

# Weichert<sup>®</sup>

After months without selling,  
maybe it's time to try

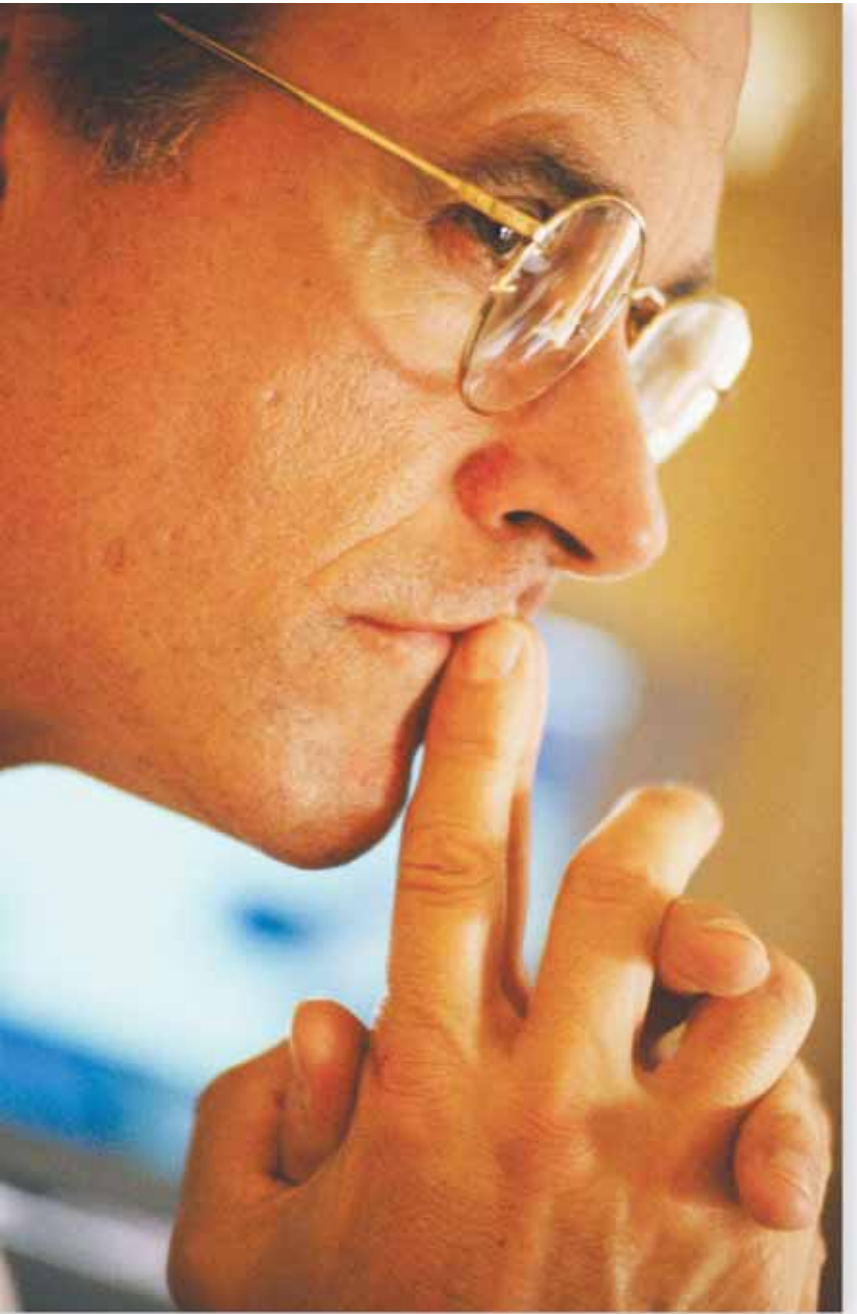
*a whole*

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# “Why didn’t my home sell the first time?”



**Maybe you know very well what went wrong. But maybe you don't.**

It's possible, at least, that there was more to it than you realize. At Weichert®, we think it's important to pinpoint the cause or causes as best you can before you decide whether to put your home back on the market. Could any of these have been the case?

- Your home was overpriced, perhaps even drastically, because your agent failed to readjust to current market conditions.
- Your real estate agent didn't price and sell your home based on a true understanding of your neighborhood.
- Your home didn't look its best, because you weren't advised to paint, make repairs and/or perform a general cleanup.
- Your home wasn't shown enough because:
  - There was no lockbox to allow easy access
  - Your real estate agent wasn't always available at night or on weekends
- Your home wasn't marketed properly and/or didn't get enough exposure:
  - Inadequate Internet exposure
  - Inadequate print advertising
  - No open houses
  - No open house exposure for other real estate agents
  - Inadequate signage
- You simply didn't choose the right real estate agent from the right real estate company

# “Does it really matter which real estate agent I select?”

## YES.

All real estate agents are not alike. The best way to change the outcome – should you try to sell your home again – is to be very thorough when you choose a new agent. I suggest you get to know the person you're interviewing by asking plenty of questions. Here are some suggestions. You'll probably have others based on your experience.

