

# Donna Dalonzo

Real Estate Broker



# When Your Home Doesn't Sell

What to do when your home recently fails to sell

Step 1

# Rekindle the Flame



The normal reaction to have when your listing expires and you choose not to rehire your broker is **FRUSTRATION AND DISAPPOINTMENT**

Questions such as: "**Why did our home not sell?**" or "**How come our Broker was not able to sell our home?**" arise without clear answers to follow. Trust in Realtors diminishes, selling yourself becomes an option and the dream of your next destination feels out of reach.

Before reading ahead... go back to the starting point

Whether you were on the market for 3, 6, 9 months or more, start by going back to the purpose, the goal and that dream of selling, moving, getting your money and living your life in that new destination.

**Rekindle that flame you once had, which caused you to want to move...**

Once you're mind and heart get there, this guide will be easier for you to build that path you've been longing for.

# Chose to Drown or Chose to Surf that Tsunami!

Upon your listing expiring from the market, a fair number of Brokers aim at soliciting you in helping you to list and sell your property...

**WHY DO THEY ALL SUDDENLY CALL YOU WHEN THEY'VE NEVER SHOWED UP DURING YOUR LISTING?**

**Because they are trained to do so...**

**SO... WHAT TO DO?**

Knowing that there are over 17,000 licensed brokers in Quebec, perhaps one of them is the perfect fit to get you to your destination, NOW THAT YOU'VE REKINDLED THE FLAME...

Like a Buyer who scans many homes before deciding on one, you as a Seller now have an opportunity to **SCAN MANY REALTORS and FIND YOUR MATCH!**

**Take the opportunity to surf the wave of incoming Broker offers...**

# Did you know?

That Every Real Estate Broker is an **INDEPENDENT CONTRACTOR?**

Regardless of the company they represent, each and every one is not bound to follow any corporate direction in respect to how they do business. They are the master of their own business processes.

**This has consequences in how you perceive Real Estate Brokers** as all being and doing the SAME...

That No one Real Estate Broker Markets a Home **the same way as another?**

Since each Broker is independent in work status, they are independent on the methods and plans they develop to get the job done. Some have comprehensive plans which they share with Sellers, others wing it.

**This means that you may not have had an optimal plan to back you up during your listing...**

That to obtain a real estate license, there is **no class about marketing or selling real estate?**

Realtors must go beyond what the government offers to learn how to sell and market real estate. License courses focus more on contractual law, how to navigate contracts and offers and how to use legal clauses.

**This bears the question: "Did we hire a lawyer or a salesperson?"...**

That all Quebec based brokers **have immediate access** to Listings that EXPIRE from the market?

In fact, that explains the potential Tsunami you may be experiencing from Broker solicitations, calls or mailers such as this one that represent potential candidates for you.

**This becomes an opportunity for you to INTERVIEW THEM FOR THE JOB!**



## TOP 5 QUESTIONS

**HERE ARE THE TOP 5 QUESTIONS I RECOMMEND ASKING A CANDIDATE BROKER DURING AN INTERVIEW**

1- How many homes would you say you sold during your career?

**EXPERIENCE VARIES: 20 DEALS IN A 1 YR CAREER IS AS GOOD AS 100'S IN A 25 YEAR CAREER...**

2- Do you follow a marketing plan? and how will our home stand out from the competition?

**HERE YOU ARE SEARCHING FOR A WELL STRUCTURED PLAN THAT MEETS YOUR EXPECTATIONS**

3- Do you follow a communication plan? and how will we be kept abreast?

**HERE YOU WANT ASSURANCES THAT YOU ARE NOT DEALING WITH A "SECRET AGENT"...**

4- Do you feel our home is sellable? and why do you feel it didn't sell?

**HERE YOU ARE LOOKING FOR AN "HONEST" AND "OBJECTIVE" OPINION. IF PRICE AND MARKETING ARE NOT MENTIONED AS REASONS OF FAILURE, QUESTION FURTHER...**

5- What do you need to hear from me (us) that would motivate you to sell our home?

**HERE AN EXPERIENCED AGENT WILL ASK YOU FOR YOUR "TRUST" AND "CONFIDENCE". EVERYTHING ELSE IS SUPERFICIAL WHEN IT COMES TIME TO PRODUCE RESULTS...**



So Many Visits  
but No Offers



# Homeowner Quiz

TAKE A MOMENT TO DIAGNOSE THE ISSUES THAT HAVE CAUSED YOUR HOME NOT TO SELL  
BE HONEST AND HUMBLE IN THE KNOWING THAT THINGS ARE ABOUT TO IMPROVE!

