

Realtors Do Not Sell Homes , They Sell Houses

If you were to look up the definitions of home and house in the dictionary, you would find subtle differences, like congenial environment vs. shelter or focus of one's domestic attention vs. living quarters.

When Realtors have listing interviews with potential clients, one of the most valuable pieces of advice we can give is how to get the house ready to sell. This advice can range from eliminating or rearranging furniture to improve flow and eliminate clutter, to thoroughly cleaning the house, to making repairs, painting, removing family pictures, and taking down your favorite window coverings. The advice might lean toward making significant changes to some of the décor or style of your home.

This kind of advice is tricky business because all of a sudden, the homeowner feels like the Realtor is being critical and only seeing negatives in their home. The poor owner may be thinking, How is this person going to sell my home when they are telling me all these things that are wrong with it? The Realtor, meanwhile, rather than meaning to be critical, is thinking, How am I going to help this seller put this house in the best possible light in order to get the best offer in the most reasonable period of time?

Obviously, there's a communication gap brewing and the Realtor is going to need to resolve so that both parties achieve their mutual goal of getting top dollar for the house. How? The first thing the Realtor can do is explain that the advice is not intended to offend the homeowner. The Realtor will explain that the house must appeal to the widest range of buyers possible in order to maximize its competitiveness in the market. Clutter and disrepair must be addressed and corrected, and highly personal decorative elements must be changed in order to broaden the appeal of the home. This is not a question of good or bad taste, just a recognition that personalized décor e.g. an unusual color palette or unusual window coverings may be taste particular to the homeowner but may not have broad market appeal. The Realtor's job is *not* to promote or sell your personal belongings and decorating style (the things that make your house a home). We are selling a house that will become the next owner's blank slate, and it needs to be clean, neat, and as non-personalized as possible in order for a potential buyer to be able to envision how this house will become their next home.

We at Stuart Scott, Ltd. like to say that the three most important ingredients in selling a house are Price, Product, and Promotion. Fundamental to a sale is that the house should be properly priced for current market conditions. The house, that is, the product, should be in good repair and be appealing to a wide range of potential buyers. Finally, the house should be actively promoted to attract as many potential buyers inside as possible.

Product, that is, the thoughtful and thorough preparation of the house before putting it on the market, has to come first. Next is Price, The market awareness and expertise of the Realtor comes into play here, making sure the house is priced right for the market in order to maximize the return to the seller. Higher prices do not always bring top dollar to the seller. Finally it s time for Promotion what your Realtor will do to market your house. *But take note - the most aggressive promotion in the world can t overcome the odds if the product doesn t have broad market appeal or is overpriced.*

Listen to your experienced Realtor for advice on getting your house ready to sell. We might suggest hiring a professional stager to assist you. I can guarantee you that you will be moving to your new home sooner, and with more money in your bank account, if you take this advice to heart.

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