

How to Sell a House

That Didn't Sell The First Time

If your home has just come off the market and hasn't sold, don't be discouraged. Many homes listed for sale don't sell the first time. The reason may have nothing to do with your home or the market. If your MLS listing has expired and you still want to sell your home, before you put your home back on the market, take a step back, analyze what happened during the previous marketing process and review your situation. I believe with right marketing tools a well priced home can always be sold regardless of market conditions. With the right Realtor, the home sale you want is still within your reach. Here are the major factors that influence the sale of a house:

Pricing:

The "right" price depends on market conditions, competition and the condition of your home. Pricing a home too high can be more dangerous than pricing it too low. If your home doesn't compare favorably with others in the price range you've set, you won't be taken seriously by potential buyers or their agents. The correct selling price of a property is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in Abbotsford and particularly in your neighborhood. When you're selling your property, the asking price you set is a critical factor in the return you'll receive. Realtors have known it for years – Well-kept properties, properly priced in the beginning always get you the fast sale for the best price!

Marketing:

Multiple Listing Service is a great tool to sell real estate. But a MLS listing and an ad in the paper may not be enough. Statistics show that more than 80% of home buyers start their search on the Internet. Real estate agents must use technology to be competitive in today's marketplace. Say good-bye to any real estate agents using only old & traditional methods to sell your home because they don't work in today's market! Agents who use new, innovative and non-traditional marketing approaches combined with traditional methods are the ones who are getting more homes sold fast and for top dollar. You need to develop a powerful marketing plan that exposes your property to most of the prospective buyers. We have unmatched online presence in Abbotsford and you can use this to market your home for top \$\$\$.

Preparation:

Is your house ready? A house that presents well, sells for the best price because it outshines the competition. Remember when you bought your home? Examine your house as if you were buying it. While you want to make your house look good to the buyers, you must be careful when spending money. Can you recover that money when you sell your house? We can give you tips to prepare your home for sale. Are you ready? Detach your emotions, it's a business decision not an emotional one. Say to yourself, "This is not my home; it is a house -- a product to be sold much like a box of cereal on the grocery store shelf.

Make the mental decision to "let go" of your emotions and focus on the fact that soon this house will no longer be yours. Picture yourself handing over the keys and envelopes containing appliance warranties to the new owners! Say goodbye to every room. Don't look backwards, look toward the future.

Feedback:

By receiving detailed and dependable feedback on the progress of your sale, you can find out what the buyers and other agents think about your home. The feedback from the agents who have shown your home should be communicated to you weekly. (you shouldn't have to ask the agent if he/she does this. Most agents do not. But the ones that do will tell you upfront. This communication with aid you in the right decisions about what to do next. How well did this occur the last time you had your home up for sale? We provide constant showing feedback, so you can make informed decisions.

Commission Structure:

If you were a Realtor, would you have wanted to show your home based on the amount of commission being offered? A trusted consultant will give you a break down of the different commission structures available. All commission rates just as all agents are not the same.

Buyers are Out There...And Yes...They Will Come!

Where to start?

Start by making a commitment to sell, then do your homework. With the right marketing systems, selling your home is not "Mission Impossible". Before re-listing your home, realize:

- Effective communication is vital between you and your real estate consultant.
- Price your home according to market conditions, competition and condition.
- Be sure your house is in showcase, buyer ready-condition.
- Have an innovative marketing plan firmly set in place.
- Work with a trusted consulting team vs. a "salesman"
- All commission rates are not equal

Call us today for FREE, no obligation consultation. Give us a call at 604 614 9294 and I will be more than happy to assist you.

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