

Answering Your Most Frequently Heard Question

When someone asks, "How's the market?"

"It really depends...

Are you interested in buying? Selling? Investing? Or renting?

Each is VERY different.

Which part of the market are you interested in?"

Why Should We List with You Instead of the Competition?

"We see ___ times as many properties, and we sell them ___ times faster, for ___ times more money on average, with ___ percent 5-star reviews. Is this the type of results you're looking for?"

Let's Talk Pricing Strategy

The unique three-option pricing strategy

"Most agents offer a one-size-fits-all strategy based on the data. We've found our most savvy clients wanted options. So we developed the ONLY 3-price strategy that's been highly effective for our clients.

The first is what I call the 'needle in a haystack' approach where we price it as high as possible hoping for that one 'unicorn' buyer to come across your home and be willing to pay above market value.

The second approach is to price it right at fair market value according to data from the comps.

Or the third approach – the one I recommend – is to create a bidding war for your home by pricing it just below market value to create a frenzy of activity and multiple offers to give you the best return on your investment not only financially, but in timing.

I'm not attached to any of these. What I want to do is provide you options to get you what you want. So... what do you want to do?"

Setting Expectations & Pricing in the High End

Compare “old market vs. new market” to hammer home what high end sellers are facing and to help them naturally reach the conclusions you desire:

“We run a more intelligent, data-driven business. For example, in the old market, we would launch the most comprehensive marketing strategy in our area. And the data shows we’d get 1500+ impressions online, 27 parties through our Open House, that would produce 14 showings, six second showings, two offers, four counters, and ultimately, a closed sale and a happy seller.

In the new market, inventory is up and buyer demand is flat. Showings are flat. Offers are flat. But what’s worse, when we counter an offer, 75 percent of buyers don’t respond to our counter. They simply move on to the next home. Think about that... [Pause.] There’s so much more inventory for buyers today.

What does that tell you about the new buyer psychology?
And how should we price the home?”

The Other Agent Said They Could Get Us More

"I could line up a thousand agents outside your door, but we're all looking at the same data and will likely come in within one or two percent of each other. So if someone is promising you much more, you've gotta ask yourself what they're up to. Are they just wanting to take your listing to generate a bunch of buyer clients? What's their motive?"

4 Questions to Generate More Business

One way or another, you should be asking these four questions to everyone you know or come in contact with (within reason, of course):

1. Have you had ANY thoughts of selling?
2. Are you living in your dream home now?
3. At what price – now or in the future – would you become a seller?
4. Do you know anyone who's thinking about selling?

Getting Price Reductions in the High End

Start by requesting a meeting to review the process.

During that meeting, walk them through all the numbers and provide a comprehensive update on the market, almost like you're giving another listing presentation.

Show them everything you've done to generate exposure.

Then say this:

"So here's what we have to decide. Right now the agents in the marketplace, the overall market, and most importantly, the buyers have rejected our price. What would you like to do?"

Then, be quiet until they talk.

If you've earned their trust, they're going to ask for your recommendation. At that point, say this:

"I'm going to strongly recommend we amend the price to be in alignment with what buyers are willing to pay in this marketplace. I recommend we price it at ____."