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Building *Your* Wealth is Our Focus

Why do Listings Expire? What Went Wrong?

Many owners believe that selling a home or property is fairly simple. They tend to assume that any Realtor will get pretty much the same results. If they interview at all, they often select a Realtor that inflated the price, which delayed the sale, or cut the commissions, which reduced agent interest. Both decisions are quite counterproductive to seller profits.

Research finds that 85% of agents do one deal or less per year. That's a lot of agent ignorance that regularly leads to significant seller disappointment and loss. Here are some Questions to Consider before your next hire:

Does the Realtor own property at least as expensive or as nice as yours? With property ownership comes an understanding of the process, the loan requirements, and the issues potential buyers will be facing. Most salespeople find it very difficult to "benefit sell" something they do not or could not own personally. Especially if the type of property being sold is anything other than a regular personal home, then by all means, the Realtor should personally own similar property before attempting to represent it for a seller (especially luxury homes, multifamily, commercial, etc).

What is the Realtor's history and sales history? Be sure to ask when the Realtor was licensed, and for a list of the Realtor's sales for at least the last twelve months, including original list prices, sales prices, days on market, and the selling agents for each of those transactions. This data, compared to the Comparative Market Analysis for your property, will demonstrate how your property will be treated, and how this Realtor does business. For example, are all the list prices quite high and sales prices quite low? Are days on market extremely long? Are there other Brokerages involved or does this Brokerage double-end every deal? *Be sure to avoid dabblers, part-timers, novices, Brokerages that don't seem to accept offers from other Brokerages, and Realtors that "scam" the listing by promising the moon.*

What is the Realtor's marketing effort, ability, and resources? Ask to view a current listing of the Realtor on the MLS where your property is located. Ask if there are other MLS's that would enhance the marketing effort for your property. Ask to see a current property flyer. Ask for an overview of the marketing that will be done for your property. Find out what online presence your property will get. Review the photos and verbiage. Unfortunately, some Realtors are lazy and don't do good work. *Others don't have the financial resources to do good or effective marketing.*

What experience and contacts does the Realtor have for loans? The Realtor's knowledge of lending practices and connection to honest and reliable Mortgage Brokers can make the difference between a sale and no sale. Ask about the Realtor's loan contacts and experience in dealing with buyers of your property type. The lending industry has it's quirks, and getting good guidance and support through that morass is invaluable for buyers and sellers alike.

What experience does the Realtor have in negotiations, protecting seller's interests, and managing escrows? Does the Realtor have experience in pricing strategies that lead to higher seller profits? What is the experience in handling multiple offers? What specifically does the Realtor do to protect the seller's interests in contract negotiations? How does the Realtor handle a buyer's non-performance? Like any profession, there are inadequate individuals who either will not or do not understand how to structure and work the terms of the deal to protect their client. *Be careful!*

In short, real estate sales are sometimes downright complicated. There is a broad range of expertise and financial resources required to professionally represent sellers and protect their profits, beginning with a strong pricing strategy, correct target marketing and responsive benefit selling, followed by shrewd negotiations leading to a successful close.

We specialize in quality representation. Feel free to contact [CJ & Company](#) by phone or email.
And let us know what you think. We look forward to hearing from you.

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