

5 Factors that Cause Properties NOT to Sell

Location

Over history it's been said the three things to look for in buying a property are (1) Location, (2) Location, and (3) Location. There are positive and negative factors to almost every location. Let's pretend your property is right next door to a fire station. You need the kind of marketing professional that can sell the benefits of not having to worry about your new home burning down, or perhaps the savings on fire insurance. Seriously, no matter where your property may be located, there is a ready, willing, and able buyer in the marketplace. You just have to be creative and sell the benefits.

Condition

Making a good first impression is important in getting a property sold. Painting the front door and trim, making sure the doorbell works, putting furniture and clothing in storage, and cleaning off counter tops are just a few of the little things we suggest to our clients to make a home more marketable. We would be more than happy to provide you with an analysis without obligation.

Price

How soon you want to sell has a direct relationship to the price you receive for your property. A very important statistic to look at when pricing your property properly is the average sales price to list price percentage. This gives you a realistic guideline as to what's really happening in the marketplace. It may not be what you want to hear; however, for an honest price analysis of your property, call us and we will share with you the price we honestly expect you to receive in today's real estate market.

Terms

Are you flexible as to possession dates? Many times serious buyers that are relocating to an area only look at those properties that offer immediate possession.

The Company you Select

We pride ourselves on selling properties that other agents couldn't sell and understand the frustrations involved when sellers are not able to accomplish their real estate objectives. If you're serious about selling and not just listing your property, call us today for an honest evaluation of what it is going to take to get your property sold. We will share with you our proven marketing systems that have enabled us to help so many sellers accomplish their real estate objectives! All REALTOR®'s are not the same, and the biggest difference is the expansiveness of their marketing campaigns. We would welcome the opportunity to tell you about ours!