- Are you familiar with the market and the benefits of my neighborhood? My community?
- Where do you feel your strengths lie?
- What will you do to attract buyers to my home?
- What are the strengths of your Open House program?
- How will you make sure enough people find my home online?
- Do you offer a range of services that attract buyers?
- How would you determine the best asking price for my home?
- How many home sales did you participate in last year?
- Can you provide references from buyers and sellers with whom you have worked?



# “What’s the best way to determine the Market Value of my home?”



If you found that real estate agents were not previewing your home enough, not showing it enough or you were just not receiving offers, there is a very strong chance that your home was not priced at Market Value. Before determining what your home’s Market Value is, it’s important that you realize what it is not.

## **Do not be misled by any of the following factors:**

- Your home’s appraised value or what the tax office says it’s worth
- What you need or want out of it
- How much it is insured for
- What you heard your neighbor’s house sold for
- How much homes cost where you’d like to move
- The investment you have in it financially or in memories and treasures

Instead, the true Market Value of your home is exactly whatever a buyer is willing to pay you at the time.

## **This will be based on:**

- Today’s market
- Today’s economic conditions
- Today’s competition
- The relative merits of your home, your property and your location

# “How can I tell if my home is priced properly?”

In the end, the only way to judge whether your home has been listed for the right price is by the offers you receive and the speed of your sale. However, you can gauge the many benefits of Market Value pricing along the way.

## Increased Realtor Response

When real estate agents are excited about a property, and its price, they make special efforts to contact all their potential buyers.

## Exposure to More of Your Best Prospects

People shop comparatively. At Market Value, your home will be seen by more people who can afford the price and who feel it's the best value in its price range.

## Better Response from Outreach

Calls generated by advertising, direct mail and “for sale” signs turn into showings more frequently when price is not a deterrent.

## Higher Initial Offers

When a home is priced right, buyers are less likely to make a low offer for fear of losing out to another buyer who offers full price. However, if your home is overpriced during the first few weeks, when the most buyers visit, they won't make any offer at all.

Allow me to perform Weichert's unique Price Trend Analysis, which goes beyond just looking at comparable neighborhood sales, and I can help you arrive at a selling price representative of your home's true Market Value.



Price Trend Analysis			
The Weichert, Realtors approach to helping you get the best price for your home.			
Your Property: _____		Milestone Defined As: CE _____	
Location: _____		Reported By: _____	
Set Price: _____			
Comparative Closed Sales 12 Months Ago	Comparative Closed Sales 6 Months Ago	Comparative Under Contract Sale Prices Current	Comparative Active Sale Prices 0-60 days
Address: _____	Address: _____	Address: _____	Address: _____
Sq Ft on Market: _____	Sq Ft on Market: _____	Sq Ft on Market: _____	Sq Ft on Market: _____
Price: _____	Price: _____	Price: _____	Price: _____
Average Price: _____	Average Price: _____	Average Price: _____	Average Price: _____
Percent Over on Market: _____	Percent Over on Market: _____	Percent Over on Market: _____	Percent Over on Market: _____
<b>PAST</b>	<b>RECENT PAST</b>	<b>TODAY</b>	<b>FUTURE</b>
Current Inventory Analysis Snapshot			
Current Active Listings: _____	Current Pending Sales (Over 30 Days): _____	Average Days on Market: _____	

As of 10/10/11 10:00 AM EDT

**Weichert**  
Realtors

# “Don’t all real estate companies offer more or less the same service?”

Not necessarily. I honestly believe Weichert, Realtors® supports my own hard work by arming me with a unique approach to selling your home. Here are the main elements of what I call “The **Weichert** Difference”:



## **Online Marketing**

We’re an industry leader for online exposure to homes. I can use our aggressive Internet marketing strategy to feature your home on websites that are literally visited by millions. When potential buyers express interest, **Weichert** has an approach that guarantees an immediate personal response.



## **Enhanced Open House Program**

Here’s an easy way for more potential buyers to see your home. With the strongest commitment to Open Houses in the industry, I will prepare, conduct, and follow up your Open House in ways that are uniquely effective.



## **Dynamic Marketing**

**Weichert’s** dominant presence in real estate advertising – both in newspapers and relevant publications as well as through direct mail – can improve your chances of selling by maximizing the pool of potential buyers who can see your home.



## **Weichert Gold® Services\***

Working for one of the nation’s largest privately-owned providers of home ownership services\*\*, like mortgages and insurance, means I can attract and help pre-qualify even more buyers. We also offer mortgage options that make your home more affordable.



## **My Expertise as a Neighborhood Specialist**

I have been trained to use my thorough knowledge of your area to correctly position your home with potential buyers and to market the benefits of the community.