



## *Real Estate Times* *with Suzanne Dingley*

---

### **LOW OFFERS: PREVENTION IS THE CURE**

It takes an innovative marketing plan to cause a home to sell, but to attract serious buyers, it must also be priced fairly. What else must be done to successfully sell your home?

Buyers are in search of their dream home. If priced reasonably, they will purchase the home that best reflects their idea of that dream, and it's the sellers who are in charge of making it happen.

Experience has shown that buyers often reduce their offers by as much as \$2 for every \$1 in uncompleted repairs. Sellers won't have to face those disappointing offers if attention is given to their home before it is ever shown.

The best method for improving buyer appeal is a "walk-through" by the sellers' real estate agent. The agent plays the part of a prospective buyer, and then suggests upgrades,

repairs, and cosmetic improvements.

Then the sellers should complete all the work before the home is placed on the market. Neither a prospective buyer, nor another agent, should ever see the home until it is in 100% marketable condition.

Excuses made at a showing are an open invitation to a reduced price. When a buyer is disappointed, no explanation will suffice to bring the price back up. When selling, ask your agent for advice, and then take action. Buyers will often compete for such a good value.

*For responsible service in all your  
Real Estate needs, call*

**The Suzanne Dingley Team**

640-4205

**suzannedingley.com**

*Free consultation*

We never stop moving.™

