

—SPECIAL REPORT—

# Top 4 Reasons Homes Don't Sell!

1

## Poor Marketing

Gone are the days when an agent could simply place your listing with the local multiple listing service, stick a sign in the yard, and wait for another agent to bring forth a buyer.

In the past 7 years computers and the internet have changed the face of real estate. Most agents haven't kept up. According to the National Association of Realtors (2014 study), 90% of all home buyers now use the Internet for house hunting. Top listing agents like Daniel are computer-savvy, putting listings on lots of websites, a particular benefit when working with out-of-town buyers.

Believe it or not, less than 7% of agents are trained in the fine art of sales and marketing. There are those who rely on a yard sign to do their work for them and those who put a lot of effort into marketing their listings. In sales and marketing for over 20 years, Daniel knows the secrets to implementing sensational, effective marketing plans for his listings.

2

## Bad Photos

You might be surprised how many buyers say 'NO!' to houses simply because of poor photos used in ads, internet, or on the Multiple Listing Service. It's even more amazing that agents let them discard a house based on that criteria, but it happens all the time. Good photos are not always easy to get. The sun isn't always in an ideal position for the photo. The agent might not be capable of taking a good picture, or is just plain lazy.

# 3

## You Had a Lousy Agent

Yep, they exist. Real estate agents who mislead, misfire, and misbehave. Their bad advice can cost you plenty of time, and money, and the sheer hassle of keeping the place show-ready 24/7.

The wrong agent will misrepresent (“Here’s what I can get for you if you list with me!”), not market it properly, fail to screen for qualified buyers, be unresponsive to interest from other agents and keep you totally in the dark throughout the process.

What’s more, if your agent is abrasive, arrogant, or simply unknowledgeable, other agents may not want the hassle of showing any of their listings to prospective buyers. Daniel is well-liked and well-respected by agents in the real estate community and will work hard to get YOU the best price in the least amount of time. Plus you’ll get feedback on every showing, great communication, and no long-term commitment! You can cancel the listing anytime!

# 4

## Pricing

Some home sellers want to price their homes above market value because they think the cushion gives them more negotiating room. But what overpricing actually does is eliminate potential buyers. Others price their homes too low, causing potential buyers to wonder ‘What’s wrong with it?’. Daniel will work with you to get the most money in the least amount of time.

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