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Understanding how you will Benefit

- Dealing with Direct Buyers
- What You Want
- Liability / Risk
- Who does all the work VS Getting Deal
- Spending Time & Money
- 5 Types of Buyers
- Newspaper
- Third Party Negotiator

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Understanding Direct Buyers



- Understanding the motivation of the buyer causes many sellers to reconsider.
- Do you believe that it may be difficult for you to deal with a direct buyer?

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What You Want

- After all the highest offer from a qualified buyer is what you really want.
- Many sellers become convinced that you can benefit most when you chose a real estate professional to represent you.

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Best for Seller

- When you chose a professional to represent you they will pay to sell your home, do all the work and take most of the liability and risk away from you!
- You pay the agent only after they bring you a Net Proceed Check that's acceptable paid out of the buyers purchase price.

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Spend your \$\$\$

- Would you be willing to spend your time and money on someone else's home without any guarantee you will be paid?



- Other than selecting a price, is there any other reason you would hesitate to select a real estate agent to go to work for you.

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Do You See

- Do you now see in some way how you would benefit by having a professional to represent you to sell your home?

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5 Types of Buyers

- Basically, there are 5 categories of buyers.
- The first category is a person who has been transferred or just sold their present home and wants to make a decision quickly to purchase.



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Cautious Qualified

- The second category is a first time buyer or perhaps a buyer who is looking for a special home they are qualified to buy now, however, not in a hurry to make a decision.



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Not Qualified Now Must Sell

- The third category is a person who must sell their present home before purchasing their new home, they are not in a position to buy, however, they are motivated to look at homes.



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Deal Shopper

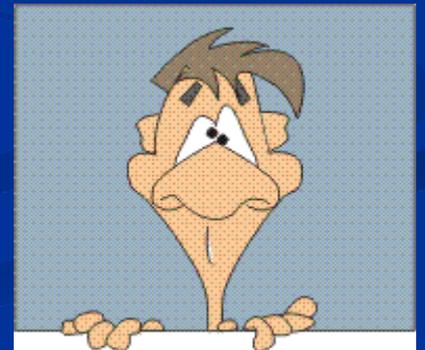
- The fourth category is a person who is looking for a deal, a bargain hunter, looking for someone desperate to sell.
- Not in a hurry, often not qualified to purchase the home they look at.
- They need or want to buy at a 10%, 20%, or maybe even 30% below Current market value.



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Look as Hobby

- The fifth category is a person that enjoys looking at homes as a hobby.
- They enjoy seeing your decorating ideas and your personal effects.
- They can't afford to buy and are not qualified to buy.
- You might say it's cheaper then the movies.



What's Most Important

**You obviously have a good reason for selling your home For Sales By Owner. What's most important About selling your home to a buyer?
(SAVING THE COMMISSION)**

**What do you think is most important to the buyer about buying your home?
TO SAVE THE SAME COMMISSION THAT
YOU HOPED TO SAVE?**

YOU DO ALL THE WORK, TAKE ALL THE RISK PAY ALL THE ADVERTISING COST AND WHO GETS THE DEAL – THE BUYER

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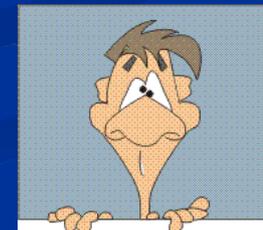
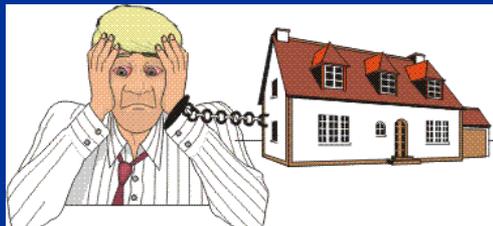
Newspaper

- All categories of buyers will occasionally look for homes in the real estate section of the newspaper, right?
- Look at last Sunday's newspaper.
- When they opened the classified section here's what they see - 85% of all homes for sale are now in the possession of real estate firms.
- Only 15% are now in the possession of direct sellers?

