MY HOME DIDN'T SELL NOW WHAT?

A GUIDE TO GETTING RE-INSPIRED

#1 NOBODY IN THE WORLD SELLS MORE REAL ESTATE THAN RE/MAX®

Not intended as a solicitation for properties currently in an exclusive agreement with another broker.

DO ANY OF THESE EMPTY PROMISES SOUND FAMILIAR?

I'LL SELL YOUR HOME, OR I'LL BUY IT

I ALREADY HAVE A BUYER FOR YOUR HOME

I HAVE AN EXCLUSIVE BUYER NETWORK

I HAVE ACCESS TO BUYERS WORLDWIDE!

THINK LIKE A BUYER

HOW BUYERS SHOP

Buyers look at affordability first and foremost. Most are already pre-approved by a lender and know exactly how much they have to spend. Whether it's with their agents or online, buyers shop in price ranges—typically $25,000 increments.

With that in mind, it's far better to price your home at $399,995 or $424,000 than at $405,000. This is to make sure the buyer who is qualified to buy your home will actually see it.

DETERMINING YOUR ASKING PRICE

It's important when using comparables to determine your asking price that the homes are close in proximity, similar in size, and similar in appearance to your home.

Just as you want the most money possible for your home, your buyer wants to pay the least amount of money. The buyer isn't interested in how much you paid for the home, what you paid for upgrades, or how much money you need to make from the sale. They are only interested in whether or not they want those features and whether or not the home is worth the price you're asking. Look at your home as critically as you can.

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8 QUESTIONS TO ASK YOUR NEXT REAL ESTATE AGENT

1. HOW EXTENSIVE IS THE SOCIAL MEDIA MARKETING? IS VIDEO PART OF THE SERVICES OFFERED?
2. ARE YOU GOING TO HAVE PROFESSIONAL PHOTOGRAPHY?
3. WILL YOU RECEIVE STAGING ADVICE?
4. IS THERE A PRE-MLS STRATEGY?
5. HOW ACCESSIBLE ARE YOU? HOW OFTEN WILL YOU COMMUNICATE?
6. ARE THERE ANY UPFRONT FEES?
7. CAN I CANCEL MY CONTRACT IF I AM NOT SATISFIED?
8. DO YOU PARTICIPATE IN DUAL AGENCY?

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TIME TO MOVE IN A NEW DIRECTION

The goal is to sell your home for the most amount of money in the shortest amount of time. *It is our goal to get you excited about your home sale again!*

UNTIL THE HOME SELLS, THE REST IS LIP SERVICE

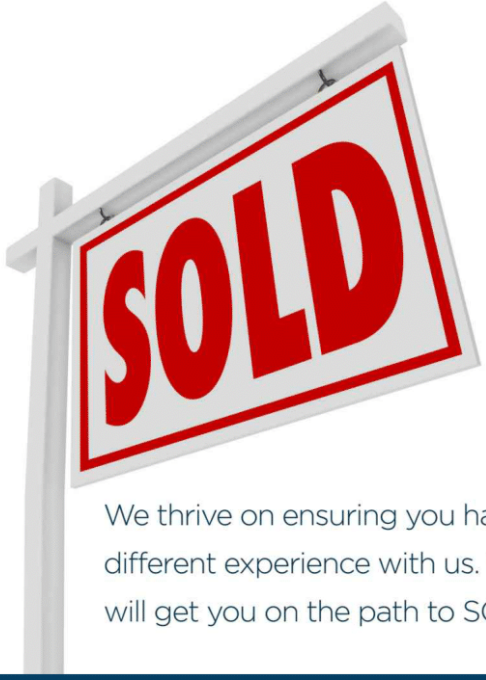
We stand behind our success so much that you can fire us at any time. If we don't live up to your expectations, you can cancel our contract.

LET OUR NUMBERS SPEAK FOR THEMSELVES

#1 NOBODY IN THE WORLD SELLS MORE REAL ESTATE THAN RE/MAX®

Go Ahead And Google Us!

THE ONLY WORD THAT MATTERS



We thrive on ensuring you have a different experience with us. We will get you on the path to SOLD!

"5-STAR REAL ESTATE AGENT"

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