

The Basic Law of Real Estate



Many people think to sell a home you place an ad in the paper and wait for a person to call and buy the home...**NOT SO!**
If that were true, real estate professionals would be out of work.

The Basic Law of Real Estate is This

ADS DON'T SELL HOMES...PEOPLE DO!!!

We are trying to educate sellers and the public about the tremendous changes in REAL ESTATE MARKETING. A recent study by the National Association of REALTORS uncovered some interesting statistics about WHERE BUYERS COME FROM.

- 40% Purchased because they recognized a SALES PERSON or firm Name and were serviced by them.
- 20% Purchased because they saw a sign in the lawn and approved the home's exterior and location.
- 18% Responded to an ad but eventually purchased a different home.
- 7% Were referred through a relocation service.
- 3% Bought the home they saw advertised.
- *1% Bought the home they saw at an Open House.
- 3% Bought for a combination of the above reasons.

ABOUT PRICE...

The best way to ensure a quick sale is to price your home COMPETITIVELY. Buyers purchase homes by comparison and will usually make an offer on a fairly priced property BEFORE making a low offer on an overpriced listing. Price and possible terms are important buyer motivators.

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