

Where Does *your* home Rank?

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Successful sellers are always aware of how their property compares to the competition. Use this chart to see where your home ranks in the market.

50% of homes fit in to the frustrating category where there is some activity, showings but no offers.

The middle 30% has very little activity at all, few showings and no offers.

The top 20% of homes for sale are the most active in the marketplace. This is where the action is – and these sellers can start packing!

20%

Show *and* Offer

How You'll Know!

There are numerous showings -- and more importantly, most of the buyers say your home has placed in their top three. Objections are replaced with conversations about what they would consider.

Why?

You've done everything right. You've treated the problems and priced your home to get maximum buyer and agent interest.

What To Do?

An offer and sale are forthcoming. Start packing your bags and get ready to move on to the next phase of your life.

30%

No Interest

How You'll Know!

- There are only a few showings.
- Buyers spend little time in the home.

Why?

Agents choose to show homes and buyers choose to purchase homes that appear to offer the best value relative to location and size.

What To Do?

It's simple. You need to get your home on the playing field. At this point, you might be waiting for lightning to strike, but you're wasting valuable time. Reduce your price and/or make changes to improve the show-ability of your property.

50%

Showings *no* Offers

How You'll Know!

There are a number of showings, but there always seems to be some objection. The carpet is dated, the house is too small, it's on a busy street... and they found a better home somewhere else. Seldom do they say they are even considering yours.

Why?

This home is playing the used role. Buyers and agents are using your home to confirm that the other properties are better buys.

What To Do?

It's simple. Crystallize the objections, (the market will tell you,) and treat them. If you don't treat them, change your asking price to reflect the problems.