Initial Listing Price Negotiation

Agent: Mr./ Ms. Seller, since we just reviewed current market trends, the comparable recent sales of homes similar to yours, and homes that did not sell because they were over priced, using similar homes to yours as a guideline, how much do you think a buyer who has access to this same information on the web is going to pay for your home?

Seller: $500,000

Agent: You feel that buyers are going to pay around $500,000 for your home even though the market data shows they pay under $450,000 for homes like yours, correct?

Yes, may I explain why that concerns me….

Do you know the # 1 most common and costly mistake that sellers make today – costing them hundreds of thousands of dollars of never to be regained lost equity? A: PRICE

Let's say for a moment that the market stats are correct, the multiple listing service sales figures are correct, the comparable sales are correct and the homes that did not sell figures are correct. Can you do this for a moment? (Comps - $425,000 - $450,000)

Now, if the actual buyers for your home has all cash and calls their Realtor next week to send them everything under 450,000 because they need a home right away, would your home be put on the list of homes to see?

Agents don't show homes to buyers that are prequalified and preapproved in a price range. Do you think an agent show your home to someone that is not qualified or that can not afford to buy it? Wouldn't they be wasting your time, hurting the buyers and ruining their own reputation?

Since most buyers for homes like yours are from out of town and will never see your home, never find it in an online search and never see it from their realtor since it is out of their price range, can you see that no amount of marketing is going to sell an over priced home?

Remember the market time vs. selling time rule. To avoid losing thousands of dollars in lost equity we need to price your home so that buyers find it, right? So how much do you feel we should ask for you're your house?

Seller: Well, can't we get _____?

Agent: NO!

Seller: Okay put it at the right price.