

Seller's Guide to Maximize Price

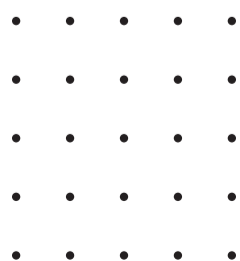
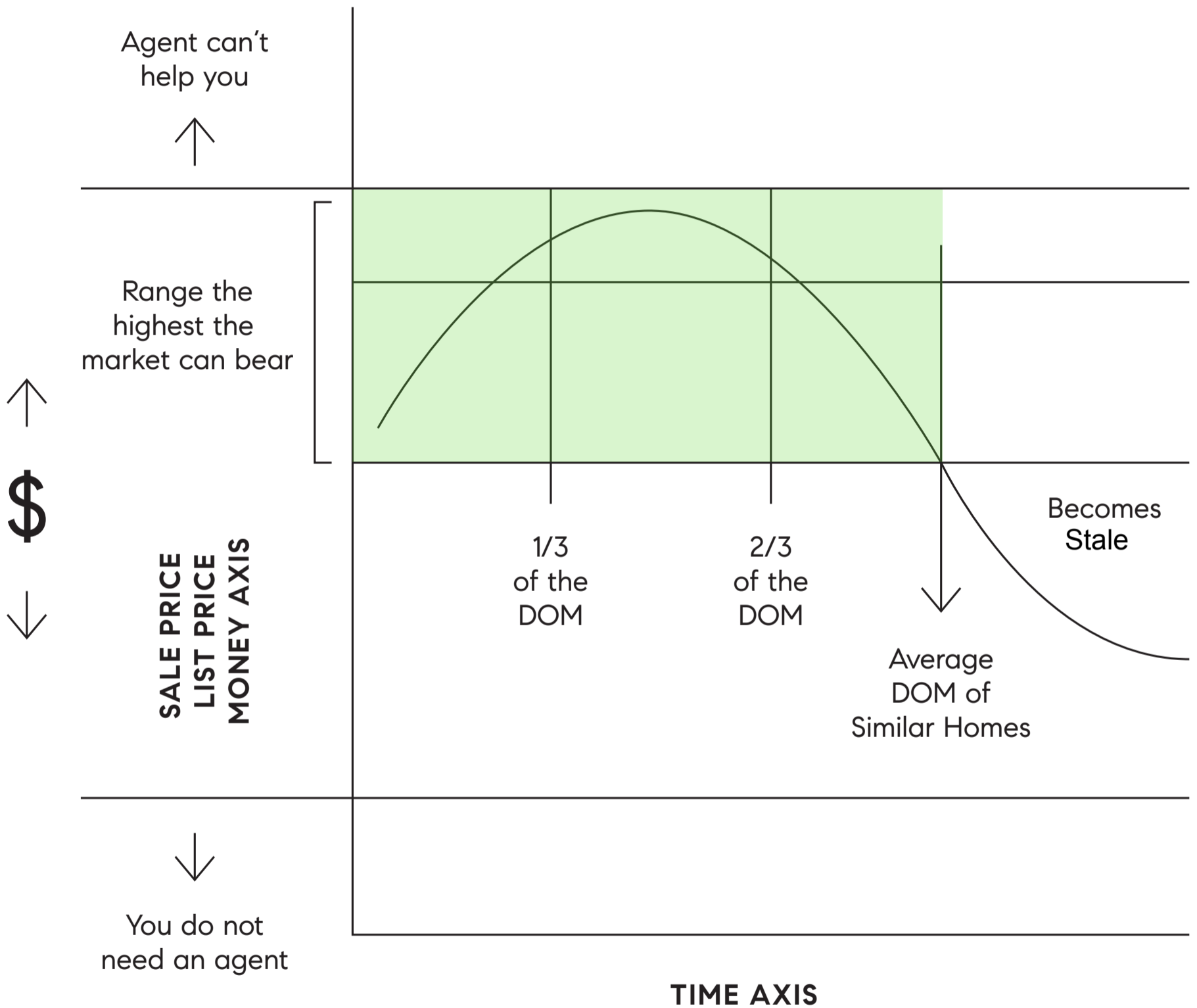
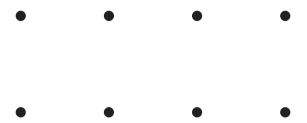


The Coffey Team



COMPASS

Time/Money Matrix





COMPASS

We compete on our proven process to sell at the highest the market will bear as your partners.

