

Subject: The MLS & Your Top Price

What happens when the MLS works **against** you? This is the problem sellers are increasingly facing as the Phoenix market continues to decline. Although there are still buyers buying, those who are actively shopping are moving at a snail's pace or not at all when it comes to pulling the trigger on purchases in almost all price ranges - this is true in your neighborhood and price range as well. With buyers slow to act and inventory rising, we must control how many days on market your property accumulates in Active status on the MLS - not doing this can cost you big bucks.

Big Bucks? But Why:

Price

In the middle of a shift, real estate professionals and sellers have less reliable or obvious data to rely on when it comes to pricing. With this uncertainty comes a need for price adjustments (*generally down*) in order to find the right price to cause a home to have it's best chance to sell and sell at target price. For sellers in this situation, the MLS is the ultimate tattle-tale. Once a record for a home is create and published, everything that happens with that record is viewable and lasts FOREVER (or at least for a very long time). The public may primarily be using Zillow, realtor.com, and Redfin to self-search, but all of those sources syndicate from the MLS meaning the public, even those not working with a REALTOR with direct MLS access, can see a seller feeling around for the best pricing. *Moving price down* generally makes a buyer smell blood in the water... no seller wants to feel like chum when it comes to their property.

Time on Market

We all know what happens to a can of beans that is sitting dusty on the grocery shelf. Eventually it's tossed into the scratch n dent bin with a big orange CLEARANCE tag on it. This is exactly what happens in a buyer's mind as homes tick off more and more days on the MLS. You could have two identical homes at the same price on the market but the newer listing will be the one buyers are drawn to first, simply because there is no perception of rejection on it yet. The truth is, days on market is a data point any savvy buyer or REALTOR is going to notice when considering different options and potential deals to be made. Sellers need to be keenly aware of the damage that the accumulation of days on market does to the potential sales price of their home. It's natural for a buyer to ask themselves "what's wrong with that house," "why has no one bought that one yet," or "the seller must be unreasonable" - these thoughts do not spell \$\$\$ for your property.

What Should We Do?

We need to utilize the MLS carefully. The overwhelming value it provides is that nearly every real estate salesperson sets their buyers up with MLS searches to find their next properties - this is a fabulous tool for us. But it needs to be one of *many* tools and because days on market are reported to the world, we need to market your property as much as possible **before** we go Active in the MLS. **Additionally, prior to going Active in the MLS we need to ensure that we are priced appropriate to the market** so that we aren't in the MLS making multiple price adjustments (blood in the water for buyers) or ticking off days on market with little to no activity (what's wrong with this home). Over the next __ days I'll be marketing your property through private channels and investors as we discussed in our initial meeting. I'll report back to you any feedback or interest and prior to going Active in the MLS. At that point, you and I will confirm that we have the best marketing price before we are locked in on the MLS.

Thank you so much, call me with questions