

GPS FOR PRICING

Going In The Right Direction

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- What Can an Agent Control
 - Marketing
 - Financing
 - Advice on Condition
 - Websites
 - Making it easy for other agents to show
- Showing not just telling the homeowners how to get the best possible price for their home
- One Step presentation or two....
- Know Your Audience
 - Profile of Buyers And Sellers for NAR
- Let the seller answer the questions we have one mouth and two ears for a reason
- Fear
- Tell The Truth
- Who determines the price of the home
- One liner from low to high price
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- No style, no bedrooms, no baths
- Available first, then unavailable then expires (if you have them)

- Statistics
- Appraisers
- Proper Pricing
- The Value of Proper Pricing
- Determining Value
- The law of diminishing returns
- Questions to ask the seller
- Available Listings the one liner
- Closed Properties one liner
- Statistics
- Imaginary Lines
- Competition

- Narrow down the fields, let the sellers show you!! Use a yellow market
- Past History, closed list...
- Agents have to sell the house three times
- Saturation rate
- The Big Questions?
- Narrow down the fields and bring it home
- Have your iPad ready
- Sellers buy in
- Emotion

- Offers
- Public records, RPR & Zillow
- The sellers complaints
- Do Updates make a difference?
- Condition
- Get the sellers out of the way
- Negotiate the sale when you take the listing
- Ways to improve your sellers position
- Before it becomes money
- Play nice in the sandbox!

Reach for the moon, even if you don't make it you will be among the stars!!!