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We are listing experts. Often, we even list and sell what previous agents were not successful in achieving. What do you think most agents say was the problem? Price? What do you think most sellers think was the problem? That's right, marketing. Agents think price and sellers think marketing. What do you think reality is? That's right...It's both. We have a foolproof plan where we can show that you will KNOW you are not leaving money on the table and getting the highest the market will bear.

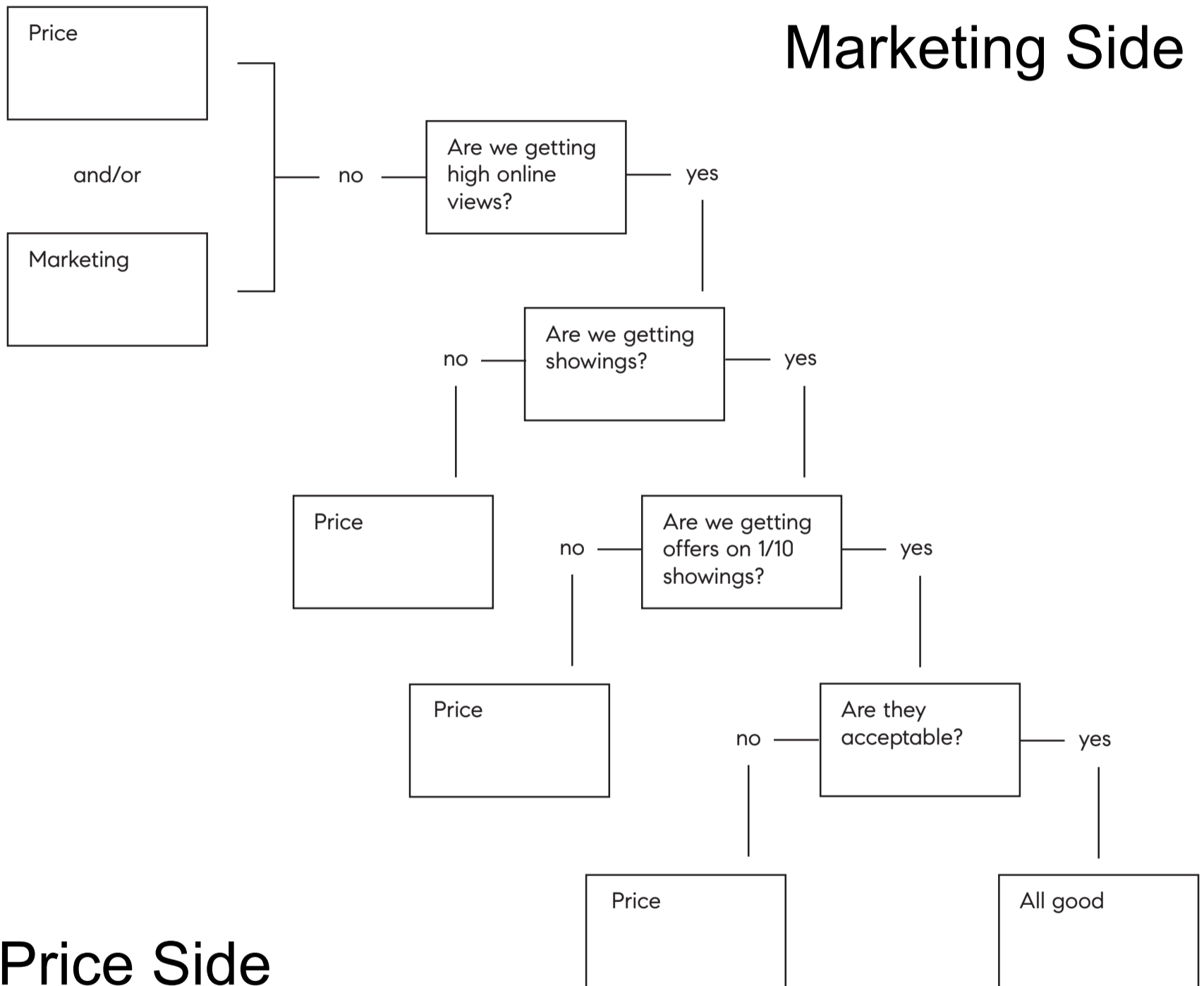
If we decide to work together, we are partners in this transaction, you have the asset and we invest up front our time and money to market and expose it, which is our commission percentage buy-in to the transaction. You have to trust us that we are the best to market, negotiate and sell your property and we have to trust you that you are going to stick with us through to the end. Too many sellers feel they don't control anything so they have to change agents. They think the agent can "out market the market". Neither the seller nor the listing agent can change what a buyer is willing to pay, but we CAN work together to expose it in it's best possible light to the largest number of qualified buyers.

