



Chris Heller Expired Presentation

Continuation...

Chris: Lets look at what's going on. I'm aware the house was for sale for 2.2 m. why the hell it hasn't been sold? Neither of these 47 homes, there are 9 in escrow, all with an average asking price of 1.8 and 1.770M. Now that's what they're asking not necessarily what they accepted. If we look at all of the properties that has been sold in the last 6 mos, keep in mind that a good portion of that 6 mos was a better market meaning that there were fewer homes for sale than now. That brings the average down to 1.6M. Now you have an above average home, don't get me wrong, and an above average neighborhood and above average condition. But there's a limit to what we are gonna be able to do. So really what we need to look at is do we really want to price the home to sell or we have put in a price that causes it to sit? Do you know what happens if the home sits on the market?

Scott: it gets bad ramp

Maryanne: Is it worst to have the home, I mean we have a little bit of time to work with we don't need to leave in 30 days but we understand that you don't want it sitting in the market for 6 mos...but we also don't want to just take the first, you know, were not so eager to sell but we need to sell within 30 days and price it super aggressively we want a good price but we also do want to sell it. We are thinking if we could compromise a bit too...

Chris: Sure! That's certainly an option Maryanne, we could price it higher and then come down but then again lets go back to this chart, do u its going to be easier to sell it 30-60 days from now when there's more homes and more competition? Or is it gonna be easier?

Scott: Its hard to say you know

Chris: Well lets look at this if your selling that car that's in your driveway out there and there are 5 other cars selling the same car in your neighborhood, you'll probably have a tough time getting it for sold for a higher price but if it was just 1 car, u have enough leverage right? Same thing with houses does, the longer we wait, and as inventory begins to go up the trend continues and the longer we sit on the market for more than 3-6 mos maybe 9 mos u know what the buyers may think?

Scott: That its overpriced?

Chris: Yeah and they're gonna wonder what's wrong with it and with a home like yours, they'll see there's nothing wrong with it, so their only conclusion is that its overpriced. And u know what happens if its overpriced? (1) is they won't even make an offer or (2) get a lowball offer to compensate the fact that its perceived as its over priced. So if you want to maximize the amount of the property, we have to minimize the amount of time its in the market. I know you've heard about the saying less is more? Sometimes a lower asking price means a higher sales price...we minimize the amount of time that's in the market.



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Maryanne: But being in the buyers market, don't they want that they are able to negotiate? If we sit firm on our price then how does that come across?

Chris: Now that's a great question Maryanne, now that's what's my job is. My job is to be able to communicate to the buyer and their agent, that we've taken the negotiation and we've priced the home to sell. And I have no problem explaining to them we could have priced it higher and I understand there are no deadlines on you hanging over your heads but in light of what's happening on the market, the smart move is to price it right to begin with and hold firm on that, we can price it a bit higher or price where it's gonna sell and hang firm. If it's higher, there might be anyone to negotiate with and we want maximum exposure we can say that we're taking out the negotiation and we have priced the home to sell. Worst case is we have to say no to someone and we have to call you guys each week that we have a low offer that we have to turn down or not call for any offers at all.

Chris: So you're in the driver's seat. I can't accept anything that doesn't work for you and if I can't get it up for the right price, we'd say thanks but no thanks

Scott: Would you consider what we talked about the other 2 agents about a possibility of taking a less than 3% listing?

Chris: Let's finish talking about this because there are sort of unrelated things. The market is the market, I can't control that nor can you, all we can do is get to reality and get the best decision there is. It doesn't matter what the commission is if you're unable to sell it for what the market will bear, then there's not a whole lot that I can help you

Chris: So back to this question, can you sell it for that and still do what you want to do and are you willing to?

Scott: we could...are you willing to?

Maryanne: I think there are a lot of truths about what Chris is saying and that there is a lot of possibility that there are a lot more houses in the market. If we could list it at this and sell it close to that, I will be happy. I wouldn't want to sell it for much less than that. But if you feel confident that we are gonna be firm on this price then I feel comfortable with that.

