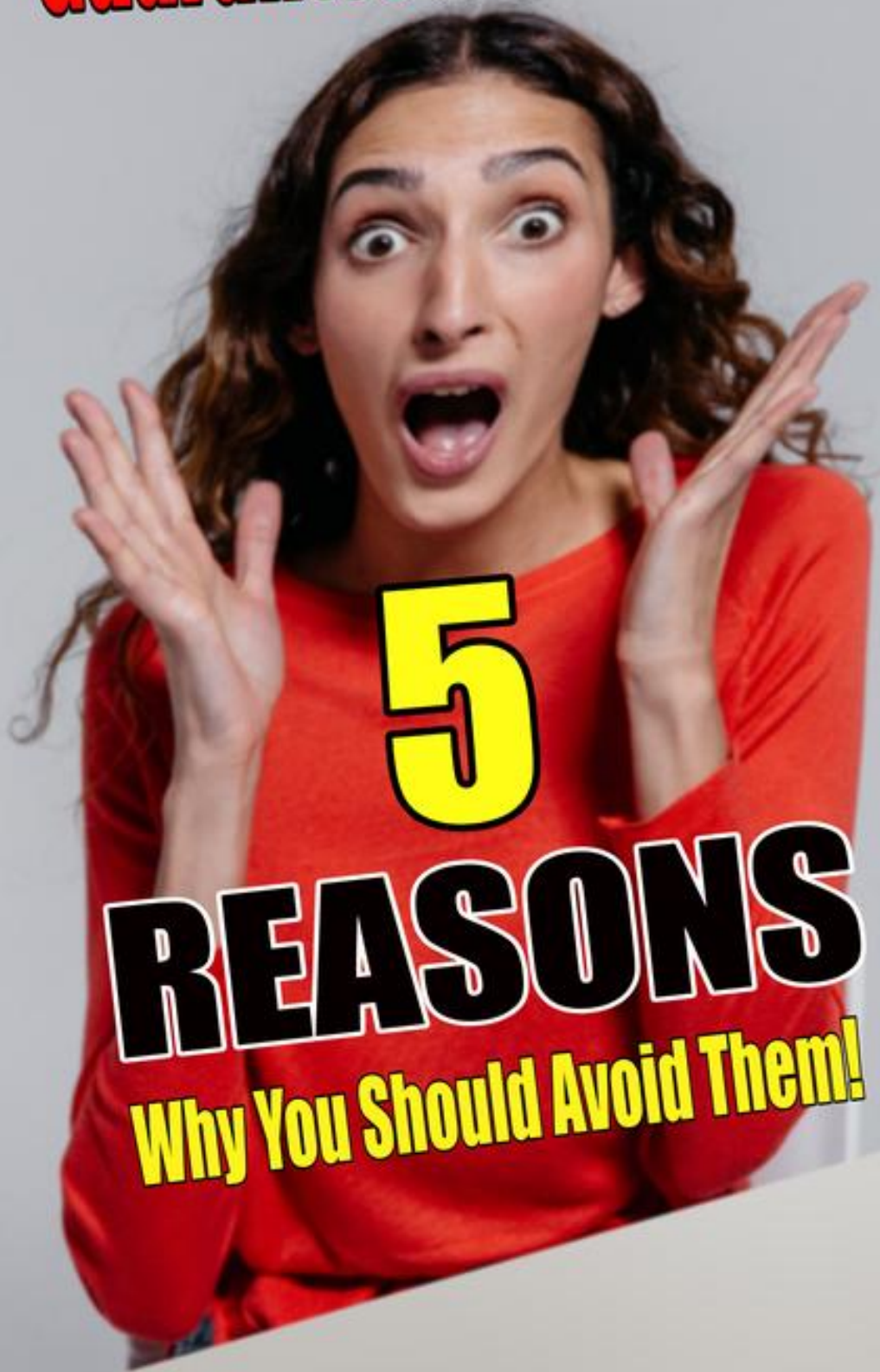


"Guaranteed Sale Offers"



5

REASONS

Why You Should Avoid Them!

Your Home
SOLD
Guaranteed.
Or We Buy It.

WHAT'S
THIS ASTERISK
FOR?



GUARANTEED HOME SALE PROGRAMS: LEGIT? OR SCAM?

What are Guaranteed Home Sale Offers All About?

The Guaranteed Home Sale or “I will Buy it” programs are a marketing technique used by some real estate agents to try and get your business.

The concept of a guaranteed sale of a home is often advertised by some real estate agents as a way to provide sellers with peace of mind that their house will sell or they will buy it.