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Newspaper

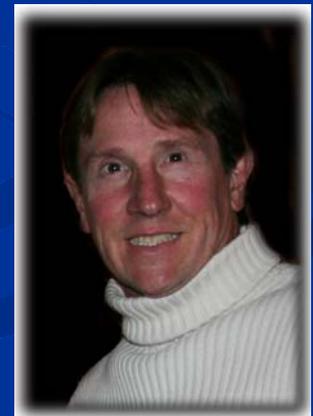
- Knowing real estate professionals represent 85% of the homes currently for sale and direct sellers represent 15 % of the classified offerings, where are the best odds that the number 1 or number 2 qualified serious buyers will look first. (Answer Real Estate). Realtor.com
- So what's left over for you,
- Deal shoppers,
- Buyers who must sell first,
- People who enjoy looking at homes as a hobby.



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Odds Not in Favor

- Do you see how the odds are not in your favor?
- Do you see how you will benefit by having a professional real estate agent representing you.



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Third Party

- How many of the homes for sale by owners do you believe are in this newspaper?
- (Most all) How many of the homes for sale by real estate companies do you believe are in this newspaper? (85%)
- That being the fact, did you realize for sale by owners represent less than 1% of today's homes for sale.

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Did you Realize

- Knowing realtors represent over 99% of today's homes for sale, where do you believe the qualified, serious buyers will look first.
- Do you see how the odds are stacked against you?
- Do you see how you'll get the highest price in the quickest, most convenient timeline by dealing with a professional real estate agent?
- If I could show you how to get the highest price would you work with me.

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Studies Show Open Houses

- Direct buyers usually don't qualify to buy the homes they look at.
- Statistics show that less than 3% of all homes sold nationally sell at a direct result of open houses.

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Why Directs Don't Qualify

- If a direct buyer qualifies to purchase a \$200,000 home, they usually will look on their own at \$250,000 or \$300,000 homes.
- Do you understand why?
- They want a deal.
- Anytime we purchase direct we expect to get a deal or at least save the sales persons fee, right?



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Why Directs Don't Qualify

- If you get lucky and they do make an offer it will probably be 10%, 20%, or perhaps even 30% below the current market value.
- Do you know why?
- Because direct buyers are not qualified to purchase the homes they look at.



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Reasons to Deal with a Realtor

- You obviously have a good reason for selling your home.
- What's most important about selling your home to a buyer? (Save commission)
- What do you think is most important to the buyer about buying your home home? (Save commission).
- To save the same commission that you hoped to save?
- You do all the work, take all the risk, pay off the advertising cost and who get the deal - the buyer! (Was that your intention?)



Qualified Represent Themselves

- Here's something else to consider: Because Direct Buyers often qualify and represent themselves, it may take longer to close the sale, possibly tying up your home for weeks even months without having a firm commitment.
- Do you see how you could lose thousands of dollars by selling your home to an unqualified buyer?



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Newspaper Statistics

- Statistics vary with advertising. Know the fact that 85% of all homes are advertised by real estate companies.
- 15% of homes are advertised by owners.
- When you consider the fact that 99% of all homes currently for sale are represented by real estate professionals and that 1% are in the hands of owners it is easy to begin to realize that those who are serious buyers go to real estate professionals.

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Highest Net

- Your opportunity for the highest net for your home increase dramatically when you list your property with a top real estate professional.

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Net More

- Who pays for advertising - Seller
- Who pays attorney fees - Seller
- Who pays for misrepresentations - Seller
- Start with, how much do you spend on advertising per week?

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Third Party

- Another reason you'll benefit by having a professional represent you is we are highly motivated to sell your home but not emotionally involved.
- As a third party negotiator, I can ask for a large deposit without seeming anxious.
- Do you see how you will benefit by having a third party negotiator sell your home?

