

HOW TO SELL YOUR HOME WITHOUT AN AGENT!

ARLEN'S FREE REPORT

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HERE'S HOW TO SELL IT YOURSELF... GET THESE SKILLS!

KNOW WHERE TO ADVERTISE! Placing an ad in the local newspaper and putting a sign on the lawn are good starting points. Make sure there are contact numbers you will answer between 8 am and 10 pm as most buyers will house hunt during this time. Placing an ad on the internet is also good exposure but again make sure your contact info is there and be prepared to check your email several times daily. Pay for good placements in the paper and for the web master to drive potential leads to your site. Buyers want a quick response to their enquiries.

KNOW HOW TO QUALIFY YOUR BUYERS WHEN THEY CALL. Many buyers are not

qualified to purchase the homes they are looking at. Developing a good set of questions to ask, like if they have been pre-approved to buy a home in your price range, if they have to sell a home in order to buy, or if they are planning to buy right away or are just looking for a future purchase are imperative to knowing if the Buyer is capable of buying your home.

LEARN HOW TO DECODE AND HANDLE OBJECTIONS. When a Buyer says there is something wrong with a property, rarely is that the reason they don't want it. Buyers are like most people and don't want to hurt anyone's feelings so they say their reluctance is one thing



The internet is a great tool for finding Buyers. What do you do once they ask to come see your home?

when often it is another. Get yourself a good script to follow in order to determine if there is a potential sale here or if you just made a mistake qualifying the Buyer's intentions. You don't want to waste time chasing a deal that will never happen or miss the next buyer.

OK! THEY ARE HERE! WHAT DO I DO NOW?

DO UNTO OTHERS... Buyers are cautious and concerned people as they should be! They are about to make what is normally the biggest buying decision of their lives! Give them some mental space and make them feel comfortable in your

home so that they don't get the impression they are being "SOLD".

START ASKING QUESTIONS. If you haven't pre-qualified them now is the time. Use your list of qualifications to discover their motivation level and timeframe.

FOLLOW UP! Make sure you get their contact information so you can follow up in a couple days and determine if the Buyers will follow through on their desire to buy. Question carefully, no pressure! Once a Buyer is uncomfortable, he won't buy

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FREE HOME EVALUATION!

If you'd like to know how your home stacks up against the competition, call Arlen, RE/MAX Action Realty for your free, no obligation evaluation today! 785-1234 direct