



MY HOUSE DIDN'T SELL

— now what —



PREPARATION | PRICING | A PROVEN STRATEGY

**'MY REAL ESTATE AGENT ISN'T
KEEP HIS/HER PROMISES'**

**'MY NEIGHBORS HOUSE SOLD AS
SOON AS IT WENT UP FOR SALE'**

**'I DON'T CARE WHAT THE
AGENT SAID, I KNOW MY
HOUSE IS WORTH MORE'**

**'WHY SHOULD I KEEP THE
HOUSE SO CLEAN WHEN WE
AREN'T GETTING ANY OFFERS'**

**'AS SOON AS THE AGENT GOT
THE LISTING THEY
DISAPPEARED'**

**'THERE HASN'T BEEN AN OPEN
HOUSE IN OVER A MONTH'**

DO ANY OF THESE PHRASES SOUND FAMILIAR? PERHAPS YOU HAVE EVEN SAID ONE OR TWO OF THEM SINCE LISTING YOUR HOME FOR SALE. IT IS OK, YOU CAN STILL SELL YOUR HOME AND STILL RECEIVE TOP DOLLAR FOR IT. WHAT YOU NEED IS A PROVEN STRATEGY AND THE RIGHT AGENT.

Hi, I'm James Daniel III.

My home didn't sell...now what?

Listing your home for sale can be an overwhelming, exciting and emotional experience all at the same time. But what happens when your home doesn't sell? You can imagine all the positive emotions quickly turn to negatives - disappointment, anger, blame, wonder, and bewilderment.

These emotions are only natural when your house didn't sell. After all, your home is likely your biggest investment. You've poured blood, sweat and possibly tears into it and want to reap the benefits when it comes time to sell. Plus, you've made memories and you don't want those memories to turn sour when it came to selling. Getting your home sold in a way that maximizes your profit and minimizes your stress is the goal.

You've made the tough decision that it's time to move on, so now it's time to get it sold and say goodbye. That's the goal, right? So, why didn't it sell?

There's a specific reason your home didn't sell. I don't want to waste your time or mine, so I'll be upfront and honest with you about why your home didn't sell but other did and, most importantly, do what it takes to get your home sold so you can finally move on.

A house that's seen minimal movement on the market for months is frustrating. In fact, frustrating might be an understatement. That's why, if you have yet to find a buyer, it's important to take a step back and assess exactly why your house isn't selling

I am sure you're tired of all the calls and door knocks from agents, so I want to truly give you information that you can 1. understand and 2. take action on.

Like what I have to say?

I would love to speak more with you about how I can help you sell your home , my action plan to do that, and what you can expect from the process.



James Daniel

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IN THE MEANTIME, ENJOY THIS GUIDE. IT'S A SMALL GLIMPSE INTO THE STRATEGY I'VE CULTIVATED USING MY EXPERIENCE OF OVER 15 YEARS IN SALES AND MARKETING FOR CPG COMPANIES, AND GUIDANCE FROM MY BROKERAGE, MENTOR AND COACH!

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Let's get buyers *EXCITED* to buy your home. Here's how...

LET'S GET BUYERS EXCITED ABOUT YOUR HOME!

WE'LL BE DISCUSSING YOUR ANSWERS TO THESE QUESTIONS DURING OUR MEETING. I'LL BE USING THESE "HIDDEN" THINGS ABOUT A HOME AS A START OF MY MARKETING PLAN TO TARGET THE MOST LIKELY BUYER OF YOUR HOME.

1. WHAT MAKES YOUR HOME A SPECIAL PLACE TO LIVE? WHAT WOULD YOU TELL A POTENTIAL BUYER?

2. WHY DID YOU DECIDE TO BUY THIS HOME YOURSELF...SCHOOLS, AMENITIES, VIEWS, CONVENIENCE?

3. WHY DO YOU LOVE LIVING HERE? WHAT ARE THE THINGS YOUR FAMILY HAS ENJOYED MOST? WHAT COULD YOU TELL BUYERS ABOUT THE NEIGHBORHOOD?

4. WHICH FEATURES OF YOUR HOME WOULD EXCITE BUYERS? WHAT "HIDDEN FEATURES" OF YOUR HOME MIGHT A BUYER OVERLOOK IF THEY SAW IT QUICKLY? HOW DID THEY MAKE YOUR LIFE EASIER?

5. WHY WILL IT BE HARD FOR YOU TO LEAVE YOUR HOME?

6. WHAT IMPROVEMENTS HAVE YOU DONE WHILE YOU LIVED HERE? BUYER'S LOVE KNOWING EVEN THE LITTLE THINGS LIKE PUTTING IN CLOSET ORGANIZERS.

step One

IDENTIFY THE REASON YOUR HOME DIDN'T SELL

There's a *reason* your home didn't sell.

