

# Things a prudent seller ought to know before listing their property

At Coldwell Banker Bainbridge Kaufman Real Estate, we don't believe in gimmicks to get your home listed; we believe in hard work, highly-trained associates, smart marketing, and using all the technological tools at our disposal, like internet marketing and digital photos.

When you interview agents from other offices who offer “gimmicks” like a plan to buy your home if they fail to sell it, or offer a discount commission to “buy” your business, consider the following:

## **We Will Sell Your House, or We Will Buy It.**

It is very appealing to most sellers to know that they have a guaranteed sale if their agent fails to sell their home, but you should ask some very pointed questions if you are offered a plan like this. Questions like:

- “How many appraisals do I have to pay for?”
- “Am I guaranteed you will purchase the house after I pay for the appraisals?”
- “How much of the appraised value will I be offered?”
- “Do I have to use the same company to buy my next home?”
- “What kind of repairs, inspections and warranties am I required to purchase, at my expense, to qualify for this plan?”
- “What kind of additional fees, like a commitment fee, am I required to pay?”

The plan offered by one of our competitors requires multiple appraisals, offers 90% of the value if the appraisals are within 5% of each other, requires that you purchase a home through their company, requires that you pay for a home inspection and complete all recommended repairs, plus purchase a home warranty, and pay a 2.75% commitment fee. If you are willing to do and pay for these things, is there any reason why your home shouldn't sell on the open market?

## **Reduced Commission**

Some agents may offer to reduce their commission in order to “buy” your business. At first glance, it may be appealing-after all, everyone wants to save money, but ask yourself:

- Do I want an agent who is already willing to negotiate away his or her own money before he/she even has the business?
- If an agent is willing to give up his/her own money, how willing will he or she be to give up my asking price?
- Do you want to hire an agent that doesn't think they are worth what they charge?
- If they are “cutting” their commission what services are they offering, or are they “cutting” them, too!

Because commissions are split between the listing and selling agencies, reduced commissions affect not only the listing agent, but other agents, in and out of their office, that have potential buyers. They will have to take “the hit”, too. Given that agents work on a commission basis, many of the better agents incur their own advertising expenses, cost of laptops and personal web sites, digital cameras and the list goes on. If you were a top producing agent and you were showing homes to a qualified buyer, one with a discounted commission and one with a full commission, which one would you try hardest to sell?

**Discount commission vs. discount services.** If you have an agent offering to cut their commission you would be well advised to take a hard look at the services they have to offer. With many of these agents/offices the only way they can compete is to discount their service. They don't have the tools and technology that a good agent needs to compete in today's market: laptops, photo slide show presentations on multiple web sites, national advertising, professional tools and programs, their own homes magazine, their own in-house lender. The average buyer is between the ages of 28 and 45. They want well-trained, techno-savvy experts to guide them through the home buying process. Don't hire an agent whose marketing plan is the “old” 4 P's. PUT the sign in the yard, PUT the home in the MLS, PUT an ad in the Tribune and PRAY that someone sells it! It will cost you \$\$\$ in the end.

At Coldwell Banker Bainbridge Kaufman Real Estate, we have well-trained, techno-savvy agents equipped with the best tools in the business and we can prove it! Our outstanding 39.84%\* residential market share for selling more homes to buyers than any other firm in the Crawford County area. We are NUMBER ONE and we are got that way through our *superior service*. Isn't that what you want?

*\*This representation is based in whole or in part on data supplied by the Greater Meadville Board of Realtors or its MLS Service. Neither the Board or its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Board or its MLS may not reflect all real estate activity in the market.*