Why are price improvements sometimes necessary? We have to fish where the school of fish are, and sometimes we are close but not exactly there... If you have the exact same house that just came on the market vs one that is 6, 9, 18 months or longer on the market, what is your perception of the seller and property of the one that's been on the market? That they are either "not serious sellers" OR that, worse "what's wrong", why did all the buyers in the past 6+ months reject this property over others?



Sellers often think, "I am not in a rush, I don't want to give it away, I need to leave wiggle room" etc. That approach is almost always going to net you LESS than pricing it right from the start or correcting/adjusting quickly. The best buyers are the ones already in the market when a new property hits the market, not ones that have picked over the inventory. That's why we create the buzz with the pre-launch campaign. If you are too high, you will 1) be competing against superior properties 2) not even be seen by the right buyers and 3) only attract lowball buyers and repel serious buyers b/c they don't want to offend anyone.

Price Maximization System



How to Maximize Sales Price

Price

- Belle of the ball with buyer fighting for it, will be competitive on conditions, etc.
- Do not get stale, stay exciting (price drop data from Compare)
- Review expired, Price Improvement data of similar listings
- Track Online Showings (MLS, Zillow, Compass), Live Showings (Showing Time), Offers (data), Feedback (Showing Time, Verbal)
- Track market
- Price Graph
- Follow Price/Time BluePrint
- Avg DOM
- Inventory (Buyer/Seller Market)
- Price Brackets (pro Showing Time)
- What are the potential objections? Price is great equalizer
- Holding and lost opportunity costs when held too long.
- Price Improvement strategy maximizes final sales price.

Presentation

- Staging
- Clean up
- Scent, Music
- Landscaping
- Concierge Loans
- Paint
- Scent (animal, mold, smoke)

Marketing

- Social Media (Pinterest stats)
- Niche Marketing
- Zillow (our proof)
- Agents who focus on this kind of property
- Location (Compass)
- Superior video, photos, materials
- Circa Old Homes

Knowledge

- Pre Inspection?
- Lien search
- Appraisal?
- Special financing? (lender, seller, etc)
- List Report (Mort)
- Estoppel
- Municipal liens
- Personal liens
- Permits, etc.
- Survey
- Flood insurance transferable?
- Mold, etc
- Disclosures
- Biggest Red Flags: Roof, AC, Electric, Plumbing, Sewer, Septic, Elec Box, Structural

Access

- Lockbox
- Short Time Frame
- Provide easy access to buyers and agents

Access

- Warranty (inc seller warranty)
- Termite Bond
- Have systems serviced (AC coils cleaned, pool equipment, etc.)

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Promotion

- Buzz, coming soon
- Open House (SEE other's there) - Public and Broker
- Bonus? (is to buyer agent or decorating)
- Commission to buyer agent
- Sign
- Neighbors
- Does Seller wants me to encourage offers OR hold firm on price?

