

Okanagan's Home Team



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Tips on Selling Your Home Privately

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HOW DO I FIND OUT WHAT BUYERS THINK ABOUT MY HOME?

You have come a long way in your effort to sell your home privately. Hopefully you've prepared your home for sale by uncluttering, cleaning, making minor repairs, neutralizing and dynamizing it. You've established what you believe is a fair "asking price" for your home and you've marketed your home for sale in order to find a buyer. Hopefully all this work has not gone unnoticed by the buyers who have come through your home. But how do you know for sure? It's time to pick up the phone and call the buyers who have come through your home to get feedback. Yes, it is a lot of work, but it is helpful in getting your home sold. The serious buyers who have come through your home will be able to give you invaluable feedback as to what they think of your property and the asking price. Once you have that feedback you are better positioned to negotiate when an offer does come in.

I know the value of gathering feedback from people who view the property. That is why we have a two tier system of gathering feedback from each and every showing on your property. While not all agents will respond to our requests for feedback, we get high enough response rates that we can adjust our marketing activities accordingly and work with you to get your home SOLD!

Here are some questions that you can ask the Buyers who have come through your home....

- Compared to other houses that you have seen, what do you think of my home?
- How did you find the price of my house?
- Would you be interested in a second viewing?
- Is this a home that you are considering?
- Do you have any suggestions that would make my home more attractive to buyers?

Once again this tip sheet is a free service to you with no obligation. In return, all I ask is that if you decide to list your home with a REALTOR, you give me an opportunity to meet with you to explain how I go about selling homes.



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