



DISCOVER THE DIFFERENCE
BETWEEN SELLING
AND HAVING YOUR HOME

Professionally Marketed and Networked



**BERKSHIRE
HATHAWAY**
HOMESERVICES

RW TOWNE
REALTY

Real Estate's **FOREVER** BrandSM

You may be surprised that there is a dramatic difference between selling a home and having your home/lifestyle professionally marketed and networked.



If so, you are not alone. We believe that countless home sellers and even some real estate professionals often confuse selling a home with marketing one.

The purpose of this Berkshire Hathaway HomeServices educational guide designed specifically for “For Sale By Owners” is to respectfully clarify the all-important difference between the activities and results associated with selling, marketing, and networking your home.

These important distinctions are intended to serve as a foundation for what we hope will be an ensuing conversation with your locally-selected Berkshire Hathaway HomeServices network real estate professional.

WE COMPLETELY RESPECT FOR SALE BY OWNERS FOR THE FOLLOWING REASONS:

- + They are home sellers who are industrious, confident, entrepreneurial, great at communicating, and independent thinkers.
- + They are home sellers who are willing to promote and present their property for sale by themselves.
- + They are home sellers who are determined to save by not paying a marketing fee or commission.
- + They are home sellers who believe they understand their home or lifestyle best and therefore are most suited to convey its value.
- + They are home sellers who are confident that they can negotiate their home effectively.
- + They are home sellers who believe they don't require staging, social media, advertising, networking or transaction management assistance.

HOW IS A MARKETING AGENT DIFFERENT THAN A SO-CALLED LISTING AGENT?

- + A Marketing Agent does not merely seek to list homes, but instead, is committed to comprehensively market properties and overall lifestyles.
- + A Marketing Agent is not focused on selling more homes, but rather on causing homes to sell for more.
- + A Marketing Agent specializes in property promotion and not personal promotion.
- + A Marketing Agent appreciates that they may not be the person who sells the home, but can be the major reason the property sells.
- + A Marketing Agent will work with the home seller to create a customized marketing plan that conveys to buyers and buyer agents the overall value of your entire lifestyle.
- + A Marketing Agent is highly skilled at strategic pricing, negotiating, staging, merchandising, marketing, networking, and transaction management.
- + A Marketing Agent focuses more on what makes your lifestyle different than what makes themselves different.
- + A Marketing Agent understands that homes compete but don't compare.

THERE'S A MAJOR DIFFERENCE BETWEEN SELLING A HOME AND MARKETING ONE

- + If all you want to do is sell your home, then you do not need a real estate agent.
- + When you sell a home, typically you only sell to a buyer that is produced from a very limited buyer pool.
- + When a home is professionally marketed, the goal is to produce the best buyer governed by the laws of supply and demand.
- + Your property represents such supply. A professional marketing agent can best leverage the demand.
- + Many buyers are wary of encountering a homeowner directly, which is outside of conventional home selling.

- + Buyers who are willing to go directly to a For Sale By Owner property often times see the commission being saved as their reward for going directly. But, both the buyer and seller cannot save the same commission.
- + Sometimes it can weaken the negotiations on one's home when the For Sale By Owner rather than the Marketing Agent follows up with buyers. Therefore, if you do not select a Berkshire Hathaway HomeServices network agent to represent you, we advise that you do not follow up after a buyer has visited your home—instead, let them follow up.

WHAT ROLE DOES PROFESSIONAL NETWORKING PLAY?

Professionally marketing real estate calls for your real estate marketing professional to possess a complete grasp of the importance that range, reach and influence play in the pursuit of successful outcomes.

- + Range equals the strategic use of the internet.
- + Reach, in most cases, is maximized by how most major real estate companies collaborate with the marketing company/agents in showcasing your home for sale on their website along with Berkshire Hathaway HomeServices.
- + Influence causes buyer agents (where applicable) and buyers not only to discover your property but also to encourage them to pay maximum value for your property and overall lifestyle. Influencing buyer agents is also inextricably interwoven with the marketing agents' ability to network with hundreds or even thousands of other real estate professionals when working with or representing buyers.
- + For many, the aim of selling a home is merely to sell the property to a buyer. The purpose of professional marketing and networking is to leverage the laws of supply and demand until the property becomes sold to the "right" or "best" buyer.
- + If you're considering a For Sale By Owner, we hope that illustrating how Berkshire Hathaway HomeServices network Forever Agents are different than "listing" agents, you might be encouraged to look for someone to customize a high impact marketing plan for your home.

BERKSHIRE HATHAWAY

HOMESERVICES

RW TOWNE REALTY

Real Estate's **FOREVER** BrandSM

About the Berkshire Hathaway HomeServices Network

Relational, not transactional—THAT is what defines a Berkshire Hathaway HomeServices network Forever AgentSM, a real estate professional who sees far beyond the transaction to a lifetime of professional service and support.

As a Berkshire Hathaway HomeServices network Forever AgentSM, I am committed to providing my clients with relevant resources and tools just like this guide, helping you develop lifestyle-focused strategies in the pursuit of your real estate goals.

And for every goal you set, I'd be honored to help you achieve it, turning your dreams into reality not just today or tomorrow but forever.



Jennifer Dawn

Realtor

757-524-0417

jennifer.dawn@rwtowne.com

jenniferdawnrealestate.com

Berkshire Hathaway HomeServices RW Towne Realty
600 22nd St. Ste. 101 Virginia Beach, VA 23451

©2024 BHH Affiliates, LLC. Real Estate Brokerage Services are offered through the network member franchisees of BHH Affiliates, LLC. Most franchisees are independently owned and operated. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Information not verified or guaranteed. If your property is currently listed with a Broker, this is not intended as a solicitation. Equal Housing Opportunity.