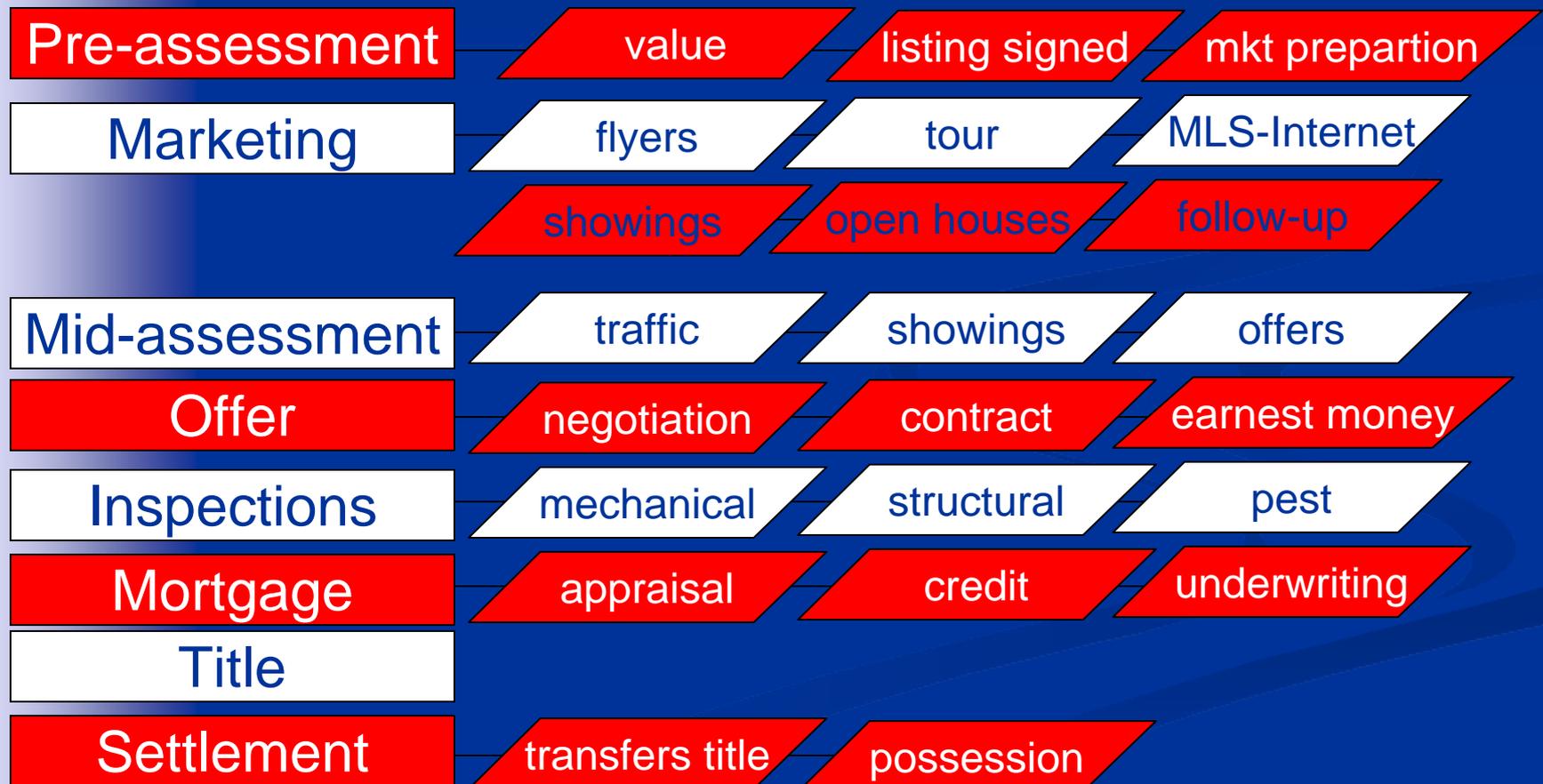
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Stay Sold

- **Another reason you'll benefit by having a professional represent you is once we have an acceptable offer on your home, we'll make sure your home stays sold.**
- **We will follow up with banks, escrow departments, title companies, appraisers, home inspectors, attorneys if necessary.**
- **Step by step to make sure your home stays sold.**

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THE HOME SELLING PROCESS



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Think Safety

- I understand and know how to prequalify clients, I can eliminate unqualified strangers from wandering through your home.
- When you think about it the security and convenience of dealing through a licensed real estate agent could be priceless, to you and your families safety, wouldn't you agree?



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May we look at the 5 steps to successfully selling your home.

- 1. First select the agent based on the effort and marketing plan.
- 2. Now commitment begins. You select and accept the marketing plan of action with the agent.
- 3. Agent then completes an extensive CMA.
- 4. Agent presents extensive CMA to educate you so you can strategically price your property.
- 5. You then have the winning combination of price and a committed plan of action.
- That's how I know that you'll get the most professional service and absolute highest possible price for your home!

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