

HUNT REALTY GROUP  
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SELLER REPRESENTATION



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## TOP 6 IDEAS YOU SHOULD KNOW WHEN SELLING YOUR HOUSE

### THE ABSORPTION RATE:

IT'S THE MISSING LINK TO PRICING YOUR HOME CORRECTLY

The Absorption Rate shows you the big picture. You will avoid the "let's set the price at X and see what happens" approach to pricing your home.

### CMA – COMPARATIVE MARKET ANALYSIS:

The problem with only using a CMA is that statistically, you'll get price wrong 24-to-48% of the time.

**It's like having blurry vision instead of 20/20.**

CMA shows you similar homes to your that Sold, are Pending-Sold, Active, Expired, and withdrawn

### POSITIONING:

Price and Marketing matter most. Decisions related to both will take into account results from your area's Absorption Rate, CMA, and a few other factors.

### MARKETING IS NOT SELLING:

It is creating a demand for your home. In other words, if you take away price, creating a desire for a buyer to own your home is what marketing does. Price falls into the logical thinking a buyer factors into their decision when comparing your property to others.

### GREAT MARKETING

It will get more buyers looking at your property than a simple MLS listing, but if you're priced wrong, it won't get your house sold.

### HICK'S LAW & SINGLE PROPERTY WEBSITES:

THE MORE CHOICES A BUYER HAS, THE LONGER IT TAKES TO MAKE A DECISION. That's why we do Single Property Websites. Buyers will still search large sites, but when we spend our money on advertising, we want buyers focusing on your property. Sites that have information about other properties create distractions.

**QUESTIONS ABOUT SELLING YOUR PROPERTY CALL SCOTT - PHONE: 941-882-5494 EXT 701**