


WORKING TOGETHER...

COOPERATION

There is a reason why the age-old maxim of “Treat others as you would like to be treated” is applicable in the business world today...it gets results. The buyer wants the same things you do: a fair transaction, acceptable terms, a reasonable timeframe and few inconveniences. As we all know, we usually get more by being cordial than by being unreasonable.

During the process of selling your home, if you consider the buyer’s situation and needs, you are more likely to reach an agreement that satisfies everyone. In other words, if you sit on the same side of the table and look at things from the same perspective you are more likely to accomplish more than if you were opposing each other from different sides of the table.

 Know that if any buyer we bring to look at your property will be pre-qualified for the property’s price range.



Try to avoid a “you first, no-me first” approach to making concessions. Listen to the buyer and empathize with their situation, in matters like the details of the purchase and sales agreement. For example, you may want to stay in the house until June 9, but the prospective buyer needs to move in by June 1. Could you accommodate that?



Be reasonable in your requests and realize there will be give-and-take, especially when listing and showing your house to prospective buyers.



Have a realistic view on the target sale price of your home. Remember it is not the sale price that counts; it is the amount you walk away with from the closing. It is advantageous to think of other things involved including fix-up costs, closing costs, commission, and mortgage payments, not to mention the time value of money. Your house cannot be pigeon-holed into a certain price based on market value. It is helpful to have a negotiating range.

COMMUNICATION

Imagine sitting in a circle and whispering a message to the person next to you. They pass it on to another person and so on. By the time the original message makes it way back to you, it most likely will be something very different from the original, intended message.



It is the same way in the business world, although the end result often may have more serious consequences. The more people involved in a project, the greater the risk of miscommunication.

As your property approaches closing, many parties will become involved in the transaction, including lenders, lawyers, and inspectors. It is important to have a central communication hub through your Truehome agent to coordinate efforts. The agent will make the transaction go as smoothly as possible and keep you informed throughout every step of the way.