

Get Your Seller Ready To List Their Home

After you have finished the 7 questions, IF the best course of action is to list and sell their home and IF y'all are in agreement, then THIS is the conversation to have immediately after.

What if anything needs to be done to the home to get it ready to list?

You can figure this out with a quick walkthrough. Typically the only things are minor decluttering. We do not recommend them do any sort of remodeling work as we have data to support them not getting their money back on most remodeling activities. If there is something like hole in the ceiling, or an active leak then yes those types of problems must be taken care of.

Establish a time frame.

Communicate that it will take 7 days to have the listing up and live on the market from when they sign the listing agreement. It should not take that long, but that's what we say to be safe.

Explain:

1. Our listing coordinator will reach out to schedule the photographer and other vendors! She can be reached via admin@connected-realty.com or at 214-838-1119.
2. That you will need to get a house key from them and stick in a Supra (key box) on their door.
3. That we want to go ahead and put the sign in the yard today, even if we are a month out .
4. How showings work and how we use a showing service (called ShowingTime) to alert them of showings via a call or text message (their choice). Be sure to explain how we want to always say yes to showing requests and ask them how they want to be contacted for showing approval and who wants to be in on that info.
5. Set the expectation that we will be running an open house every weekend till the home is sold and coordinate the next 3 open house times now.
6. Real Estate transactions can be treacherous. There will be some highs and lows. We must be ready.

Price the home together:

Explain our pricing strategy: Homes sell for the highest price in the first 30 days. We need to get your home pending in the next 30 days. We must take you from a powerless position(0 offers) to a powerful position(offers) ASAP. Now we can bid the price up and get the highest the market has to offer. It is impossible to underprice a home, as a home will sell at market price regardless of what price we list it at. Let's look together at what is pending and what has sold and come up with a list price that will for sure get people excited and in the door! .Explain our strategy of making up to 3 price adjustments, if necessary. If you do not have any offers after 15 days on the market, you should drop the price 5% to meet the market where it is at. The same thing is true after another 15 days at the new price. Decide with your sellers on those 3 drops and put them in the listing agreement for signature.

Explain how commission works:

Explain how total commission is 6% split between you and the buyer's agent. Explain that if you are able to find and represent the buyer, that drops to 5% total commission. Reiterate our seller guarantee: that if we do not have them under contract within 35 days, we pay them \$1000 at closing. Set the expectation that they will be hearing from you twice a week (ideally Monday and Friday by 1pm) with an update call. Explain that if you forget to ask for a referral that you owe them \$100 each time.

