

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

*...the house had to sell quickly and it was definitely a buyers market, John did everything short of standing in front of our house with a sign yelling "Buy This House!" The house did sell...we would use John again... thank you John. Ed and Gina J. - Phoenix, N.Y.*

Selling a home in a turbulent down economy is a challenge even for top real estate agents. However, if you are selling in a Sellers market then buyers are abundant. Regardless which market, the question is always **"How does one sell their home at top dollar?"** Which then begs the next question **"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** and **market, market, market** (if a sellers market).

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 did this happen?

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.

Again in a down market the question is "How do you get the buyer'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. In a Sellers market, which means low inventory and many buyers, these below marketing secrets only enhance your properties potential value.

Therefore, those buyers who are ready, willing and able 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 Realtor and Zillow
3. Yard Sign
4. Financial Terms on 2nd Yard Sign
5. Small Direction 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. Email Your Friends and Family
12. Facebook Market Place Ad
13. Video Tour on Youtube
14. Offer Creative Financing

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

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