



The Truth Behind Why Some Homes Don't Sell.. And How To Fix It!



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**“Let me introduce
myself and explain why
I’ve created this FREE
report to help Home
Sellers like you get the
information they need!”**

Dear Home Seller,

Selling a home can be confusing. Why? Because you're bombarded with misleading information, confusing claims, and bad advice from people who aren't accountable or responsible to you for the advice they give.

How can you find solid, practical information to help you sell your home? **You start by reading this free report.**

It may be tempting to look for one reason or source of blame when a home does not sell but there are usually several factors which prevent the completion of a successful sale.

While the selected price may indeed be one factor, a more comprehensive, accurate, and helpful reason is that homes do not sell because of *ineffective marketing*.

This is because PRICE is just one element of an overall professional marketing strategy and implementation plan.

Now, with this information, you can find the right home marketing professional.

If you have any questions about the information in this report, send me an email at fred@indyhouses.net or give me a call at **317-294-4425**. I've dedicated my business to helping people just like you.

And, if you are feeling overwhelmed with the process of selling your home and would like a personalized plan to get you from point A to point B, I invite you to set up a home selling consultation with me by calling **317-294-4425**.

Warmly,



FRED KRAWCZYK
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Fred Krawczyk
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Why homes sell

The only satisfactory and professional explanation for why homes sell (or don't sell) can be traced back to the iconic Four P's of Marketing – a universally accepted principle in the greater world of selling and marketing.

The Four P's of Marketing dictate that, "The interrelationship of Price, Product, Placement, and Promotion together determines the outcome of anything being sold."

When a real estate professional is focused on selling "more homes" versus selling "homes for more", then "Price" will always be their major reason.

When a real estate professional is dedicated to "maximizing homeowner value" then not only do the classic Four P's play a role but also the new Four P's:

- Portability (mobile marketing)
- Personal (matching the right buyers to the property)
- Proximity (conveying the contextual & localized lifestyle value and targeting buyers from around the world and "hyper-local" buyers already "sold" on the community)
- Presence (ensuring the marketed lifestyle resonates online and through local promotion)

While it is far easier to conclude that "the reason a property does not sell is because of price," this attitude dismisses the profound significance of developing a customized marketing strategy.

What has stopped my home from selling?

If you've had a bad experience selling your home, you probably have some strong opinions about what went wrong. If you decide to list your home with a new agent, it can be extremely helpful to share your observations and opinions with them. Your new listing agent will use this information to customize an appropriate game plan to ensure a successful sale and stress-free closing.

1. What marketing campaigns, materials, or methods did your previous agent utilize, which you feel were not appropriate or successful?
2. What new marketing strategies would you be interested in discussing with the next agent you hire?
3. What information were you not provided but needed to make a wise choice for price adjustments and/or offer negotiations?
4. Was the home effectively demonstrated at showings?
5. Were you satisfied with the photography, staging, or other methods employed to showcase the home's benefits? If not, what do you feel went wrong?
6. Did the agent offer you advice on minor improvements you could make to maximize the value?
7. Did you receive showing feedback in a timely manner?
8. Did you feel your agent communicated with you often enough and appropriately updated you on all sales activity?
9. What actions do you require for a service experience which will meet and exceed your expectations?
10. Did your agent's company show the property and support the sales efforts?
11. Did your agent aggressively prospect to find buyers or did they use passive marketing methods?
12. What criteria will you use to select the next agent you hire?
13. What information do you want the agent to give you prior to making your selection?
14. What was your biggest frustration during your experience?

Services you should expect from a real estate agent

1. Assist in selecting a list price which will position your property competitively and strategically in the marketplace.
2. Complete a curb-to-curb inspection, including home staging tips and a list of recommendations to increase marketability.
3. Provide a vendor list, if needed, with a local contractor, electrician, etc.
4. Take digital photos and a video of your home to be used for marketing purposes.
5. Post your home on their company and personal website.
6. Post an ad on Craigslist.com.
7. Schedule a Broker's Preview.
8. Schedule open houses, if agreed upon.
9. Post your home to Homes.com, Trulia, Realtor.com, etc.
10. Install a lock box and a "For Sale" sign at your home.
11. Promote your home at company meetings.
12. Promote your home to top buyer agents in the area.
13. Mail a "Just Listed" postcard to 200 surrounding neighborhoods.
14. Personally prospect 3 hours per day, make approximately 30 contacts per day, and diligently search for potential buyers.
15. Contact current buyers, past clients, and personal circle of influence who might be interested in your property within the first 7 days.
16. Keep you constantly informed.
17. Assist in arranging interim financing, if necessary.
18. Arrange and coordinate all necessary inspections and walk-throughs.
19. Use tracking software to monitor online interest on your property and email weekly reports to you.
20. Have a full-time transaction manager monitor the progress of your file daily.

21. Negotiate offers, inspection terms, and coordinate move dates.
22. Deliver your check at closing and review final closing statements.

