

# HOUSE FOR SALE

Turning “*For Sale*” into **SOLD!**

*Realty3 Carroll & Agostini – Mitchel Agency – Valley Properties*



Realty  3

Carroll & Agostini

Mitchel Agency

Valley Properties

# 3 Factors that Impact Sales

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1. Setting the *Right* Price
2. Attracting the *Right* Buyer
3. Creating the *Right* Format

Setting the *Right* price, attracting the *Right* buyer and creating the *Right* format for the transaction will turn a “For Sale” into **SOLD!**

# Setting the *Right* Price

- **Location** – The area will heavily affect the amount of \$\$\$ you can hope to receive.
- **Property Condition** – Property with curb appeal, fresh paint, updated features/fixtures, “staged” for visual interest and mechanically-structurally in good repair will sell faster and at a higher price.
- **Market Conditions** – ‘Supply and Demand’ will frame the buying and selling environment. That will make a huge difference.

**Pricing *right* will get you more \$\$\$**

# Different Types of Buyers

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- First Time Buyers
- Corporate Relocation Buyers
- Move-Up and Scale-Down Buyers
- Investment Buyers
- 2nd Home Buyers
- Bargain Hunter Buyers

**All these buyers have  
their own Buyer Agents!**

# What Buyers Want

***Buyers want value for their dollar and they are willing to pay top dollar for it!!!***

- Buyers purchase based on:
  - Price, Location and Property Condition
- Buyers want a property that has:
  - Exterior Curb appeal and Structural Integrity
  - Move-in Condition and Open Layout
  - Clutter Free with a neutral color pallet
  - Updated features/fixtures

**When you to sell, the house is no longer your “home” it’s a product to be marketed.**

# Marketing to Attract the Buyer

- 80% of the buyers that are looking for property look primarily on the internet only
- Buyers want interactive tools to analyze and compare competing properties to determine what they want to see
- Buyers contact their buyer agents to set appointments from their property searches

**Newspaper advertising is no longer effective in attracting buyers and marketing property for sale**

# Collaborating for a Win/Win

***Sales can be structured in many ways so that buyers can buy. Offers can include:***

- Points, Closing Costs, Credits
- Home Warranty Products
- Down-payment and closing terms
- Mortgage and inspection contingencies
- Mutually agreeable terms and conditions
- Additional compensation for the buyer agent

**It doesn't matter how the offer is structured. What does matter is the \$\$\$ you get to settle your expenses!**

# Got Questions?

***To effectively manage the selling of your most valuable asset you need to:***

- Set the right price for your property
- Attract the right buyer and
- Create the right format for you and the buyer to achieve a win-win outcome
- You need to select the right professional

**I can provide you with the skills to turn your “For Sale” into SOLD!**

# About Realty3

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- Realty3 is a large independent firm with a local presence and an International Network
  - Offices to serve you throughout the Central CT and CT Shoreline areas
- Realty3 is a full service real estate firm with the following divisions:
  - Residential, Commercial, Foreclosure, International & US Relocation, Auction, Rentals, New Construction, Property Management
- Our highly skilled professionals are ready to help you with any of your real estate needs



# The *Right* Professional

- SRS - members of an elite group of trained seller client advocates that know the importance of their client's specific needs by using Seller Counseling Sessions to insure all needs are addressed.
- Extensively trained in a wide variety of marketing methods to uniquely promote your property to the widest range of buyers.
- SRS designees understand that negotiation skills are critical to a successful transaction and are trained to position their client to receive the best possible outcome during negotiations of the sale.
- SRS designees adhere to the highest level of professional ethics and business practices in delivering 'Client Level' services with integrity.
- Know the importance of staging for best results. Staging, along with accurate pricing, is critical to attain desired results.
- SRS designees have an advanced level of understanding on how to collaborate with a variety of cooperating agents of all skill levels in the marketplace to insure that the 'best' buyer has an opportunity to purchase your property.