



*How to Avoid The Eight  
Most Deadly Mistakes  
When Selling Your Home*

A real estate advertisement for Jim Vogel. The background is a dark, blurred image of a city skyline. On the left, there is a large circular logo with the letters 'VT' in white on a blue background. Below the logo, the text 'VOGELTEAM' is written in large, white, sans-serif capital letters, and 'THE SOLD SOLUTION' is written in smaller, white, sans-serif capital letters below it. On the right side, the name 'JIM VOGEL' is written in large, white, sans-serif capital letters. Below the name, the text 'ABR, GRI, CRS. EPRO' is written in smaller, white, sans-serif capital letters, followed by 'SENIOR BROKER ASSOCIATE' and 'VOGEL TEAM' in the same font. Below that, the phone numbers '913.766.2812 O' and '913.579.9500 C' are listed. At the bottom right, there is a small portrait of Jim Vogel, a man with short hair, wearing a suit and tie, smiling. To the right of the portrait is the logo for 'kw KANSAS CITY' in white and red, with 'KELLERWILLIAMS.' in smaller white text below it. The 'METRO' logo is also visible in the bottom right corner.



## How to Avoid The Eight Most Deadly Mistakes...

### Deadly Mistake #1—Pricing the home incorrectly

Every seller wants to realize as much money as possible when they sell their home. But a listing price that is too high often gets the seller LESS than a price that is at market value. If your house is not priced competitively, people looking in your price range will reject your house in favor of other larger homes for the same price. At the same time, people who should be looking at your house will not see it because it is priced over their heads! Overpricing usually increases time on the market and that adds to the carrying costs! Ultimately, many overpriced properties sell below market value.

For further information you may request a private, no obligation, consultation with a member of The Vogel Team covering:

- ◆ The difference between COST and PRICE
- ◆ What market VALUE really is
- ◆ How the principles of PROGRESSION and REGRESSION apply to your home
- ◆ How much BARGAINING ROOM to leave in your price
- ◆ How the principles of SUBSTITUTION affect you home's value
- ◆ Plus many more INSIDER SECRETS
- ◆ In addition, **The Vogel Team** will prepare a **FREE** Comparative Market Analysis just for your home!

Once you learn these principles you'll know how to sell your house for the best price. Not only that, you'll also know how to avoid paying too much for any house you buy for the rest of your life! Just call our office and we'll send this valuable video to you.

### Deadly Mistake #2—Failing to “showcase” your home





## What are the Advantages of Choosing The Vogel Team to Market your Home?

Buyers look for homes, not houses, and they buy the home in which they would like to live. Owners who fail to make necessary repairs, who don't spruce up the house inside and out, touch up the paint and landscaping, and keep it clean and neat, chase buyers away as rapidly as REALTORS® can bring them.

If you were selling a car, you would wash it, or maybe even detail it to get the highest possible price. Houses are no different. Ask for our **FREE** report "Preparing Your House For Sale" explaining the six steps to getting the highest price for your home. We'd be happy to send it to you.

### **Deadly Mistake #3—Using a hard sell approach during showings**

Buying a home is an emotional decision. People like to "try on" a house and see if it is comfortable for them. It is difficult for them to do that if you follow them around pointing out every improvement that you have made. It may even have the opposite effect by making them feel like they are intruding on your private space. You must try to resist the temptation to talk the entire time the buyer is there. Let them discover things on their own. Try a tasteful sign to point out some hidden amenity that they might miss.

### **Deadly Mistake #4—Mistaking lookers for buyers**

For Sale By Owners always get more activity than houses listed with an agent. There is no question about it. This is because REALTORS® will only bring qualified buyers, and these will be fewer than if you open your front door to everyone who walks in. A qualified buyer is one who is ready, willing, and able to buy your house. We find that most people who go looking at For Sale By Owner homes are just starting to think about moving. They may be good buyers, but they're six to nine months away from being ready. They don't want to bother an agent yet because they know they aren't ready, so they call the "By Owner" ads to get a feel for what's available. They may have a house to sell first, they may need to save some more money, or they may have credit that needs fixing. When everything is in place they generally go looking for homes with a REALTOR®.

