

Smooth Moves

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Top 3 Characteristics Customers Seek in a REALTOR®

- Knowledge
- Trust
- Strong Negotiator
- (Pleasing Personality is important but no longer in the top 3)

Number 1 Customer Satisfaction Criteria:

Was it a smooth transaction?

Customer Satisfaction

- Did it close on time?
- Did it close the way the contract was initially written?
- Was there a lot of hassle between contract and closing?
- Were there a lot of surprises?

Smooth Moves Program

- Agent will pay for inspections to be done at time of listing
- Seller agrees to pay for and complete all repairs necessary in 10 days
- Seller pays 1% more for a Smooth Moves Listing
- Reasons to Do Inspections
- Leads to smoother transaction
- Fewer surprises, happier customers
- Puts Seller in stronger negotiating position
- Differentiates you as a Listing Agent
- Adds Perceived Value to your Service
- Differentiates the Listing
- Adds Perceived Value to the Buyer

Reasons REALTORS® don't do inspections

- Habit or Tradition
- Lack of training – fear of change
- Lack a system
- Don't understand how it adds value
- Cheap!
- Likes the drama of surprises before closing

Perceived Value

- Cost to Salesperson \$210 – 320
 - Perceived Value to Seller \$1,000's
- Salesperson has higher Perceived Value (justifies fee)
- Agent is different from others
- Has smoother transaction (higher customer satisfaction)

Cover Letter for Buyer

The attached inspections were completed on behalf of seller to determine the condition of this property. Buyers are welcome to take copies, however no representations or warranties are being made by seller or agent. Buyers are advised to use experts of their own choosing in evaluating this property.

We have 3 Goals...

- To get you where you want to go on time
- To make your transaction as smooth as possible
- To put you in the strongest negotiating position possible

90% of all Buyers will inspect your house

- Don't get surprised after you sign a contract
- Do you know the condition of your _____?
- Have you had it inspected recently?
- Are you comfortable pricing your house based on that inspection?

Inspections will...

- Reduce our risk of surprises when negotiating with a buyer
- Save you money because we can adjust the sales price by the amount of repairs
- Buyers will have confidence in writing offers on houses that have inspections

■It puts you in a stronger negotiating position

Are you comfortable pricing your home and selling it, not knowing what the buyer might come back with prior to closing?