Questions to ask your real estate agent

1. What do you think makes my/our home distinctive and how will this influence the way you market it?
2. How do you network with local realtors to increase their awareness of a home you market?
3. How do you market properties online?
4. How many photos do you suggest for my/our home?
5. What is your negotiating philosophy?
6. How do you determine the best pricing strategy?
7. Can you give me examples of when you sold a property for significantly more than other agents thought possible?
8. How do you determine the right marketing mix?
9. What are the pros and cons of having open houses?
10. What makes you and your company different from your competitors?
11. Are you focused on selling more homes or selling homes for more?
12. Do you provide staging guidance and, if so, what do you charge for this service?

Frequently asked questions...answered

What are recommendations most real estate agents would make to ensure my home is more attractive and more in demand to home buyers?

If you've had your home on the market previously, you should have some feedback from the buyers' agents looking at your home.

Review the comments you've received while having your home on the market. What are the commonalities in those comments? If an issue has been brought up repeatedly, most likely it's something you need to take care of to ensure your home is more attractive to buyers.

Perform a curb-to-curb evaluation of your home. Begin in front of the home and walk through it, interior to exterior. Make a list of projects and tasks which need completed, and then sit down with your agent and select those items most important to complete for the sale of the home.

From this list, you can choose the items you are willing to complete. Your agent will most likely assist you, at no additional cost, in coordinating needed repairs or staging services.

What should I be looking for in terms of unique marketing?

Put the burden on your agent to provide a custom marketing proposal.

Agents will often tell you price is the only thing which sells a home. And while price is certainly part of it, the way an agent presents your home to the market and the aggressive manner in which they contact other agents, buyers and the public to expose your home

to those potential prospects, can make a world of difference in the price you achieve.

Remember, exposure equals demand and a greater demand equals a higher price. Have them present their custom proposal. If you feel there are items or opportunities the proposal doesn't cover, simply let them know.

If your requests are above and beyond the normal terms of expense, remember the agent is not earning anything upfront. In a sense, they are taking on the risk and the expense of marketing the home. Therefore, it is not uncommon if there are unusual items you want done, that you will initially need to pay for them with the agent reimbursing you for all, or a portion of, the costs at the closing.

I have my own prospects. May I still work with them without paying a commission if I list with an agent?

You could, if the listing agent agrees to it, but the only way you could do this legally is to negotiate it in the listing agreement. Keep in mind, most listing agents who are going to invest time and money into selling your home will not agree to this.

You could, however, ask the agent to exclude those prospects from the agreement. Some agents may agree, and some may not. If you choose to do this, you may be able to negotiate a reduction in the fee. However, many top agents who are strong negotiators will not reduce the fee because they know they will now bear two sides of the transaction along with the legal liability.

You may want to weigh your options as there is a benefit in having an agent get in the mix, take this off your plate, and negotiate the

contract on your behalf to protect your best interest.

Can I list with more than one agent?

You can but it would require a different type of listing agreement other than an exclusive right to sell.

This is not a common practice in most markets although it does occur. Usually a shared listing is more common where an out-of-area agent elects a local agent to service a client and share the listing.

Do most real estate agents actively prospect to bring buyers to my home?

Many top producing agents aggressively market the homes they list, not only to the real estate community, but also to their database, their leads, and the areas from where the buyers may be coming.

A strong marketing agent adds value by maximizing the exposure of your home because additional exposure equals greater demand which will often net you a greater price.

What databases, networks or sources of quality prospects should my agent have access to?

Most seasoned agents will have a database of peers, professional connections, past clients, friends, family, and networking groups.

Ask what their reach is into the community. Based on their answer, you will know how well-connected they are.

How should I expect my next agent to keep me informed after listing my home?

Ask the agent about their standard service plan. Make sure it meets with your standards

and, if it doesn't, ask them for the additional service items and updates you need.

Most quality agents will contact you weekly by phone, will be responsive to your emails and texts and will provide periodic reports about market activity, showings, buyer feedback and internet traffic. Communicate the service level which will make you comfortable and support your expectations regarding what is being done to sell your home.

What do I do if I'm listed with an agent and I'm not satisfied with their service? How can I escape my contract?

Technically, if you've signed a listing agreement and there is no easy exit clause written into it, you would be obligated to continue with that agent for the term of the contract or pay a fee such as commission or a cancellation fee. You would have to negotiate with the agent to escape the contract. However, most reputable agents, if they feel you are not happy with their service, will not want to continue to work with you.

While your current agent may not be perfect, you may want to consider giving them the opportunity to correct any mistakes you feel they are making since you have an established relationship with them and you can never be 100% sure if you trade them in, you'll actually be trading up.

