

The Greenbriar Effect Seller Communication - Pricing to the Market

Subject - What happened at Greenbriar, can happen on (insert property street name) too

Hi _____,

My team was recently hired to market a property in the Northwest Valley on a street named Greenbriar. I want to share what happened, please indulge me with this 5 minute read.

The sellers had a goal of \$640,000 sales price and also wanted to be able to stay in their home for three months after closing. \$640,000 as a goal would make this a tall order, this would be one of the highest priced homes sold in their neighborhood **even before the market shifted**, the three months to stay after closing - unheard of in this market.

In order to make this happen, we had to position this property PERFECTLY to drive competition.

We asked the seller for permission to market the property at \$625,000 and although they pushed back and were concerned that it was too low and would cause them to not reach their goal, we were able to convince them to allow us to try it. We knew that \$625,000 as a marketing price, plus a perfectly presented home, would bring the demand we needed to push the price higher and get them the time to stay after closing.

We call this the #2p's - Price & Presentation are KEY to getting the most for any property.

Once we went Active with this listing, the flood of buyers came alive. We held a single buyer event for 3 hours while the sellers went to lunch - the sellers made sure their home was perfectly presented, this was our one shot to convert the huge interest into offers. We had 12 groups through, received multiple offers - buyers writing offers higher and higher with time to stay for the sellers.

The end result - seller accepted a contract for **\$650,000** with the ability to stay in their home FOR FREE for up to **FIVE months**.

***We blew their goal out of the water because we leaned into the #2p's.
We blew their goal out of the water in a BUYER'S MARKET!***

The 72 Sold strategy works if we are able to use price to attract a flood of buyers and then present the home in its very best light to those buyers at the same time. This is a real life example, in this market, as to why we need to lean into the strategy now more than ever to create demand with those buyers who WILL pay more than they should for a property, IF they have to compete for it.

I want to create the Greenbriar effect for your home too, it deserves the best shot at the top price and terms. Can we discuss some ways we can make this happen soon?

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Thanks for reading, talk to you soon!