

# BoeKnows Real Estate

Your Questions from Real Estate  
Buyers, Seller, & Agents

By Patti Boe

**Q. My property is not selling. Should I change agents?**

**A.** That is a questions almost all sellers ask themselves. It is **loaded** with lots of other questions:

1. **Is your property overpriced?** It may be smart in the market to put it just under market price. Buyers are still reluctant to offer if they think price is too much over market. It could also be a problem at appraisal time if the appraiser can't get comps if sold over market with a loan/appraisal contingency. It is always more positive to get a "bidding competition" when slightly under market than no offers at all.

2. **Is your home "staged", have "curb appeal" and very accessible to showings?** A huge part of successful sales have to do with a partnership between seller and agent. Of course, all motion begins with the property itself. Has someone removed all clutter and too-personal items? Get a pro if you don't know. I have a lot of referrals if you need help. Don't forget the importance of "curb appeal". You want the buyer to get out of their car. Always have your home available to show at it's best. My best experience was in 1994 at our **lowest** market point in Santa Cruz when my own house was for sale. I just put in that extra hour in the morning to tidy up and turn on all the lights where needed. It had given me a valuable lesson that I still use regarding creating space for good energy and positive action.

3. **Are all inspections complete? – Property and Section I Termite made available for the prospective buyer?** If you have country property it is important to have septic, well, and other inspections performed and cleared as needed prior to marketing. Sometimes "allowances" aren't enough, repairs may have to be done.

4. If the first 3 answers are all positive, then check with your agent to be sure that you have **good photos, virtual tour, and description of your product.** If this is all great, the next step is market focus.

5. If #4 is appealing to a buyers' market, the next step is: **how to capture market attention.** The biggy is the **internet – website advantage and focus** are huge today. Stats are radically upward showing that **almost all buyers find their next home purchase on the internet first.** Then they will use the agent's expertise to determine if this property is the best for location, quality, and price. In California and more especially the Bay Area, this is true. I also use newspaper advertising as an adjunct to my website advertising

6. **How easy is it for you to find your home on the web?** This is the telling answer to how well a buyer can find it. What keywords do you have to ask to locate your property and how many times are you found? Which search engines, how often, and how easy are your clues? You have to role-play and pretend you are your buyer looking for a similar property here.

7. **Other keys to agent expertise are experience, creativity in marketing and of course the million-dollar (literally) constant follow-up on leads** from up-calls, sign calls, and agent calls.

There are hundreds of other factors that I can discuss, but this should help answer your question about switching agents. If you and your agent are doing all of the above well, it may be time to advertise "seller-carry" or "possible trade"; but it will be apparent when, or if its time to move to another agent. Please call me if you are in need of other ideas or referrals.

Call Patti Boe 800-738-3261, See PattiBoe.com  
for beachfront homes, commercial and

income properties

\*Send Questions to

Patti@PattiBoe.com

See Our Website: PattiBoe.com

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