Needs and Wants

Name _____

Address _____

Telephone: (Home) _____ (Work) _____ (Cell) _____

Children (names/ages) _____

Pets: _____

Hobbies/Special Interests _____

Best times/days to look at homes _____

Reason for move / purchase _____

Current home: Purchase (Date/Price) _____ Estimated Equity _____

Other _____

Like about present home

Dislike about present home

Needs

Type of home (number of stories) _____

Style of home _____

Size of garage needed _____

Exterior desired _____

Lot size/yard features _____

Number of bedrooms needed _____ Number of baths needed _____

Special rooms needed _____

Distance to:

Employment _____ Public transportation _____ Church _____

School _____ Shopping _____ Other _____

Other special needs _____

Wants

Include features the buyer would like to have such as a family room, dining room, patio, porch, fireplace, heating/cooling systems, built-ins, recreation, sauna, hot tub, swimming pool, etc.

Estimated Move Up Purchase Price: _____

Upgrades that boost your property value

- 1) Curb appeal is critical. You don't have to spend a fortune to give your home a facelift.
- 2) Kitchens and bathrooms can be a turn on or turn off. A complete remodel is not usually necessary and may not be a wise use of funds. Anything you can do to update these rooms on a budget such as replacing an old appliance, changing an old toilet or upgrading the counter tops, will make a difference.

- 3) De-clutter and then de-clutter some more. Make your home decor as lean and clean as a model home. In fact, taking a walk through a few model homes could give you some simple staging ideas to implement in your own home.
- 4) Remove wallpaper and brighten up dark rooms with light colored paint. A neutral palette is best so the buyers' can visualize their furnishings in the house.
- 5) Fix obvious defects such as broken tile, a torn screen, cracked driveway, etc. Buyers may feel these minor flaws are hiding bigger issues, or they may ask for significant discounts for repairs that won't cost you much to do.
- 6) Clean or replace carpet and remember to keep the color neutral. If your carpet is bad and there are hardwood floors underneath, you may be able to get away with stripping the carpet and cleaning up the floors. Even if they aren't perfect the buyer may prefer it to dirty carpet.
- 7) Ask your realtor to begin at the front curb and complete a curb-to-curb walk-through with you. They will be able to best advise you as to which improvements are a must-do and which improvements would be an over-do for your market conditions and price point.

Outdoors

- Keep the lawn mowed; trim hedges
- Store hoses neatly; be sure sprinklers don't water walkways
- Repair gates, fences and sidewalks
- Remove or replace dead/dying plants
- Add color with blooming flowers
- Clear yard of all debris
- Sweep front walkway
- Paint, fix, or wash railings, storm drains, screens and doors

Garage

- Keep the floors clean and swept
- Store or neatly arrange all items
- Show maximum storage space

Bathrooms

- Polish the floor, mirror and fixtures
- Repair grout and caulking
- Repair running toilet or faulty plumbing

Closets

- Replace burned out light bulbs
- Hang clothes neatly; store shoes in boxes
- Don't overcrowd; it suggests inadequate storage space

Kitchen

- Clean appliances, cabinets and floors
- Organize cabinets
- Sink should be spotless
- Clear and clean countertops
- Repair faucets and appliances

Overall

- Wash windows
- Quick once-over with vacuum
- Flowers in main rooms
- Play soft music and add air fresheners
- Keep pets out of the way
- Oil hinges, tighten knobs and faucets

Key features to showcase when marketing my home

This worksheet will give your real estate agent valuable information to help them showcase your home and highlight key features and benefits in the marketing campaigns. Supply as much detail as possible and they will know which items are best to use to add value and create excitement.

1) What I/we have most enjoyed about living in this community:

2) Recent upgrades and improvements:

3) Home features I/we use most:

4) What I/we will miss most about living here:

5) The order the photos should be taken to give the buyer the best sense of the home's style:

5 steps to getting your home sold

Step 1: Make a Commitment to Act

I can't tell you how many times people have requested this report and then said to me, "If I would have known what you just showed me, I would have avoided so many problems!"

I've shared a few simple ideas in this report. Ideas, which if acted upon, could prove to be worth thousands of dollars when selling your home. But these ideas are only as good as the action put into them. Decide to act right now!

Step 2: List Your Objectives

List what your goals are in selling your home. What is your primary goal? Selling quickly? Getting top dollar? Not selling before you have an accepted home offer on your next home?

What do you expect from the agent you hire? How often do you want them to communicate with you? Do you want an open house done? If so, how often do you expect one?

Step 3: Contact an agent who knows how to market your home effectively

Of course, I'd love to be the agent you choose to work with, but let's face it, I'm not right for everyone. That's why I've given you the questions to ask your potential agent – or as I like to call them – your marketing partner.

If you would like additional information, please reach out to me at **317-294-4425** or via email at fred@indyhouses.net.

Step 4: Ask for a reference if leaving the area

If you are leaving the area, ask your agent for a reference to an agent in the community where you are moving.

Step 5: Act

Reach out to me and let's talk about how to get your home sold for top dollar. Let's work together!



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Referral Request (if applicable)

I am leaving the area and need a referral agent to provide preliminary information to me.

My destination: _____

When I would like to be contacted by the agent: _____

Best method of contact: _____

When I expect to be in town to view homes: _____

Please complete the enclosed needs and wants list so I can forward it to the agent in your new destination for them to begin the search.