

BUYERS WONT BUY IF THEY SEE A “TO DO” LIST

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I got your attention, good... well the same applies (getting their attention) for Buyers viewing any property in any area if they see the dreaded “to do” list in their minds. Let me use a short story to illustrate my point.

Jack and Jill Daniels (yes, Jack Daniels) decide that it is time to settle down and purchase a secure residential property in the friendly, family orientated, tree-filled suburb that your Real Estate company works in (more specifically your farm).

As it so happens, you are the super-star Agent in the area and you control most of the stock that is well priced according to market value. You have achieved this through your on-going marketing campaign that never waivers, regardless of the boom or slump cycles (cyclical) of the property market.

It goes without saying that by controlling the best stock in the area, you control the lion share of the market in your farm (80/20 principle), and the Daniel family soon make contact with you. They find your contact details either through “For Sale” boards in the area (your only permanent free marketing in your farm) or through your detailed marketing campaign, always telling potential clients who you are, what you do, that you are successful and where to find you.

Once you establish contact, you immediately apply the sales cycle (build relationships) with every contact you make, until the Daniels feel happy to view the selected properties you have hand-picked, according to the property needs analysis you have taken them through.

Arriving at the first home, the Daniels notice the “curb appeal” of the property and are immediately enticed to view the entire property. They conclude the viewing; love the property which meets with their criteria, but it does not speak to them internally. You understand this clearly, knowing that buyers buy with their heart and sellers sell with their pockets (wallet).

You get the necessary feedback for your sellers using your A5 viewing form and take the clients to the next home. Their feedback is much the same with slight differences as you ask the famous closing question, comparing both homes. They agree to view the last home you have secured for the Saturday morning tour and upon arrival; Jack Daniels decides to have a cigarette in the garden as his wife views the property.

While standing outside Jack notices a rake against the wall, a hosepipe with a lawn irrigation system, a broom and a lawnmower on display. All these items on display immediately remind him of his garden tools and how much work he still has to do in the garden before the rugby starts in the afternoon. With that his wife Jill comes outside and announces that she has found their future home, which is just perfect!

While taking this all in, Jack comes to the conclusion that the property he is standing in is almost twice the size of his current home. Added to this, his “to do” list is already keeping him super busy all weekend. If he agrees to purchase this home, he will never be able to watch rugby again! You have gone to all the trouble of showing these clients the three best properties you have for them and your demise will ultimately be the reminder of a silly “to do” list...

Any guesses what Jack’s answer was to purchasing the home?

Conclusion: Hide all maintenance, cleaning or work related equipment and put on display umbrellas, relaxing chairs, hammocks, soothing music, plenty of light etc.