

# Parker's Selling Team

105 E Pennsylvania Ave Southern Pines, NC 28387

## 7 Crucial Steps to Ensuring Success!

1. Understanding the "Total Market" approach to positioning your listing to attract the greatest number of buyers. It is not just about what you think your home is worth or what the house down the street sold for!
2. Using the "Total Market" concept to accurately derive the value of your home. A standard CMA is simply not enough! Apply a thorough knowledge of market choices, home comparisons and an aggressive pricing strategy to set the value on the front-end.
3. Pricing your home to appear lower than market value, yet actually asking more than market value. Using a unique approach to pricing will set your home apart from the rest.
4. Properly advertise and market your home. Utilize technology and a fresh approach. Don't just use the stand-by newspaper ad. Ads like that just don't work in today's market.
5. "Detailing" your home for sale. Your goal should be to set your home apart from the competition. You should instantly create more interest in your home over others on the market.
6. Learn how to qualify buyers and negotiate offers. The financial market place is extremely volatile. It changes day to day. You need an expert who can advise you to what is possible, what is likely and what is a pipe-dream. Get familiar with negotiation strategies, styles and possibilities. Work through the most likely outcomes with your agent.
7. Understanding and helping the buyer obtain financing. Work with them to get through contingencies, Understand how to make closing happen!!

The better you understand the process and can systematically apply these steps, the better the results. Better results mean more money and a quicker sale. When you decide to sell your home, whether you list with an agent who can assist you with this or decide to work through them on your own, these 7 steps are your best guide.

## I "MATCH" Buyers and Sellers!



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