



Realty  3

Carroll & Agostini

Mitchel Agency

Valley Properties

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

# Why Listings 'Expire'

# 5

## Factors for Success

- **Price** – Without proper pricing, a property will take a longer time to achieve a sale and will yield substantially less dollars in your pocket.
- **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” properly 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. This determines value
- **Terms** – Sales are structured in many ways so buyers can buy. It doesn’t matter how the offer is structured. What matters is what you get to settle expenses.

**Factors must be correctly aligned!**

# 1

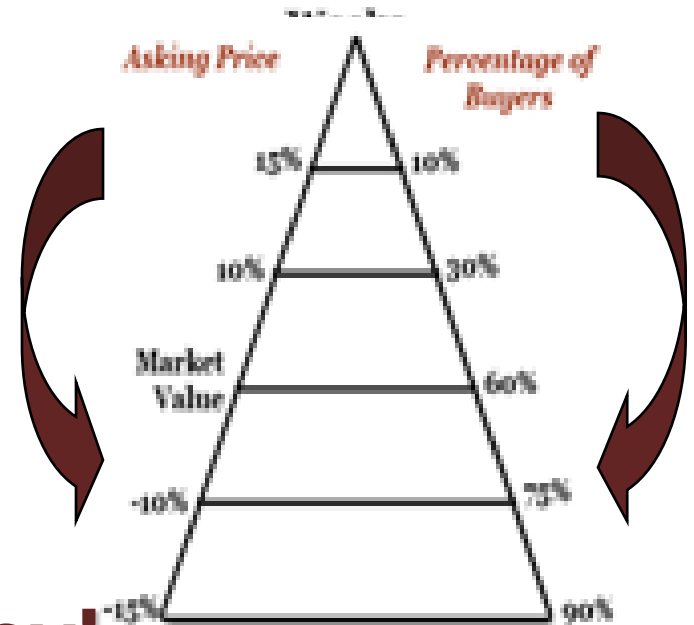
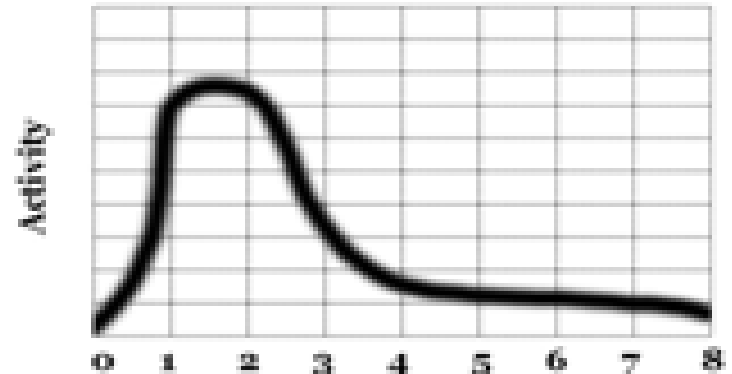
# Correct Price

Timing is very important. The graph shows the importance of a realistic price from the beginning.

A property attracts the most interest when it is first listed and has the highest chances of a sale when it is new on the market

As the triangle graph shows, more buyers purchase at market value than above. The percentage of buyers increases even more when the price drops below market value.

If you set your asking price AT or Above market value, you are reaching less than 30% of the buyers and you are limiting your chances for a successful sale.



**Accurate Pricing is Key!**

# 2

## Location

### **Location, Location, Location!**

- After price, buyers then turn their focus to the neighborhood location
- Curb Appeal says “Come see the inside, since it looks so great from the outside”!
- To make the outside attract buyers:
  - Painted front door & trim
  - Update front door light fixtures
  - Insure that the front walk & steps in good shape
  - Enhance with flowers; plantings; landscaping

**Pay attention to outside details!**



# Property Condition

***It takes \$\$\$ to make \$\$\$!***

- Structural and mechanical repairs must be made – no one wants your problems
- De-Clutter! Buyers cannot see past your piles of stuff or toys. Store in basement or attic.
- Fresh neutral paint and colors go a long way to increase your ability to sell for top dollar
- Rooms must be staged to create an open layout and visually appeal to today's buyers
- Update lighting fixtures, flooring, kitchens and bathrooms to yield more \$\$\$
- Remember – when you decide to sell, it is no longer your home – it is a product to be SOLD

**Updated Interiors Pay Off!**

# 4 Market Conditions

- ‘Supply and Demand’ affects property pricing
- A “Seller’s Market” means
  - Low level of property for sale in a particular area or price range
  - Large pool of buyers looking for property in that area or price range
- A “Buyer’s Market” means
  - High level of property for sale in a particular area or price range
  - Small pool of buyers looking for property in that area or price range

**Market Conditions Affect Your Sale!**

# 5 Terms of the Offer

*How offers are structured can make the difference between 'No Sale' and **SOLD!***

- Many loan programs allow buyers to wrap some financing costs into offers
- Most offers have mortgage, sale of existing home, home inspection or other contingencies
- Some offers include 'rebates' for credits, additional buyer agent compensation
- It doesn't matter how the offer is structured – all that matters is what you get to keep to settle your expenses!

**'Terms' make the Sale!**

# Getting the Right Advocate

When the right professional is advising you,  
your listing doesn't have to expire

- Understanding the 5 factors, I can help you re-position your property for more effective and successful results
- By re-analyzing your property with you, we can enhance your property's best features and make adjustments to neutralize the factors that prevented you from selling

**Contact me for a professional assessment  
that will position you for success!**

# 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 designees are members of an elite group of trained seller client advocates that know the importance of their client's specific needs.
- SRSs utilize elevated skills to achieve successful results through the Seller Counseling Sessions, staging property, and cutting-edge marketing methods to uniquely promote your property to the widest range of buyers.
- SRS designees adhere to the highest level of professional ethics and business practices in delivering 'Client Level' services with integrity.
- 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.