

# '14' Secrets to Sell Your Property...in ANY Economy

Selling a home in this current turbulent down economy is a challenge even for top real estate agents. So how does one sell their home at top dollar? Is it better to sell by Owner, Real Estate Agent, Auction or Discount Broker?

You have probably heard that old adage that location, location, location is the key to selling a property. The truth is it's all about price, price, price and condition, condition, condition.

Ok, but what happens when you have your property cleaned up and priced right and it still does not sell. Matter of fact your neighbor right down the street with a similar property sold theirs first. How and more importantly why?

In one sentence here's how you prep your property for sale. **Get it looking like a showpiece and price it aggressively.** But as good as that is there is still another obstacle; which is **getting the buyers attention**. This was why your neighbor's home sold before your own, in the example above.

"How do you get the buying market's attention before your competition?" Before I answer that you must understand how critical that question is when you are in a down market. When in a *Buyers market*, which means there are more properties than buyers and buyers are not motivated by a hot market, you have to and I mean HAVE to be the best value in the market.

Therefore, those buyers who are ready, willing and able with intention to buy, a seller better be out there with fireworks, clowns and a dancing goat to get their attention before the competition gets them first and sells their home before the buyer is even aware of yours.

Since attracting the buyers attention is so important, here are '14' recommend ways to be the first to get the attention of the person who is going to buy your home.

- 1.) MLS - Multiple Listing Service
- 2.) Get listed on Trulia and Zillow
- 3.) Yard Sign
- 4.) Financial Terms on 2nd Yard Sign
- 5.) Small directional road signs
- 6.) Print ads
- 7.) Mail postcards to neighbors
- 8.) Mail listing to neighboring real estate offices
- 9.) Offer time-sensitive bonuses
- 10.) Conduct an Open House
- 11.) E-mail your friends and family
- 12.) Craig's list ad
- 13.) Video tour and upload to YouTube
- 14.) Offer creative financing

**\*Bonus\* - Hire an aggressive experienced real estate agent.**



For a **\*FREE\* 30 Min. marketing assessment** to pinpoint why your property has not SOLD, grab your phone NOW and dial Adolfi R.E. at (315) 695-6434