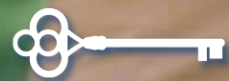


House Didn't Sell?

Let's Sell It This Time Fast!



Shannon McCarthy

SARATOGA SPRINGS REAL ESTATE

Presented by The Shannon McCarthy Team



My House Didn't Sell Now What?

If your house has just come off the market and hasn't sold, don't be discouraged. The reason it didn't sell may have nothing to do with your home or the market. In reality, your home may have been one of the more desirable properties for sale. If your listing has expired and you still want results, before you put your home back on the market, take a step back and review your situation.

Your first step should be to hire a competent Real Estate Agent who gives you honest information and advice on price, condition and market time, not an agent who asks you what price you want or need and says "sign here."

*90% of all real estate transactions
occur with the help of an Agent.*



How to Hire an Agent

Experienced Real Estate Agents treat each client as though their business depends on the client's success. Because it does. So when interviewing an Agent you want to look for experience.

Look for these qualities in your next Agent:

- ✓ Offers solutions based on previous results
- ✓ Details *your* custom marketing plan
- ✓ Anticipates problems before they occur
- ✓ Enjoys solid reputations with other agents
- ✓ Has strong negotiation techniques
- ✓ Understands the complexities of changing real estate markets
- ✓ Provides statistics and crucial market data
- ✓ Professionally guides clients through closing

Case Study

Partnership with Results

Colby Sambrotto, founder and former chief operating officer of ForSalebyOwner.com, spent six months trying to sell his luxury New York City condo himself through online listings and classified ads. He then turned it over to a Real Estate Agent where the two-bedroom pad fetched \$2.15 million.

The experienced Agent, Jesse Buckler, said he told Mr. Sambrotto the apartment was priced too low. It just wasn't drawing the right buyers.

After attracting multiple offers, Mr. Sambrotto's condo went into contract. It closed at \$150,000 more than the original asking price – covering well more than Mr. Buckler's standard commission.



What Went Wrong?

Four Common Problem Areas

You put your home up for sale and it simply didn't sell. Undoubtedly, this has created a lot of stress, inconvenience and anxiety for you and your family. Perhaps you already bought another home. Maybe you needed this home sold because of a job change. Regardless of the reason, it's certainly a burden!

The first thing to do is take a step back and analyze the situation. Try to assess what factors led to your home not selling.

Review your previous selling plan and you'll discover that an expired listing usually reflects a problem in one or more of these four major areas.

CAUTION!

Say goodbye to any Real Estate Agent using old, traditional methods to sell your home. They just don't work in today's market!

It's a fact that today's buyers are web-savvy and most buyers search for Real Estate online.

***95%** of home buyers
begin their search Online.*

Make sure your Real Estate Agent has sound Internet Marketing experience.

1. Teamwork

Your home is a major financial investment, and your relationship with your Agent should be a full partnership where your needs and wishes are heard, and you receive detailed and dependable feedback on the progress of your sale. How well did this occur the last time you had your home up for sale?

2. Pricing

Did price work for or against you? The "right" price depends on market conditions, competition and the condition of your home. Pricing it too high is as dangerous as pricing it too low. If your home doesn't compare favorably with others in the price range you've set, you won't be taken seriously by prospects or agents.

You'll get the facts when you see the statistics!

To help you establish a realistic selling price for your home, ask your agent to provide you with an up-to-date competitive market analysis.

3. Condition of Your Home

Is your house someone else's idea of a dream home? When buyers enter are they inspired? Do they think, "I love this house!" Remember, the decision to buy a home is based on emotion, not logic.

A house that presents well, sells for the best price because it outshines the competition.

4. Marketing

One of the first steps in your marketing plan involves finding an Agent who will best represent you. When interviewing agents, test and compare their knowledge and ask each to demonstrate how they will market your home to buyers. Also compare how much money each spends on advertising the homes s/he lists, in what media (websites, social media, newspaper, magazine, etc.) and the effectiveness of one medium over the other. *It's not just how much they spend, but how they spend it.*



The Importance of Online Marketing

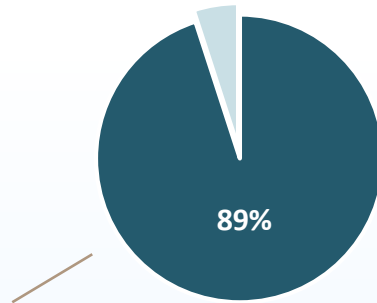
To be competitive in today's marketplace, Agents who use new and innovative, non-traditional marketing approaches are the ones who are getting more homes sold fast and for top dollar.

Imagine the Internet as a vast ocean of information; standing at the edge and throwing a random piece of marketing about your home in probably won't do you much good. Yes, your home will be "on the Internet" but it will be highly unlikely to be found by a homebuyer.

A better tactic would be to ask: Where do local homebuyers go online to find homes? An Agent who knows how to answer this question is the Agent who will generate the greatest interest in your home.

Agents who Blog generate 67% more leads than those who don't.

How Buyers Find Homes



Online Presence = More Buyers

89% of Home Buyers find their next home through a Real Estate Agent.

