

## SELLER MISC-STATISTICS

### Seller Interviews

- 71% = one
- 15% = two
- 9% = three
- 2% = four +

### Survey Says: What Sellers Want From An Agent

- 21% a **marketing approach** to Buyers
- 21% want to sell within a specific **time**
- 16% want help to be **priced competitively**
- 16% want help to **find a Buyer** (non-FSBOs)
- 14% want help with ways to fix up the house
- 5% want help negotiating & dealing with the Buyer
- 3% want help with paperwork
- 2% want help seeing available homes to purchase

### **'FACTS' SAY: What Sellers 'Need' from an Agent**

- How much NET....(show them)
- How long to sell....(show them)
- What is your marketing plan....(show them)
- How much do you charge....(tell them)
- How long is the Listing Agreement....(tell them & show them)

### **Important Agent Factors To Sellers**

- 34% **Reputation** (R Roussie – Testimonials & FACTS)
- 18% **Honest & Trustworthy** (R Roussie – Testimonials)
- 15% **Knowledge of neighborhood**
- 16% **Agent is a friend or family member**
- 4% **Caring & Good Listener**
- 4% **Association with a specific company** (2018 NAR & Google Survey = 2.5%)
- 4% **Agent's commission**
- 2% **100% accessible**

## SELLER GOALS:

- To Get the **MOST NET**
- **LEAST** amount of **TIME**
- **LEAST** amount of **STRESS**

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## **W - A - R** (Sellers)

- Willing:**
- \*To SELL...They Need to sell, not just **want** to get a high price.
  - \*To **Cooperate** with the process to get the...  
(**MOST NET; LEAST AMT of TIME; LEAST AMT of STRESS & INCOVENIENCE**)
    - To understand Value vs Price
    - To Price Properly
  - \* To **Compete** for a W-A-R Buyer (price & terms)
  - \* To **Commit** to find a W-A-R Buyer
    - Appropriate Listing Term

- Able:**
- To SELL!
  - \***Can afford to sell and NOT over price**
  - \* To **Compete** for a W-A-R Buyer

**Ready:** To SELL **NOW** (No Contingencies)