

What would the buyer of your home do?

Buyers gravitate to sellers who best understand them. They object less to price as you address their other concerns. Buyers will reward you with faster sales, for more money than other homes on the market.

Every buyer wants,

#1 Location: A safe home and community

#2 Cosmetic condition: A inviting home that excites them

#3 Mechanical Condition: A move in ready home requiring as little work as possible

#4 Price: Something affordable versus other options available on the market

Homework: My friend this is the time to STOP thinking like a seller and START thinking like a buyer. Let's hone your understanding of buyers with a roll playing game. Pretend you are buying your own home.

Walk through and write down your TOP ten objections to purchasing.

Objection 1: _____

Objection 2: _____

Objection 3: _____

Objection 4: _____

Objection 5: _____

Objection 6: _____

Objection 7: _____

Objection 8: _____

Objection 9: _____

Objection 10: _____

Ask yourself the three questions, (1) Is it unsafe? (2) Is it ugly? (3) Does it require work?

MORAL OF THE STORY: It only takes ONE objection for a buyer to (A) write a low ball offer costing you thousands of dollars in lost equity or (B) worse yet walk out the door and loose the opportunity to sell all together. Make sure you continue to think like a buyer through this ENTIRE equity building process.

Visit <http://www.keystoaz.com/selling/> for more information