't see it as an attractive offering, they'll look elsewhere.
  - Third—to the lender who will make the loan and the lender's appraiser. If this group doesn't see the value...no loan.
- TRUTH #5: What it means if...
- No showings—Agents don't see your offering as worthy of showing to their buyers. Or, buyers themselves aren't interested enough to look.
  - No offers—Buyers don't see enough value to even negotiate or try to buy.
- Truth #6: Overpriced properties actually help well-priced properties sell.