

# It's YOUR Fault!

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No, I've never had anyone actually say that to me, but, they must be thinking it.

I have never even once taken a house and put half my energy into it. I have always put every business strategy available into selling my listings. I take my client's confidence in my professionalism and marketing acumen seriously. That's why I spend many hours thinking of the best ways to describe it, to photograph it, to video the property for a fully narrated and produced Home Movie. I write and re-write scripts for a Radio Tour. I purchase at least two website names for every property so they have their own special location on the internet plus all of the websites are pushed to third party sites such as Trulia, Zillow and Realtor.com. I have spent many hours putting signs in the perfect spots on Friday afternoons and picking them up Sunday nights after church. I have literally prayed for the people selling the house because I know how important it is to them. I have sent market research time and again to the owners trying to figure out why their house is not selling and what the market is telling them about their current price. I have put houses in the Huntsville Area Association of Realtors Caravan and the Keller Williams Caravan. I have tested for and received official certification from the FAA to commercially fly a drone for the best video and photos to be taken of my listings. All of this and still...the house doesn't sell. Here is a true story.

My friends from way back saw me in the community and remembered I was a Realtor. It just happened to be that they wanted to put their house on the market and they asked me to list it for them. They had a certain amount they MUST get for the house to cover their payoff, so, we listed it for the price they needed. For all houses over \$300,000 I make a fully produced and narrated Home Movie of the property plus I put a radio transmitter in the garage so passersby can tune their radio to hear a 2 minute repeating fully produced Radio Tour that sells the best features of the house while they are sitting in front of the property in their car. Their house was not only in the Valley MLS but also on all of the available third party sites plus the independent websites I put together for them with their unique house name. Many weekends I had special directional signs put out bringing people to their doorstep. We talked about price quite a bit, but, made no change because they had to have a certain price to cover their payoff. The Open House brought people by but never an offer. At 6 months they renewed their contract but withdrew it at 8 months and gave it to another Realtor. They never said, "It's YOUR fault!" but it felt like they must be thinking it. Here is the actual property history on that house:

- September, 2014 – Active with me at \$263,400
- May, 2015 – Withdrawn and gave it to another Realtor
- May, 2015 – Active with another Realtor at \$250,000
- May, 2015 – Later in the month dropped price to \$244,900
- June, 2015 – Dropped price to \$237,500
- July, 2015 – Dropped price to \$233,900
- July, 2015 – Dropped price again to \$232,900
- August, 2015 – After 3 months with this 2<sup>nd</sup> Realtor they withdrew and went with another
- September, 2015 – Active with the 3<sup>rd</sup> Realtor at \$230,000
- October, 2015 – Dropped price to \$225,000
- December, 2015 – Dropped price to \$224,900
- February, 2016 – Dropped price to \$223,000
- February, 2016 – Later in month dropped price again to \$219,000
- March, 2016 – Contingent
- April, 2016 – Sold at \$217,570 with the Seller paying \$6,570 towards the Buyer's Settlement Charges

Ask yourself this question: Is it common place or literally unique for a Realtor to do the following?

- FAA Certification for legal commercial drone video and still-shot photography
- A fully produced / narrated 4 minute Home Movie of all properties over \$300,000
- A fully produced / narrated Radio Tour running 24/7 transmitting a 2 minute mental picture of the property
- At least 2 independent websites made just for your house with unique descriptive names catered to your house
- Directional Signs out many weekends
- All the normal things that every Realtor does like photos and the Valley MLS, etc.

Now think back to the actual property history above. Do you think the other Realtors did as much, less or more than I did to sell that house? The real question is...if no other changes were made to the house other than the Realtor change two times...why did it sell in April, 2016 rather than September, 2014?

The answer is PRICE.

No, the other Realtors probably didn't do as much as I did and it's very doubtful they did more. What they did was sell a house that finally got down to market value.

Was it my fault that it didn't sell at \$263,400? I hope not. One thing I've noticed over the years is that the market is brutally honest in the way it tells us what our house is worth.

So, before you change Realtors ask yourself these questions about their service:

- Does your Realtor answer and return calls quickly?
- Is he/she responsive to your questions and needs with market research?
- Have they exercised all possible means of marketing your house?
- Are they professional and trustworthy?

Now ask yourself these questions about your property:

- Is my house not selling because of its LOCATION?
  - If so, you've got to compensate with either extraordinary condition (extra special amenities) or price.
- Is my house not selling because of its CONDITION?
  - If so, you've got to fix the problem or compensate with price.
- Is my house not selling because of its PRICE?
  - Only one fix here...you've got to bring the price down to what the market says is appropriate.

If your location is good and your condition is good then the only thing stopping your house from selling is the price...not the Realtor. If you've got a Realtor that is doing things for you that others just won't do then why change? Stick with a Realtor you can trust and that is professional and responsive PLUS is the best at what he does...then fix your price and your house will sell.

Figuring out whose fault it is doesn't do anyone any good. My only goals are to sell your house as quickly as possible and for the highest price possible. But if the price is too high...it will never sell no matter who is listing it.