Sell at the top of market

Watch Interest Rates.

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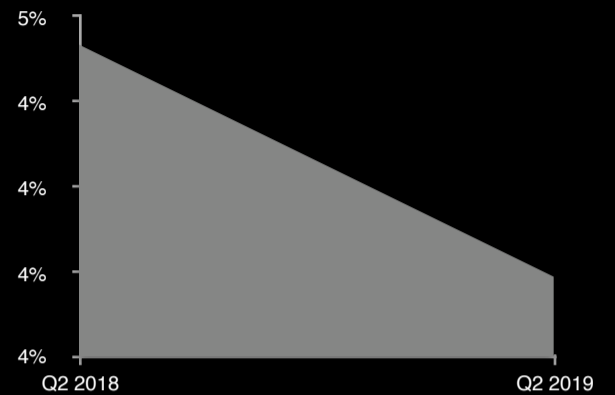
Watch Real Estate Metrics.

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Watch the Inverted Yield Curve.

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30 Year Mortgage Rates



67

Days on the Market



up 7.4%

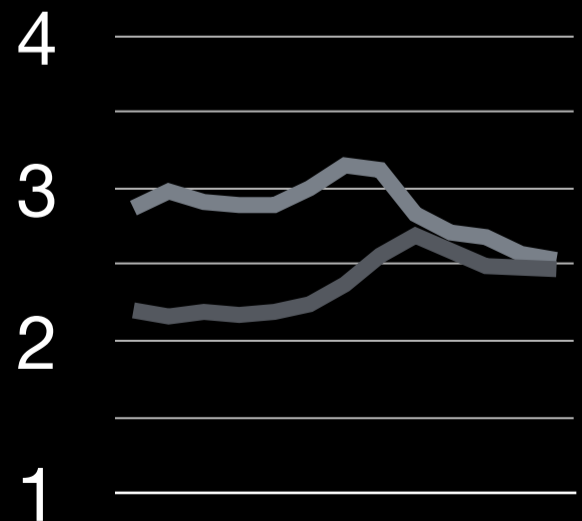
Inventory



up 5.1%

Average Price Sold

Short Term Yield % Long Term Yield %



4/2018 - 4/2019

Sell at the top of market

Watch the Stock Market.

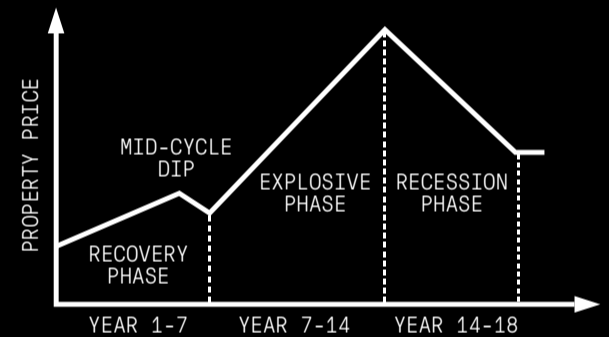
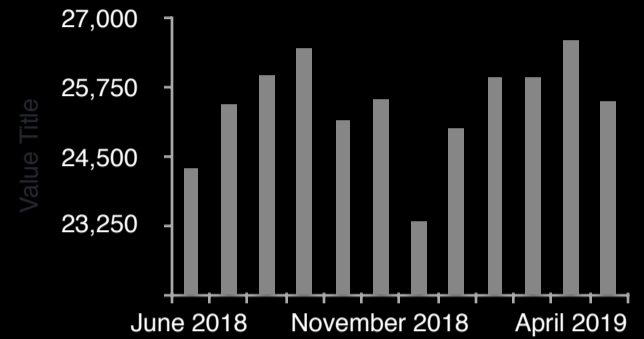
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Real Estate is Cynical.

Watch the Geo Political Climate.

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Dow Jones Industrial Average



Trade Deals



Politics



Taxes