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***Why Work with Trend?***

I believe the role of the agent is really to market a property and guide clients through the pitfalls in a real estate transaction. An agent can not perform miracles despite what you’ll hear from many of them...but they can guide you accurately to hear what the market is saying. Accurate guidance and quality service is what you’re looking for.

The market can be generous....and it can be a cruel and brutal tyrant. I’ve been on both ends of the market’s schizophrenic personality. Trust me the market does not care about what you “want” for your home. It is only concerned with what a buyer is willing to pay. Conversely, the market can also demand quite a pretty penny for homes that seem overpriced at times.

Think baseball cards with me for a moment. A “beckett” as they used to be called would attempt to tell you a fair price for a player card. Funny thing is, when I’d bring that card to a friend...or a shop...in an attempt to get the funds in exchange for the card, I never got that number.

Not once.

Appraisals are the same way. “Well it appraised for X”. This almost means nothing. A buyer has to want the home at X for the process to even begin. Then once we’ve begun, the appraiser has to verify this is not an insane number...so the banker can use the appraisal to facilitate the sale. Lot of people involved...lots of opinions.

There are many pitfalls in today’s world of buying and selling homes. Let’s address a few of them:

**Inspections**

Many times homes will fail inspections over silly or little things. I believe we can mitigated that issue by having an inspection completed prior to listing. This is a really good call. Making those repairs is almost always a great call. On the buy side? ALWAYS get an inspection.

**Repairs**

My brother in law is a handy man...he can fix the electrical! In today’s world you MUST do everything by the book.

* New roof? Lender, inspector and agent will ask to see the permit.
* Updated electrical? Who was the LICENSED electrician who did the work?
* Additions? You get my point...there’s no sneaking things under the radar in this era.

So when these issues come up, I work with incredible people who make quality repairs for people and HAVE LICENSES!!! It’s a must. Trust me. Do the same...for the sake of the transaction.

**Disclosures**

Be thorough, be accurate and be honest. If there’s mold...fine...disclose it. You can sell a house with mold, you only need to tell the buyer about it. At this very moment, we’re in a very balanced market...not a seller’s or buyer’s market so there are many buyers for almost every type of home. Lawsuits are awful...so just disclose properly.

**Finance**

Vetting your buyer and their lender is key. Do they have financing? Is the lender legit? How experienced is their agent? Will the home pass a 4 point inspection and a wind mitigation inspection? Can the home be insured?

There are many issues to consider here as well. Someone with experience is vital to your transaction...and I've been a part of over 1,000 transactions so I believe I can bring that experience to the table.

**Offers & Negotiations**

A large pillar of what an agent's job is "negotiation style and techniques". I will tell you I'm from the Chris Voss school of negotiation and I've done some extensive training with them in order to facilitate many of my deals. His book "Never Split the Difference" is incredible. A great read for life and business. Get this and read it...and know that this is the type of negotiator you have on your side.

**Marketing**

With regard to marketing, in today's world this is largely digital. In the past a 6% commission was customary as agents would promote your home (and often times themselves) in newspapers, magazines and print brochures. This was and is pretty expensive. It could cost thousands.

Today, to be frank, Zillow.com, Trulia.com and Realtor.com do much of the heavy listing. With the click of the mouse you can syndicate a listing all over the web.

Many companies will blow your mind with the latest gadget, widget, technology or camera lense. Do they answer the phone and call back when agents are trying to call them? That’s another story.

We use the proper channels, but there’s not a website or an agent out there that can sell an “over-priced” home.

**Service**

If we work together, I’ll sell your home as though it’s my own. I will not however “buy your listing”. Agents are notorious for “buying a listing” which is simply telling a consumer what sounds good.

“Oh, you want $1,000,000? No problem, I think that’s doable.”

By day 21 they are pressing you for price changes. Then again and again and again.

I’ll shoot you straight. I’ll tell you the truth. I’m incapable of BS. I can’t waste your time or mine.

If I believe “your price” isn’t what the market will pay, we’ll have that conversation up front. This may seem harsh, but what’s worse...sitting with a home that doesn’t sell? Or hearing the truth?

I promise you the truth will set you free...and get your house sold.

**Pricing Your Listing**

I had a client’s home on the market and gave them a heavy discount on my commission recently. After a thorough review of my philosophy, they verbally agreed with everything I said here.

My strategy there is the same as my strategy on every house I rehab or sell.

***Market, guide, avoid pitfalls, vette and negotiate. NO FLUFF.***

After a few months at an unreasonable price, they pulled the listing and went with another agent who charged a full 6% vs the $595 my office was charging to list the home on what's called a minimal service agreement.

The agent did a strong "we use the best technology" sell on them and did what I call "buying the listing". Say whatever you have to say to get the listing...then cut the price. Magically after a few price cuts, the home sold. POOF...success. Except for the bottom line wasn’t $595 to sell...it was 6% of the sales price. Literally costing them **THOUSANDS** of dollars and precious time.

Price is the most important factor when listing a home. It's more important than just about anything we do together.

If you want to sell your home, listen to the “Market Whisperers” here at Trend RE. I will tell you what the market is saying. If you have a year to sell a house...no problem...let’s shoot for the moon, but if you actually want to sell your home in a timely fashion, PRICE Is where we need to focus a majority of our attention.

Thanks for your time and attention,

**Joshua Blank**

**CEO Trend RE LLC**

**Multi-Million Dollar Producer**