Real Estate Agents who have a greater online presence are more easily found.



Your Online Marketing Plan

Experienced Real Estate Agents know where to go to attract the widest audience of potential, qualified buyers. Ask your Agent for a detailed marketing plan that should include the following Online channels.

- ✓ Entry into Multiple Listing Service (MLS)
- ✓ Listing presence on the Agent website
- ✓ Realtor.com Enhanced Listing exposure
- ✓ Online listings on syndicated websites
- ✓ Extensive Social Media Marketing
- ✓ Agent Blog





Pricing Your House To Sell

The more realistic your price is to market value, the quicker your house will sell.

Buyers are Out There... And They Will Come!

Before you put your house back on the Market remember, a Real Estate Agent can give you up-to-date information on what is happening in the marketplace and the price, financing, terms and conditions of competing properties.

In fact, last year The National Association of REALTORS® reported that the median sale price of an Agent-Assisted home sale was 13% higher compared to the median 'For Sale By Owner' (FSBO) home sale.

Pricing is one of the most important aspects of selling your home and it requires the extensive market knowledge that only a Real Estate professional can bring.

Competitive Market Analysis

The best price can only be determined by testing the market and challenging the competition. The market dictates value based on current conditions. Only a Real Estate Agent has the tools and resources needed to pull, analyze and apply this data effectively.

The Benefit of Right Pricing

Right pricing clearly works to your benefit by resulting in a premium selling price in the shortest time. Pricing right means more qualified buyers are viewing your property, you will not lose money by chasing the market down and you will avoid the stigma of being a 'stale' listing.



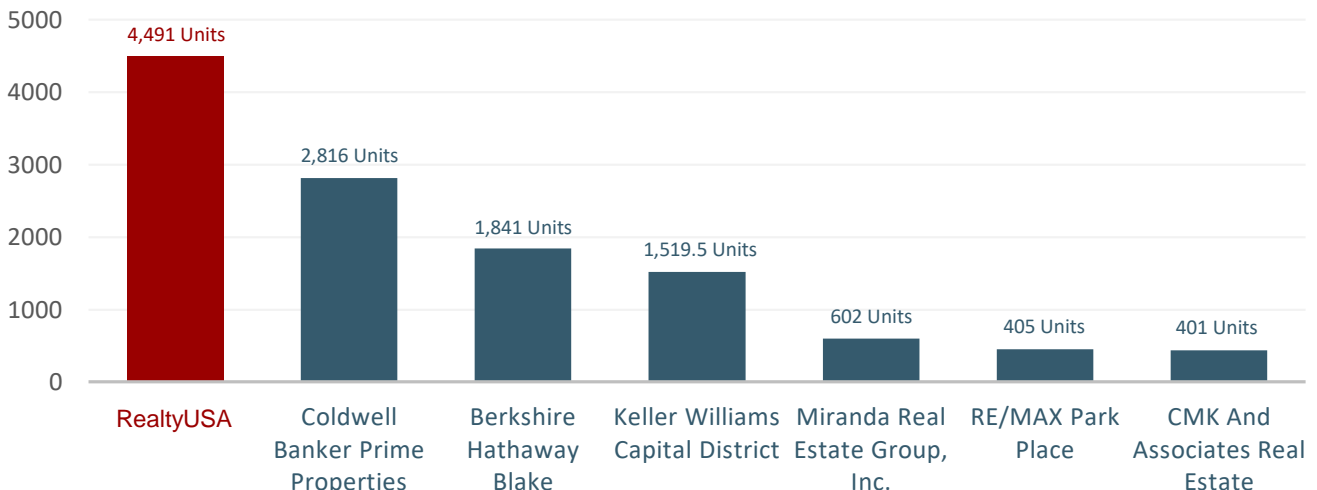
Real Estate is Local... You Need Local Expertise

Your Local Market Leader

In studying the performance of the top Real Estate Brokerages in market we found that among both locally based firms and Internationally recognized names - *what matters most when selling homes at a great price is local market expertise.*

RealtyUSA Consistently ranks #1 in market for Homes Sold in the Capital Region. *And, since 2010, Shannon McCarthy has ranked among the top 1% of RealtyUSA and Capital Region Agents.*

A Comparison of Units Sold



About The Shannon McCarthy Team

Committed to achieving high-level results, The Shannon McCarthy Team takes every measure to ensure that all client's personal real estate goals are realized. Shannon exhibits great care in serving each client with individualized attention, enthusiasm, and expert insight while her team works throughout your transaction to ensure 100% turn-key service customized to your needs.

With comprehensive and intimate knowledge of the distinct communities located within the Saratoga Region, The Shannon McCarthy Team offers trusted and sound advice. You will receive local market expertise that covers every angle in researching and providing you the critical information needed to make thoughtful and informed decisions.

The Shannon McCarthy Team's successes and remarkable standards of integrity can only exist when there is a true commitment to quality and excellence. Unwavering dedication, coupled with experience and hard work are here and ready to go to work for you!

DOWNLOAD OUR BROCHURE



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