

TOP TIPS - BROKER / AGENTS ROLE ON FLIPPING PROJECTS

Pricing Strategy - Position the seller to exit quickly by setting a competitive list price, based on realistic market value.

Competition Ranking - Report and maintain the homes' competitive position over time. Highlighting where the property ranks in relation to nearby and comparable homes that are available, pending and sold.

Broader Market Area - Identify issues in the broader market area which are not reflected in the neighborhood that might affect marketability. Types of competing homes (e.g. New Construction, REOs, seller concessions and significantly different price points).

Sales and Marketing Plan - Create a comprehensive, property specific plan to showcase and sell the home.

Staging and Showing - Provide tips and advice on inspections, curb appeal, landscaping, and staging, to present the home in its best light for showings.

Incentive Strategy - Position with a competitive buyer agent commission and structure appropriate buyer incentive options, to expedite the sale.

Communication - Be the voice of the market by providing feedback and suggestions, based on open houses, buyer showings, comments and discussions with other agents.

By marketing, showing, negotiating, and managing contracts and paperwork; the agent frees up the flippers' time to focus on other aspects of their business.