Scott: Do you mean list it for the price that we are gonna sell?

Chris: Yes, list it for 1,799,000. We can expect movement but I don't anticipate a lot of it

Scott: I feel like I want to have it at 1.850 at least for some period of time

Chris: Scott let me ask you this, if you go at a higher price which is an option, you run the risk of people either A) not coming to see home or B) other agents saying if you like this, you will love the other home at 1.7M. They will use your home to sell other homes and that's not what you want is it?

Chris: I'd rather have you in a position of strength and leverage when it comes to negotiate knowing that we have the best value in the market because what's happening in the market, things change quickly. Right now that's the right price, a month from now, there might be homes that are selling lower in the market or homes that's been on



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the market reduce their prices then all of a sudden this doesn't look good as what we look at it right now. So we want to minimize your exposure to that, makes sense? And really what do you have to lose? If no one's able to pay that price, the 1.850M wouldn't have worked anyways right? And so if someone's willing to pay that price that's mission accomplished right?

Scott: But if we list it for 1.850 there might be someone whose willing to pay for a 1.850...

Chris: Well good point, ultimately though your home is worth at what we list it for or what you want or what I think. Ur home is worth of what the market can bear as well as the what buyers are willing to pay for the home. So if the market thinks that this is worth more than 1.8M were gonna get more than 1 offer and if we do, the prices should bid up to where it should be anyways so if the market perceives it as being priced too low, we will get more offers, how would you like getting 2 or 3 offers at the same time instead of just 1?

Scott: That would be great! Were just not in the market where things are gonna sell for more than the list price typically

Chris: If the market thinks there's still homes selling multiple offers if their price is what market perceives as with great value

Maryanne: Will you be happy if we sell it at that price?

Scott: If it were 2 mos before the new home was being done and trying something a little bit more...something higher

Maryanne: I think Scott is used to always negotiating prices same with the other properties that we sold, there are always negotiations happening back and forth. I mean I don't want to sell it for much less than that. If we list it at this and end up selling it for 1.750M I'd be disappointed. I don't know! I think buyers coming in, they expect a little bit more of flexibility for the price and so forth

Chris: That's if we get an offer. Prices are the basis if people would want to come and see it or not come and see it. As I have said before, worst case is we have to turn down low offers when you have the opportunity of turning down low offers than not getting an offer at all? Its like a baseball player, u cant get a home run unless u have a net bat so we need as many net bats as possible. And if no ones willing to pay the price we haven't lost anything I'm very confident based on what's out there that we will get very close to that

Maryanne: So do u think anything over this price would be a mistake?

Chris: I don't think its gonna change ultimately what's the house is gonna sell for, its just prolonging the inevitables that If we do that, months from now, we'll be having the same conversation about reducing the price and now we get the home on the market more stale

Chris: There's another issue that we haven't talked about, how old are the kids?

Maryanne: 7,9and 11



Chris: How old were they the last time you sold a home?

Maryanne: Gosh weve been here for 8 years...

Chris: So one of the other things of reality of selling a home, it's a lot of work the longer were on the market the more pressure for you to make this home look perfect...

Chris: So We run the risk at a higher price of prolonging the process of a month to a 3to 4 how long are prepared to go through this?

Maryanne: Yeah I'm not looking forward on all those showings making the house in show condition...

Chris: You had a question before about commission?

Scott: Yeah that other agents, they consider taking less on their side

Chris: Taking less on their side let me tell you what makes me nervous...an agent whose that willing to give up his own net worth? What do u think is gonna happen when the time comes when he has to negotiate for you in the equity you have for this home? Is that the type of person you want negotiating for you?

Scott: That's a good point!

Chris: So as long as I can get you the price we're talking about and do the job that we talked about doing, do you have a problem paying us the 6%

Scott: Yep the figures the important!

Chris: So lets sign the contract