The Vogel Team will find out how much a buyer can really spend for a house, how much he or she has to put down, how good his or her credit is, how much he or she can pay each month, how much he or she will realize (realistically) when he/she sells his/her present home, and about a dozen other things to qualify the buyer. But unless your REALTOR® finds out all the facts first, you must ask all these questions before the buyer crosses your threshold. Otherwise, you may have a parade of Sunday afternoon shoppers with a dream of home ownership but little other qualifications.

### **Deadly Mistake #5—Signing a listing contract with no way out**

Many times an agent will have good intentions about marketing your house, but circumstances can change. There might be a death in the agent's family, or the agent may change careers. In these cases where the agent couldn't or wouldn't perform, you should have the right to fire your agent. In some companies the



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broker will assign your listing to someone else in the office, someone you didn't personally select. Always protect yourself by getting a guarantee of performance with the right to cancel. **The Vogel Team** offers you our "Easy Exit" Listing Agreement which gives you the right to cancel anytime for any reason.

### **Deadly Mistake #6—Thinking an ad in the paper and a sign in the yard is enough marketing**

The two most obvious marketing tools (open houses and classified ads) are only moderately effective ways of selling your house. Surprisingly, less than one percent of homes are sold at an open house. Agents use them to attract future prospects, not to sell the house! Advertising studies show that less than three percent of people purchased their home because they called on an ad. And if your answering machine answers, most callers just hang up without leaving a message.

**The Vogel Team** will employ a broad spectrum of marketing activities, emphasizing the ones we believe will work the best for you. There are dozens of more effective ways to find buyers than just open houses and a sign on the front lawn. Did you know that most calls come in during business hours when sellers are away at work, and most home showings are between 9 a.m. and 5 p.m., Monday through Friday? We market homes 24-hours each day, seven days each week, 365 days each year! Ask about our innovative marketing plan.

### **Deadly Mistake #7—Believing that a refinance appraisal is the market value of the home**

An appraisal is an OPINION of value for a certain purpose. If the lender wants to lend you the money they are motivated to have the appraisal come in high. The appraiser may ignore foreclosure or distress sales in compiling their comparatives in order to justify the high value. But a real buyer in the real world will not ignore these properties. They are your competitors when you try to sell.

I can't tell you how many ridiculous refinance appraisals I've seen. Don't make the mistake of thinking that the value you were told six months ago when you refinanced your home is what a real buyer would pay today. Ask your REALTOR® for ALL the properties that have sold in your area, then decide. There are lots of opinions but only one set of FACTS. Insist on the facts!



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### **Deadly Mistake #8—Choosing the wrong REALTOR®, or choosing one for the wrong reasons**

It's very likely that you don't interview people very often. And yet in order to find the REALTOR® who is right for you, you may interview several. The quality of your home selling experience is dependent upon your skill at selecting the person best qualified.

It's interesting that in the real estate business someone with many successfully closed transactions almost always costs the same as an agent who is inexperienced. Bringing that experience to bear on your transaction could mean a higher price at the negotiating table, selling in less time, and selling with a minimum amount of hassles.

The world is populated with REALTORS® who are wrong for you. For example, the housewife who sells an occasional house for extra spending money, or the insurance agent who believes he can adequately handle two careers, or perhaps your cousin George, who really needs your business to get going.

The sale of your home could well be the most important financial transaction you have ever been involved with. The person you select can make it a satisfying and profitable activity, or a terrible experience. It's your home and your money. The choice of your REALTOR® is up to you. Make that selection carefully.

We've prepared a valuable checklist, "Interviewing An Agent to Sell Your Home." Armed with these questions, you can feel confident that you won't make a mistake. Call 1-800-554-6633 TODAY for your **FREE** copy.