

# The correct Spotlight Article for November-December 2020

(Please note that the article printed in the spotlight was a badly altered version of this article, full of errors.) An ugly affair.

## **RECIPES FOR SUCCESS!**

I hope that your Holidays were full of wonders. I am personally thankful for all the wonderful clients and friends I have worked with over the past 30 years. Another thing I am thankful for is my mothers amazing recipe for apple pie.

### **Speaking of recipes:**

One of the definitions of the word "Recipe" is "Method or formula for attaining an end". After several recent interviews with potential clients, I looked at my "recipe for selling properties". I realized that although my clients have very different personalities and varying needs, there is one main common ingredient for success. That ingredient is "Teamwork". I have come to realize that once I sign a contract to sell my clients home, we become a team. It is this dynamic that helps me sell my clients home for top dollar. It also helps my seller to know that we did all we could to bring in the best sale price for their home.

### **Team work can be exciting at times:**

One past client told me straight out in our first interview that he "hated Realtors". I did not ask what experience he had that made him feel that way but I was determined to redeem the reputation of realtors everywhere, or at least keep my reputation intact. Though he had signed a contract with me, I felt like I was the least of the evils he had interviewed.

We had to do some fix up on his home to get the price he wanted. I put together a list of what each Team Player needed to do to complete the home. I kept him in the loop on everything I was doing and why I was doing it. Every time his brow furrowed, I jumped on the questions that were sitting there to be answered. We became an awesome team.

We were priced right and were able to beat the competing homes for sale. In the end, he was very happy with how the sale went and rewarded me with a rave review. I think he even liked me in the end, despite being a realtor.

I had another client that had great confidence in my ability to prepare her home for sale. Her mother had passed unexpectedly, and my client was physically and emotional exhausted. I told her that her job (as team captain) was to answer my questions about what to do with certain items and I would take

care of the rest. She did not have to physically be there. She was greatly relieved and thrilled at what we accomplished and the price we received for the home.

**Trust is a most important ingredient:**

I had an interview recently where I came away feeling that I was not trusted. Possibly for this couple, no realtor could be trusted. I realized that as hard as I might try to win someone's trust, it might not happen. Those types of transactions are tough on everyone involved. My job as the head team player is to present information and help my client make the best decisions in their best interest. If there is no trust amongst team members, it becomes a long hard road.

**Beware of the overly agreeable agent:**

I must say that there are agents that will tell a client what they want to hear in order to procure an agreement to list their home for sale, even if they know very well that they can not get the price that the seller wants. It is a game of waiting the seller out until the seller has to eventually lower the price. In my book this is an unethical listing tactic that I will not participate in.

In the end, a seller has every right to list their home for any price they want. It is the agents job to let the seller know of the consequences of listing a home for too high of a price. If the seller wants to test the waters, that is different. As long as the seller is going in with the knowledge that if listed too high, the home may just sit on the market, selling its competition. Most often, the seller ends up with the choice to drop the price or take the home off the market. It is not a productive tactic.

The Realtor that supplies the seller with all the information and a game plan, preparation list and agreed upon price, is working as a team member with that seller. With everyone on the team moving in the same direction, it is a Recipe for success! Call me anytime if you are looking for the best team player to sell your home. I've got the recipe! Happy Holidays!