

# Real Estate Tips

## WANTED: REALTORS WHO CAN ACTUALLY SELL HOMES

By Sidney Jimenez / Your Realtor



While you've surely heard the old adage "buyer beware," in today's real estate market we need to reverse that saying to "seller beware."

For the past several years, people who wanted to sell their homes enjoyed an unprecedented market—one so hot that many homes would sell no matter what cost or obstacles were involved. Sellers could—and did—ask for almost any price and got it. Most homes were selling at a higher price than banks were willing to mortgage them for. It was a question of supply and demand—and demand was sky high. Realtors needed to work at not being able to sell a home, and the market gave sellers and even realtors the false impression that they could sell a home at any price.

### How times have changed!

The tide has turned, and with supply up and demand down, we're in a buyer's market. Buyers are in command, and they often completely dictate the sale terms. This means that it is markedly more difficult to sell a home, and sellers need more information and protection than in the past.

It takes more than a lawn sign to sell a home. It takes a lot of research and know-how, as well as the ability to be realistic about pricing. It's critical to price your home appropriately. Let me say that again: it's critical to price your home appropriately. If your home is perceived as being overpriced, very few people will even bother to visit. And no visitor means no offers! There are dozens—perhaps hundreds—of homes for sale in our larger communities. Competition is stiff enough; don't add to it!

Aside from the pricing, your home's appearance is also important when you're looking to sell. Because today's buyers expect perfection, or close to

it, a less-polished home can negatively affect its sale price. Here's a real-life example. A potential buyer rescinded his offer because the seller refused to fix a door hinge—hundreds of thousands of dollars gone because of a \$3 item! Yes, that's an extreme case, but it nevertheless illustrates the power that buyers can wield and the attention to detail that sellers must adhere to.

Succeeding in this kind of volatile market warrants the need for true expertise—a realtor not only with the necessary tools to attract serious potential buyers, but the foresight to handle ever-changing market challenges. For example, I market homes using a variety of approaches, including Realtor.com Web pages as well as my own website—[www.sidneyjimenez.com](http://www.sidneyjimenez.com), which offers extensive information on properties for sale. You can view pictures, take virtual tours, and if you're in the midst of buying or selling a home, even get up-to-the-minute information on any aspect of the contract from a virtual assistant. In addition, I rely on much more than just the Multiple Listing Service to showcase properties. Once a home is officially for sale, I send a personalized e-mail promoting the home to all my colleagues as well as potential buyers in our system. By going directly to buyers, a prepared realtor is far more likely to have success in closing a sale.

There are many realtors out there who will promise to sell your home for top dollar while charging a tiny commission just to get you to sign on with them. Be wary of realtors who make these kind of promises—often empty ones—or you will almost surely finish with the short end of the deal.

So remember—it will take a sophisticated pricing formula, an innovative marketing strategy, and a proactive and savvy realtor to sell your home for the best price in the shortest amount of time.

For questions or additional information, please call 954-665-9449, via email at [Info@SidneyJimenez.com](mailto:Info@SidneyJimenez.com) or log into [Sidney Jimenez.com](http://SidneyJimenez.com).  
**See ad on page M7**