

Show it Right - Sell it Quick

By Wee Dilts

Prepare the property first then show and sell.

Congratulations! You've done your homework. You've interviewed professionals, established a realistic price, completed all repairs. You've made the property sparkle and stage the property for showing.

Now that the sign is in the yard, every hour of every day is show time.

Lights—Camera—Action!

Many sellers post a showing checklist on the refrigerator so they can see it every day. They keep the house in showing condition at all times.

Showing Checklist:

1. Dishes are done and put away.
2. Beds are made.
3. Curtains are open.
4. The house is as bright as possible.
5. Radio and televisions are turned off.
6. Toilet seats and lids are down.
7. Waste baskets are emptied.
8. Washing machine and dryer are turned off.
9. Clothes are hung neatly in the closet.
10. Pets are in their proper place.
11. Children are in their proper place.
12. Lights are on.
13. Guest book and flyers are in a conspicuous place.
14. Jewelry and loose moneys are put away.
15. The entire house is neat and orderly.

Set the Stage

Do everything to create an expansive look. Arrange furniture in a manner that keeps walking areas clear. Keep the center of the room open.

Your collections, photo-lined walls, and overstuffed chairs and ottomans are not an advantage when showing property.

Staging tips:

- * Rent a storage unit.
- * Thin out stuff.
- * Remove clutter.
- * Spackle nail holes.
- * Clear counter tops.

Serious buyers are mentally moving in. They will look in closets and cabinets. Clutter and disarray make areas appear small.

Smoke and Mirrors

Mirrors - Mirrors make tiny areas seem large. Model homes use mirrors extensively; shouldn't you?

Consider mirrors for small bathrooms, dining areas, hallways, and bedrooms.

Smoke - If you smoke, stop smoking inside the property. You could lose a buyer who is allergic to or doesn't like smoke.

Make an Open House Decision

- * Are you comfortable letting people look through the property unattended?
- * Do you want to sit in the house and wait for people to come?
- * Do you want to spend the money for advertising?

If your property is not on a busy street and highly visible, you can forego an open house.

Greeting the Buyer

When the buyer arrives introduce yourself and have them sign the guest book, which should provide space for:

1. Name.
2. Address.
3. Telephone number.
4. Comments.

Showing

If the buyer is not accompanied by a broker, go through the house with them. Let them browse, remain unobtrusively in the background. Don't hover. You're there to answer questions.

If they're accompanied by a broker, ask them and the broker to sign your guest book. Ask them to take flyers. You don't have to leave the house, but let the broker show.

Don't push. You might spook a buyer. Invite them to come back. A buyer who comes back is interested.

Follow Up

Make a follow-up call to ask if they have any questions and if they have any interest in purchasing. They may give you valuable feedback.

If a broker has shown your property, call them for feedback.

The more information you have the more apt you are to sell your property. Receive feedback graciously.

Flyers

Provide two types of flyers:

1. A property information flyer, which includes:

- * The property address.
- * Heading.
- * A floor plan on the back of the flyer.
- * The asking price.
- * The terms offered.
- * Number of bedrooms.
- * Number of bathes.
- * Square footage.
- * A list of upgrades and improvements.
- * A list of amenities.
- * Your phone number.

2. A loan information flyer which includes:

- * Two or three different financing plans.
- * Current interest rate choices.
- * Various down payment and loan options.
- * Terms and monthly payments.
- * FHA and VA terms.

Flyers can be as simple or as elaborate as you wish to make them.

Precautions

There are some precautions you should consider:

- * People may want to see the house without an appointment. You decide.
- * If it's convenient, you may show; if not, ask them to schedule an appointment.
- * Confirm appointments.
- * Do not show the property after dark, ask them to set a daytime appointment.
- * Real buyers want to see the property during daylight hours.
- * If a person drops in and claims to be a Realtor, saying they would like to preview for a client, get a business card and ask them to sign the guest book.
- * NEVER allow your children to show the property.

Important Negotiating Tips. When you and the buyer negotiate a contract, there are a couple negotiating techniques you need to know:

1. "No!" is a complete sentence. You don't need to elaborate. Say No and shut up.
2. At an impasse, the one who speaks first loses. A good negotiator learns to keep quiet.
3. Reduce agreements to a simple form, put them in writing for both parties to sign. Use your states' approved purchase agreement.

A Truism: Verbal Agreements Are Worth the Paper They're Written On.

If you've read the article, you've learned how to:

- * Keep the property in showing condition.
- * Greet the buyer.
- * Show the property.
- * Stage the property.
- * Talk to the buyer.
- * Follow up.
- * Make a guest book.
- * Make Information flyers.
- * Decide to hold an open house.
- * Take precautions.
- * Negotiate.

Good Luck Selling