1- How did you determine your sale's price?

Based on Broker recommendation following competitive analysis

Based on what we felt our home was worth

Based on what other homes like ours are asking

Based on what we need to buy another property

2- How many offers did you receive? If one or more, why did it (or they) fail?

# \_\_\_\_\_ or none

Price

Timing

Failed conditions

Other (specify) \_\_\_\_\_

3- What caused you not to renew your listing with your Broker?

Lack of feedback or communication

Lack of exposure or failed marketing

Lack of Trust and or confidence

Change of plans

4- How involved were you during visits?

We were there to greet buyers and brokers.

We were absent during visits.

Our broker was always there to show the property.

We had a lock-box to allow other brokers to show the home.

5- How informed were you about new listings or sales that compared with your home?

Never informed

Somewhat informed

Always informed

6- How informed were you about the market and ongoing trends?

Never informed

Somewhat informed

Always informed

7- How did you get to hire your Broker?

Was referred by a friend or family member

From a yard sign in our neighborhood

From a marketing piece (brochure, mailer)

From dealing with her or him before

8- What do you expect the next broker to do for you?

Listen to our needs, wants and goals

Get the job done by exposing our home to the market

Better negotiate offers on our behalf

Keep us informed just like a Team Captain

Be honest and professional

Keep this Quiz handy  
should we have the  
privilege of meeting each  
other.

# Walking



in their physical  
shoes

# The most astute seller is one who can wear a buyer's shoes

When you fully understand how, why and what buyers think when shopping for a property, you can do things to maximise your chances of **SELLING** your home for **top dollar!**

## HERE ARE THE MOST IMPORTANT POINTS



The majority of buyers shop online and create target lists based on their most desired criteria such as "neighborhood", "house type", "number of beds or baths", etc. But most importantly, they shop by **PRICE RANGE!**

Most enter their price ranges in round numbers, for example "between \$450,000 and \$500,000, or \$500,000 and \$550,000 all based on their pre-conceived budget.

If you list your home for \$499,000, you'll get the first batch of buyers, but not the second! By listing it **smack on the search line** at \$500,000, you expose yourself to twice the amount of buyers!



The only way Buyers can assess whether or not your home has **VALUE** to them is to **COMPARE** it with other similar homes.

If your price is too high, they consider your competition as **MORE VALUABLE** and so you actually help your competition sell their home before you because the Buyer "bounced off yours" to find the other.



Every buyer who walks into a home to visit, considers the amount of money they need to invest in order to meet the standards they need.

They consider these costs into what they perceive as a PRICE-VALUE relationship.

To them, this means additional financing or cash requirements.

**Minor repairs on your home prior to listing may reduce this perception and get you more money than you would need to invest!**



Everyone loves **MORE SPACE!** Buyers typically consider living area a top priority. Yet, from storage space to closet space to garage space, many areas of your home that are not necessarily living spaces are still considered quite IMPORTANT!

**By decluttering your home AND secondary spaces as well, you accentuate the BUYER'S PERCEPTION OF MORE LIVING AREA**

Don't play the "shove it all in the closet" game...



LOCATION, LOCATION, LOCATION means ORIENTATION, POSITION AND ACCESSIBILITY. Perhaps the most important one is the **NEIGHBORHOOD**. The Orientation of your yard, your Position on the street and the Accessibility to services, parks, shops and transportation **ARE KEY FACTORS OF INFLUENCE.**

If your listing fails to **fully describe your neighborhood** and its most prominent amenities, with your home's features and characteristics, **you will fail to attract the right buyers.**

consider a



**NEW WAY**

ready to meet?

I would be honored to meet with you and have an honest  
sitdown together to:

Listen to your goals and objectives  
Provide you with all the info you need  
Answer your concerns and apprehensions  
and

**Propose a winning proposition!**

Request my Seller's Guide!



20 pages packed with my proven methods to market, price and negotiate the best outcome!

Need to BUY AGAIN?



20 pages packed with my proven methods of zeroing in on the perfect home and negotiating the best deal for you and your family!



I'm just a phone call away!  
514.951.1165



[www.ddalozzo.com](http://www.ddalozzo.com)



514.951.1165



[donna.dalozzo@exprealty.net](mailto:donna.dalozzo@exprealty.net)

AUTHORIZED  
LICENCE  
HOLDER

OAC  IQ