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Selling



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YOUR TEAM

The importance of having the right allies in the selling process cannot be overstated. Having experts on your side, not only to assist you in making decisions and getting your home marketed, but also simply in terms of having an advocate in the process, is the single most important step you can take to reduce your stress.

YOUR GOALS

For most sellers the most important goal is to make lots of money. And while we acknowledge that we will get you top dollar for your home we also want you to think of all of your goals. Is it to move to better neighbourhood? Buy a larger home or a smaller home? What is your priority? Most sellers fail to move beyond the “make lots of money goal”, and don’t think about the stress that having their property for sale can generate. Will getting an extra percentage or two for your home be worth the inconvenience of having it on the market for an extra month? Two months?

Your priorities are your own, of course, but sometimes sellers underestimate the stress that having their home on the market for an extended period can generate. Constant showings, constant interruptions, and concerns about selling your home before buying its replacement are not minor concerns – each can have a major impact on your life.

Sit down and discuss just where you place the most importance in the selling process. If profit is your only priority, perhaps you can afford to be firmer in your asking price, and can reject offers that are less than ideal. Most sellers who have had their home on the market for an extended period of time, though, would agree that the few extra dollars were not worth it in the end.

YOUR TRUST

The correlative to assembling a strong team is putting your trust in that team.

Few people would second-guess their heart surgeon and insist they could do a better job themselves, or question whether their lawyer’s knowledge of the law is more extensive than their own, but when it comes to selling a home, many homeowners find it difficult to put their faith in the knowledge of their Realtor® fully.

For example, despite the fact that studies show that less than 1% of homes are sold through open houses, many homeowners insist their Realtor® hold one. Indeed, if a yard sign and an open house were all it took to sell a home, there wouldn’t be many Realtors® at all!

If you've put the right team in place, put your trust in that team. Realtors® have access to many highly-advanced marketing strategies that you may not even realize are being utilized.

It is your Realtor's® job to bring qualified buyers to the table – and keep in mind that he or she does not get paid at all if your house doesn't sell! In most markets, the combination of the right representative and the right listing price will result in a sold home. If you recognize this early on, it becomes much easier to take a step back from the process, let your professional representative market your home, and minimize your stress.

Don't hesitate to speak up if you think that things are not progressing as they should, but likewise, don't hesitate to sit back and be comfortable in the knowledge that the sale of your home is being handled professionally and effectively.