

# 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 I suggest to my clients to make properties more marketable. I would be more than happy to provide you with a Merchandising Review free of charge. A Merchandising Review is a list of Factors that cause properties to sell. I spend the extra time necessary with every client to assure all the little details are taken care of. It's that attention to detail that sets me apart.

## 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 me and I will share with you the price I 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. Are you willing to assist the buyer with financing? Sometimes a seller who is willing to assist with financing will help a property to sell. Call me directly for a complete analysis of all the terms you could offer to make your property more marketable.

## The Agent and Company You Select

It really comes down to trust. Choosing a real estate professional is no exact science, to be sure. What's important is that you feel comfortable with them as a person, and as a professional. Add to that a comprehensive marketing plan and a set time to communicate and you have the foundation for a great working relationship. Know that making sure you have a resource you can count on and an advocate you can trust is my top priority. Call me to schedule a complimentary consultation. I'm here to help!