



NANCY TALLMAN
REAL ESTATE STRATEGIST | *intelligent strategies that maximize value*

THE WASATCH INVESTOR

volume 2 | issue 4 | july 2006



Greetings from Park City!

I disagree with the authors of "Freakonomics", (a bestseller which challenges "conventional wisdom") when it comes to real estate. The authors believe that realtors are headed down the same path as dinosaurs and travel agents. No way. Buying a home, even an investment property, is not the same as buying an airline ticket. Airline travel is a single transaction with a set price that is easy to change or cancel. The purchase or sale of property may be the largest transaction some people make in their lives. And every piece of real estate is unique.

trends

Sunset Magazine named Park City as one of their top ten places to buy a second home in the West. (August 2006, Mountain Edition). Calling Park City "the Aspen of Utah", the magazine noted Park City's excellent skiing, proximity to Salt Lake City, and the Sundance Film Festival.



HAPPENINGS

Every Saturday Night
 Free Summer Concerts at
 The Canyons: 6 to 8:30 pm.
www.thecanyons.com

Every Wednesday
 Park City Farmers Market.
 Noon to 6 pm at The Canyons.
www.thecanyons.com

Continued on Back

Selecting a property, negotiating price and terms, obtaining financing, inspections, etc. all make real estate transactions complex and time consuming. Technology enhances this process, but can not replace the need for a professional with local knowledge and the willingness to provide excellent service.

I use state of the art technology to provide my clients with a totally managed, hassle-free transaction and increased marketing exposure. The internet allows my buyers to follow market trends, preview homes and even apply for loans. Technology improves my ability to communicate with my clients and provide exceptional service. I can pick up and answer emails on my telephone, create

custom websites for clients so they can monitor their transaction at their convenience, and send and receive faxes from my home or office. Technology also improves my ability to market and sell my clients' properties. I provide custom recordings for each of my listings, making my "virtual office" open 24/7, advertise "enhanced" listings on the internet to reach buyers all over the world, and instantly update my clients on market conditions so they can make informed choices regarding pricing and negotiations.

Technology enhances, improves and streamlines the real estate process, but for many reasons, will not replace a client-centered, service oriented, knowledgeable professional.

70% of All Home Buyers Use the Internet

According to the California Association of Realtors' "2006 Internet Versus Traditional Buyer Survey", released last May, internet buyers reported greater satisfaction with the home-buying process compared with traditional buyers.

"The internet is changing the dynamics between buyers and their agents, as well as the way business is conducted throughout the real estate industry. However, while the internet has become an important research tool for home buyers, it has only enhanced the Realtor's role in the transaction", C.A.R. President Vince Malta said. "Buyers continue to rely on their Realtor for help with interpreting the information gathered from the internet and to guide them through the home-buying process. The report noted expectations of internet buyers differ from traditional buyers. Internet buyers are accustomed to receiving more frequent communication and faster response times from their Realtors.

1750 SUN PEAK DRIVE
 PARK CITY, UT 84098

P 435.901.0659
 F 888.204.2024

NANCY@TALLMAN.BIZ
 WWW.TALLMAN.BIZ





NANCY TALLMAN

1750 SUN PEAK DRIVE
PARK CITY, UT 84098

volume 2 | issue 4 | july 2006



Intelligent Strategy: Seller Motivation the Key to Negotiating Price

Imagine. You have finally decided on the house you want to buy. You and your Realtor study the numbers and prepare a reasonable offer close to the asking price. The seller comes back with his asking price and a host of harsh terms. What happened? Perhaps the seller has decided to LIST the property but has not made the commitment to SELL the property. There is a difference.

The best deals are made between buyers and sellers who are motivated. Commitment is critical. Motivated sellers are prepared to sell at market value, whatever that might be. Sellers who have a pressing need to sell, as opposed to sellers who merely want to sell if the conditions are right, are the sellers you need to be working with. Examples of situations that motivate people to SELL versus just LIST their home are:

job transfer, purchase of a new home leaving the seller with two mortgages, divorce, death, or retirement. An example of an unmotivated seller is someone who is on what I call a "fishing expedition". They put a for sale sign on their home and are "fishing" for a buyer who doesn't know the market, falls in love with their home, and will offer them an above-market price. These people usually wait for months and even years until the market finally catches up with the price they are asking.

There is a difference between people who LIST their property for sale and those who are willing to negotiate with a ready, willing and able buyer. The key to a productive purchase is to find the seller who really wants to SELL. A real estate professional can help you find the right kind of seller.

HAPPENINGS

Every Wednesday Night
Wells Fargo/PCPAF's Free
Summer Concert Series at
Deer Valley. 6:00 - 8:00 pm
www.ecclescenter.org

August 12
Luxury Home Tour.
8:30am-3:30pm at Deer Crest.
www.luxuryhometour.org

August 26-27
Park City Area Showcase of
Homes.
www.pcshowcaseofhomes.com

September 4
Miner's Day Parade and
Celebration. **435-649-6100**

"The only thing that will stop you from fulfilling your dreams is you."

- Tom Bradley, former Los Angeles Mayor