



By ROBERT RADCLIFFE
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PART 2 IN A SERIES

Access and showings are more important to the successful sale of a home than you might think. It is helpful for homeowners to understand how buyers view homes and how their agents schedule them to be shown.

One of the toughest obstacles when working with our buyer clients is simply scheduling showings. I have learned that some buyers want to see homes on their schedule and if unable to do so, they may buy another home simply because they were unable to see yours.

I am led to believe some agents inform their clients when listing their home that they "personally" will be the only person showing their home. Although I understand this sounds great in theory, here are the reasons it is counterintuitive and counterproductive. If an agent

Reasons Why a Home Will Not Sell – Even In A Hot Market

has more than one listing, and they have a request to show two or more homes at the same time, which conflict with their busy schedule, which home gets shown or do any of them get shown? A good agent typically has a busy schedule and unless they have a team to assist them with showings, many homes go unshown.

It's important to understand that buyers want to get into a house when it is convenient for them or when they are quickly shopping at homes before they buy another.

I have heard homeowners and agents say, "Well, the buyer can reschedule."

Here's one of the many considerations to take into account regarding a buyer rescheduling.

What if a buyer goes out to see two to eight homes in a day (not including yours) and they see one they love. How likely do you think it is that their agent will say, "Before you buy this home that you love, I still need you to see one that

is difficult to show."

I can just about guarantee this is not going to happen. Why should it? A buyer loves a home (not yours) because they could not get in and are ready to buy. Why would an agent want to confuse a buyer to a point of "analysis paralysis?"

Most likely the agents plan will be to go ahead and make an offer on the home you love and if unsuccessful, go back to the ones that were difficult to see. My experience is that many buyers don't want to continue looking after they fall in love with a home. Perhaps that happened to you?

I understand that you could try to defend this situation with "that buyer was not the right buyer, otherwise they would wait to see our home." In fact, the buyer may have been the most motivated to buy a home (example by them buying another) and would have paid the most amount of money for your home.

I have sold approximately 200 hundred homes that were unsuc-

cessfully listed. By making sure my clients understand how showings can work to maximize the exposure for their home has a made a significant difference in getting their home sold and for top-price.

On many occasions when my team and I have started marketing a home, I have heard a client say, "I cannot believe how many showings we now have since we have listed with you. We did not have half the amount of these showings before."

Hint: the reason, in addition to a different marketing campaign, is simply because buyers were unable to easily view their home.

Robert Radcliffe is a specialist at selling homes that were previously listed. His credentials can be viewed at www.robertradcliffe.com. You can read his report "6 Reasons a Home Will Not Sell – Even in a Hot Market" by visiting www.ExpiredSold.com or contact him directly at the Sotheby's International Realty Pacific Palisades office 310-255-5454.

MARKET ACTION REPORT

MARKET TIME

The average Days On Market (DOM) shows how many days the average Property is on the market before it sells. An upward trend in DOM tends to indicate a move toward more of a Buyer's market, a downward trend a move toward more of a Seller's market. The DOM for January was 30, up 7.1% from 28 days last month and down 50.8% from 61 days in January of last year. The January 2015 DOM was at its lowest level compared with January of 2014 and 2013.

Days On Market for Sold Properties



SELLING PRICE VS. ORIGINAL LISTING PRICE

The Selling Price vs. Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100 percent the more of a Buyer's market exists, a ratio at or above 100 percent indicates more of a Seller's market. The January 2015 Selling Price v Original List Price of 95.7% was down from 98.4% last month and up from 95.4% in January of last year.

Selling Price versus Listing Price Ratio



INVENTORY / NEW LISTINGS / SALES