When your home lingers on the market while other homes sell, there is a specific reason buyers didn't choose your home.

My first step is to identify the reason buyers choose other homes instead of yours and be really honest with you about why.

From there, we'll discuss the steps I recommend we take so your home becomes the one the choose.

Sometimes it's as simple as timing or ease of scheduling a showing, while other times it might mean making changes to things like paint colors or furniture. No matter what the reason, I have creative ways to solve the issue and a small but mighty team of stagers, painters, cleaners, handy people, photographers, videographers, and whoever else we might need to help make your home the home buyers want.



A STRATEGIC MARKETING PLAN

step two



How we *sell* a home is different than how we *live* in our homes. I take a page from my CPG Sales and Marketing background and see your home as a product we need a good marketing strategy to sell. That marketing strategy includes making sure your home looks good, is priced right, and is marketed correctly.

What does marketing correctly mean? I developed my process over more than 15 years of sales experience, honing in on what works and what doesn't. My marketing strategy includes the basics, like professional photographs and flyers, but focuses on more modern sales techniques like digital marketing to make sure your home gets seen where your buyer is—the Internet.

Plus, I spend a little extra time and investment in things like having floorplans drawn so we have accurate square footage, but also things like helping you write a letter to your prospective buyer telling them all the great things you loved about living here (buyers love this).

With my strategy, your home will be seen and stand out as the best option to your most likely buyer.



step three PRICING

Remember the story of Goldilocks and the Three Bears? Well, just like in that story, the price of your home can't be too high or too low, it needs to be *juuuust* right.

There's a certain way to price so you get in front of your most likely buyers. I'll explain how to do that and help YOU decide what price to set.

My job is to show you the data, explain the strategy behind my pricing recommendation, and help you make the best pricing decision that gets you the most money possible in the shortest amount of time.

step Four GO LIVE

We've made sure your home has the three "it" factors—it looks good, it's priced right and it's marketed correctly.

Even going on the market is strategic. Whenever a property first comes on the market, that is the "golden time" in the real estate business. There will never be more excitement or interest in your listing than the first week of your home being on the market. We need buyers to fall in love with your home right when it goes live.



I've found that there is a certain day, even time of day that is best to list a home so that the most buyers will see it. I'll share my strategies for making sure your home is relaunched to the market in the best possible way AND that we are debuting it in a way that gets the most eyeballs online. You see, if we can get people to both see and love it online, we'll get more showings and the more showings we have, the more likely you are to get an offer quickly.

That's the goal and all the planning and prep work we did before your home went on the market will now pay off.

As I always say, a home doesn't sell because it goes on the market, it sells because of everything we did before it goes on the market.

step Five NEGOTIATE

We've positioned your home to attract your most likely buyer and now we have an offer. Next, we have to come to an agreement on terms—everything from price to the settlement date to contingencies.

I love negotiating! My goal is always to create a meeting of the minds between buyer and seller and leave both feeling happy with the agreed upon terms. When we can do that, it tees up a more harmonious under contract period where we continue to negotiate on terms such as home inspection repair items. Just like being able to price correctly, being a good negotiator is an art and a science. It takes knowing when to be agreeable and knowing when to stand firm and being able to gracefully dance between the two. There are ways for both parties to leave the negotiating table feeling like they won and that's what we want to accomplish. I'll lead you every step of the way so that when you have a buyer who has made an offer on your home, you both are satisfied with the deal.

step six A SUCCESSFUL SETTLEMENT

Getting under contract is just the beginning of a successful sale. There is still contingencies and deadlines and people to manage to make sure the contract you accepted makes it to the settlement table.

My job is to manage all the people involved from your buyer's lender, to the title company and make sure all contractual deadlines are met on time. There are ways I help ensure that things go smoothly. For example, during the appraisal process, I personally meet with the appraiser and provide him with a package of materials that will support the price including the floor plan measurements, explain why it didn't sell before, what we've done since then and point out upgrades and improvements that warrant the price we accepted. This is just one example of how I go above and beyond during the under contract phase to make sure things go smoothly and we all end up at the settlement table happy.

You might be thinking,

“HOW CAN SHE GET MY HOME SOLD WHEN THE OTHER AGENT DIDN'T”

1. MY STRAIGHT TALK

No beating around the bush with me! That only wastes both of our time. You want to get your home sold, that's what I'm here to do for you.



2. MY STRATEGIC APPROACH

A home doesn't sell because it goes on the market, a home sells because of everything we do before it hits the market. My proven formula for a successful sale guarantees it.





Consider It Done. I've got this.

With over 15 years of sales experience a market-leading brokerage, my coach, mentor and strategic partners give me everything I need to help get the job done. I would love to help you reach you goals!

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