

## Your Home Failed to Sell

**Don't despair, turn things around and sell fast. It is easy, when you follow the right plan.**

It can be a lot of extra work keeping your property in show room condition, and the longer you do it, the more it can **wear on you**. You probably have great ideas about what you want to do with your equity (cash), now locked away in your property. It can be downright **frustrating waiting for those offers** that just don't come!

For the most part, these **frustrations although common, are completely unnecessary!** You see, there are many people that want to buy your property right now, who just don't know it is available, how or why they should buy it.

You may have already hired an agent to help you take care of these issues, but it is becoming more and more evident that he/she is not performing. Your agent may be one of the hardest working and earnest people around, but if he/she doesn't know, or practice the most important steps in selling your property, you are likely to be waiting a while.

Often times, people make the understandable blunder of **assuming all agents are about the same. Nothing could be further from the truth!** You would be more accurate saying that all doctors, or all attorneys are the same, as they have all spent many years meeting the standardized education and testing required to practice.

Yes, real estate agents must be licensed by the state, but you could probably get a **real estate license in less than a month**, I did! In truth, it is not a very discerning standard. What's worse, the information taught students agents to pass the certification test, has almost nothing to do with the ideas that will help agents help their clients.

This is not to say that real estate is easy, to be an effective real estate professional requires a skill set comparable with other professions. Unfortunately, **there is no set program for teaching agents**, and very few have the ability, opportunity, or wherewithal to develop these skills on their own. There are a lot of nice people in real estate, but few self directed, effective professionals.

Selecting an agent is key to your success. In addition to selecting a top professional, you will need to listen, trust and follow their suggestions. This will be a team effort, with your agent organizing the tasks and strategies. To succeed, everyone must do his or her part.

Your agent will suggest to you the obvious steps related to getting the property in top condition, pricing strategies, promotion materials, financing and terms. To be successful, we have to get qualified buyers to see your property. At a minimum, your agent should promote your property with other agents in your market, and buyers with whom he/she is already working. Most importantly, target market to the most likely buyers.

Newspaper or similar publication **ads result in sales only about 2% of the time**. This "old standby," is obviously not very effective. There are still effective ways to run an ad, but it will be different than what you (and almost all agents) are thinking. **Target marketing creates much better results** because the message is delivered to those people most likely to have an interest.

For example; your property might be a great move-up home, for people in a nearby lower priced area. It might appeal to people who work or play near your home, someone ready to retire and down size, or many other different possibilities, particular to your property. The first step is to identify these groups, while the more important step is contacting these folks with the "right" compelling message.

My extensive knowledge and experience in direct response marketing, target marketing, computer automation, and data mining, make these critical projects possible. In fact, many can be effected within hours. There is a difference too between knowing what needs to be done, and having the ability to get it done.

The more qualified, earnest buyers we bring to your door, the more competition we spark, the faster your sale, the lower your aggravation, and the higher your sales price.