5 REASONS TO AVOID THESE OFFERS AT ALL COST!

1.

KNOW THAT THE AGENT DOES NOT WANT TO BUY YOUR HOUSE!

The agent does not want to get “Stuck” buying your property and it is not in the best interest of the agent to do so.

The objective here is for the Agent is to get your business (Listing Agreement), sell your house and make a commission.

The costs to the Agent to buy your house are huge! Legal fees, land transfer tax, mortgage payments, taxes, utilities. Assuming they can even afford to buy it.

2.

THE AGENT WILL CONTROL YOUR ASKING PRICE

The goal for the Agent is to sell your house as fast as possible. The agent will likely base their recommendation for the asking price by using past sales market data. Not a great method for you if the market prices have been trending higher.

Selling your house quickly for some sellers may seem like a positive thing; however it is most likely sold fast because it sold for under market value.

3.

THE CONTRACT IS FILLED WITH CONDITIONS

The contract is filled with strict conditions and requirements that quite frankly are there only to ensure that they all can't be reasonably fulfilled so that the Agent doesn't have to buy your house.

There are usually provisions in the contract that you must agree to lowering your listing price consistently throughout the selling process; in fact the agent will usually get you to sign a price change amendment at the time the listing agreement is signed to automatically reduce the price on the specified dates.

Here's an example of how they will step down the asking price

"The Seller agrees to reduce the asking price as follows:

*1 to 15 days at \$ _____
15 to 30 days at \$ _____
31 to 45 days at \$ _____ "*

The Agent may ask for a Listing Agreement Contract to be a period of 120 days or more.

You may have to agree to pay to have repairs or upgrades completed around the home before listing.

The home must be available at all times for showings and open houses.

4.

THE CATCH

In many of these offers you must also agree to;

1. There is often a higher commission rate included for this type of offer.
2. You must buy another home using the Agent as your Buyer representative.
 - There may even be restrictions related to location and price of the property and commission amount offered to the Agent by the sellers.
 - It may be that it has to be another property that the agent has listed.

There are likely many exclusions that don't "qualify" for the Offer:

- Doesn't include rural properties
- Doesn't include properties outside of certain market areas
- Doesn't include properties under a certain price
- Doesn't include properties over a certain price

5.

THE KICKER –THE RUB – YOUR HOME’S VALUE

The Agent will establish a “Value” (*what the Agent thinks your house will selling for*). This “Value” is typically lower than the asking price after all agreed upon reductions. It seems as though they don’t have faith in selling above asking...

However their “Guaranteed Sale Value” which is the price that the Agent will buy your house at (In the very rare case they have to buy it) is MUCH LOWER usually 5-10% than the “Value” (*FYI: Most homes properly priced will sell above 97% of asking*).

Remember: The Last thing the Agent wants is to buy your house.

Think about this...

How can an agent work to get you the highest price possible when they are trying to avoid buying your home themselves?

Is automatically lowering your price in advance the best way to market your home?

Do you think that they are working with your best interests in mind or theirs?

Selling your home is one of your biggest financial assets and your priority should be to get the highest price possible not sell for under market value to your own Agent!

Here are some questions you should be asking yourself if you're thinking about working with an Agent offering a guaranteed sale:

1. How can these agents afford to do this?
2. Why don't all agents offer this?
3. This sounds too good to be true...what's the catch?
4. How do they determine my home's value?
5. What's in it for the real estate agent?
6. What happens if they don't follow through with their promise and don't buy my house?
7. Would I choose this Agent without the Guaranteed Sale?



Here is what I recommend you should consider when buying or selling a home;

- *Work with an experienced with many years of Experience.*
- *Work with an agent that's a "good fit".*
- *Work with a local agent that knows the local market.*
- *Work with an agent that you feel you can trust.*
- *Work with an agent that has your best interests at heart.*
- *Work with an agent that will work hard for you.*
- *Work with an agent that knows how to negotiate.*

I hope that you found the information useful. There are a lot of variables when selling a home, market conditions, condition of your home, the abilities of the agent that you choose, finding the right buyer at the right time.

Our strategy when selling your home is simple, price it at a competitive price based on recent market data, market it with professional photos and 360 virtual tour and work closely with you to get it sold for the highest price possible.

I would welcome the opportunity to work with you for all of your real estate needs.



I offer a No-Nonsense service guarantee that is in writing and simple to understand and If you're not happy with our services you can fire us!

Contact me on my cell at my office at 705-733-1222 if you have any questions or would like to arrange a no-obligation free consultation.

Sincerely,

*Mike Mifsud, CEO & Broker of Record
39 Years Experience!*

