

Active Seller Weekly Touch-in Rhythms & Templates

Check in Monday focus (email first, followed by phone call):

- provide feedback (from showings, open houses)
- provide value
- explain what you are doing to help market and sell the property
- mini market update / CMA
- looking at what your client will be looking at
- naming emotions / frustrations / concerns

Determine if Price is an Issue

- Less than 5 showings per week and under \$600,000 is overpriced
- Less than 3 showings per week and under \$800,000 is overpriced
- Less than 1 showing a week above \$800,000 is overpriced

Look up address in Zillow, click to “Owner” tab and check out and know:

- Views
- Saves
- Screenshot this to include in the body of an email

Look up Redfin estimate (or have it on your screen) so you know if it’s dropped, where it’s at

- Scroll to bottom of listing page, you’ll see the box with views, “x” outs, and saves

Look up Ylopo Stars Marketing Dashboard - the listing rocket analytics

- Scroll to listing in Listing Rocket dashboard > Generate Report
- Report is PDF - link to “view ad online” on PDF - include link in body of email
- Attach PDF copy to email also

Do quick CMA in the MLS looking for Active, Contingent, Pending, PI, Sold properties to see and be able to relay to client:

- What has come on the market
- What has pended
- What has sold - and at what price
- What has been canceled / expired if applicable

Check in call / text Thursday focus:

- Simply a how are you doing check in call
- Bring up if they've discussed adjusting the price
- Remind them that we control marketing, price - ultimately we don't control the market or a buyer bringing an offer to the table
- Explain "shelf life" and be very knowledgeable about other homes for sale, pending, or just sold in their neighborhood for the convo

Tips:

- Know exactly how many days their home has been on the market
- After 21 days need to be discussing price adjustment
- Best option for first price adjustment should be 3-5%, thereafter at least 3%
- The goal with a price adjustment (always calling it an adjustment and not a reduction) is to get it as close to a new bracket for searches as possible



EXAMPLE MONDAY SELLER EMAIL

Good morning Jeremy and Michelle,

Wanted to touch base as we are just at two weeks on market, still without offers and very limited showings. The open house last weekend was very unfruitful, with only 1 group through who our agent disqualified as a potential buyer for the property. (can't afford)


We are definitely experiencing a swift, unexpected correction in the market, but your home is still getting very good online traffic. Below are some of the snapshots of activity, including public sites that you also have the ability to see the backend dashboard analytics of (Redfin & Zillow). The other ones (link below & attached) are our team's personalized, targeted ads that are going out to the demographics of people searching in this area & price range on social media channels (the software only our team has).

Our Team's personalized Listing Rocket ad targeting buyers:

<https://search.novakteam.com/r/zB9>

Redfin activity:

Activity for 27013 10th Dr NE

| | | | |
|--|---|--|---|
|  1,236 Views |  39 Favorites |  10 X-Outs |  0 Redfin Tours |
|--|---|--|---|

Zillow activity:



As we're watching a lot of price adjustments in Snohomish County as a whole, as well as watching interest rates continue to creep up, we're keeping a close eye on activity. Typically, in a more balanced market that this one is quickly turning into, if we aren't getting 5 showings a week, the market has sent us a message about value.

You know better than us your financial situation, and we want to make sure we're acting with your best interest in mind for speed of sale, not letting it get "shelf life" (on the market too long without an adjustment to show you're serious about selling), as well as maintaining as much value as the market will support.

Here is a graph to show you the impact the interest rates are having on buyers' ability to afford in this market:

| \$3500 Monthly Payment | | |
|-------------------------------|----------------------|-----------------------|
| Date | Interest Rate | Purchase Power |
| 6-Jan-22 | 3.22% | \$807,267 |
| 13-Jan-22 | 3.45% | \$784,299 |
| 20-Jan-22 | 3.56% | \$773,651 |
| 27-Jan-22 | 3.55% | \$774,610 |
| 3-Feb-22 | 3.55% | \$774,610 |
| 10-Feb-22 | 3.69% | \$761,337 |
| 17-Feb-22 | 3.92% | \$740,248 |
| 24-Feb-22 | 3.89% | \$742,949 |
| 3-Mar-22 | 3.76% | \$754,826 |
| 10-Mar-22 | 3.85% | \$746,574 |
| 17-Mar-22 | 4.16% | \$719,150 |
| 24-Mar-22 | 4.42% | \$697,290 |
| 31-Mar-22 | 4.67% | \$677,197 |
| 7-Apr-22 | 4.72% | \$673,283 |
| 14-Apr-22 | 5.00% | \$651,986 |
| 21-Apr-22 | 5.11% | \$643,898 |

Let me know when you're available to hop on a call and let's discuss next steps!



