WINNING NEGOTIATION STRATEGIES

customer Home Advantage

How the proper mindset can benefit you.

"It's All About Me." The first stage starts with simple reasoning. Home sellers determine their current situation and then consider the optimal outcome. They start doing some simple "me" math… "I need to get $X from the sale to buy my next home, and I currently owe $Y on the home, so I'll go ahead and sell it for $Z and that will get me what I need." It is simple, it is logical, but unfortunately it has nothing to do with the current market value of their home. If a seller in this stage of the process consults with a weak real estate agent, then the house goes on the market for $Z and it will fail to sell.

"What's Wrong With My House?" If the homeowner has hired a great real estate agent, this stage is never encountered. But with 60% of the homes failing to sell, many homeowners hit this stage. Some spend a lot of time here, as they do not know how (nor are they enlightened by a great real estate agent) to proceed to the next stage. This stage is the beginning of depression for the home seller. They do not understand why few or no people are looking at their home, and they start to wonder what their real estate agent is doing to get the home sold. Ultimately, it is during this stage that many home sellers start to do the research about selling a home that they should have done before hiring their real estate agent. Sadly, many find that they are in a world of hurt.

Homes fail to sell because they are not being marketed correctly and/or because they are overpriced. Home sellers usually do not put a lot of thought into hiring a highly qualified real estate agent because it never dawns on them that it matters. But it does. Today, 94% of home buyers are using the internet, so home sellers who hire a real estate agent that does not have a dominant internet presence will most likely be ineffective at getting the home sold. This stage continues until the seller's pain threshold has been met, and then they decide to get serious.

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*Not intended to solicit currently listed properties.