EXAMPLE: PRICE ADJUSTMENT SUGGESTION SELLER EMAIL

Good morning Bob & Shirley!




Wanted to update you both on the market climate around your home as we are just cresting into 4 weeks on the market tomorrow without offers...

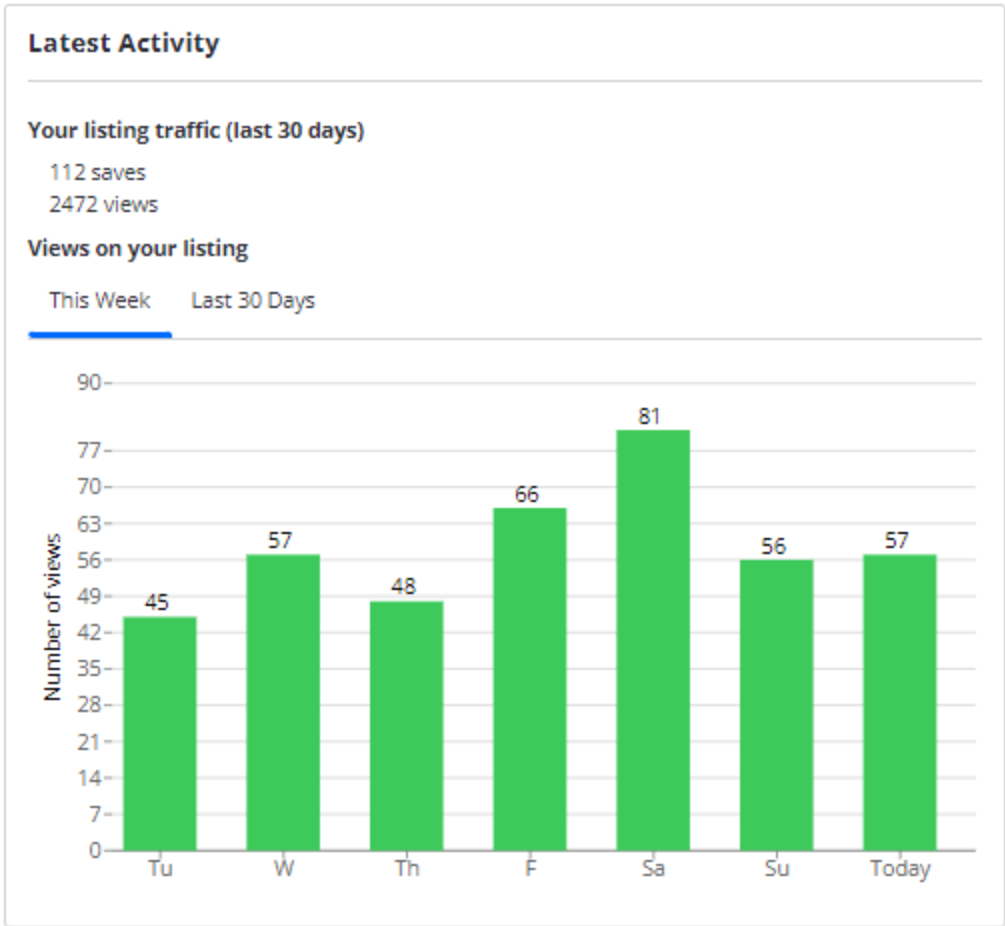
We are seeing some homes move quickly (when the market agrees with the price), and we're also seeing a lot of inventory sit. I have attached an updated Market Analysis showing a few homes that have sold, gone under contract, and of course others that are still actively for sale (aka, your competition), all within 1 mile of you.

The showings have been very decent, and while there has been some chatter with a few interested parties and their agents, no offers have been made yet. Most have cited the lack of covered parking in this price range, which tells us there is still a disconnect between your home and what the perception of value on the market is to potential buyers.

Online traffic has been very strong:

Activity for 23667 DaLacey Ln

| | | |
|---|---|--|
|  4,066 Views |  121 Favorites 155 all-time |  15 X-Outs 30 all-time |
|---|---|--|



While we are certainly not wanting to leave ANY money on the table, we do want to make sure we're maximizing your personal timeline and that we're optimizing the perception of value of the home to the market. At this point, I would suggest updating the price closer to the \$850k mark to work on generating some serious interest and hopefully offers.

Doing a price adjustment will of course ping all of these people who have 'saved' the home across all platforms and we can run updated ads through our demographic-targeting sites like these: <https://search.novakteam.com/r/B73>

Please talk it over and let me know what you'd like to do - we can hop on a call tomorrow if you're available.

Enjoy the rest of your day and chat with you soon!