

The Basic Rules of Real Estate Selling

Whenever I attend real estate seminar, many new negotiators will ask me the secrets of success in real estate selling and the reason 80% of newcomers are struggling with only a minor 5 to 10% achieving success. I told them that the logic was, well, simple. Most of them look and act very busy showing properties, running around getting listing and making endless appointments in hopes of closing a sale. But the truth is, most of them aren't really there. Of course, I don't deny that physically, they are there. But are they also mentally there on site with the prospects?

Let me share with you some basic real estate rules.

Be there physically and mentally.

This basic rule is simple. It means, whenever you make an appointment either to sell a house or to list a property, you must be there on time, it will be better to be 10 minutes earlier. Read more about the type of property, sales prices, rental rates as well as the market trends in that particular area. You must show your prospects that you are an expert in that particular area. Going there late and unprepared will make you lose out easily to your competitors.

Don't over-sell.

Many new-comers in real estate try their best to close a deal in the shortest period. They try to sell and over-sell what they know. They even go to the extent of guaranteeing the prospect of securing the bank loan even though the prospect is not qualified for such a huge amount. Over-selling can bring unwanted headaches and even worse, back-fire. The prospect will lose confidence with you. Besides that, your prospects will go around telling his friends about your bad habits in selling. Remember, don't talk too much. Listen and listen well.

Tell the truth.

Never, never ever tell lies. Always tell the truth. For example, an owner wants to sell his house because an unusual death has occurred in the house. So, as you have found out the truth while getting the listing, you must therefore disclose this to your prospect and not tell lies or hide the truth. My belief is to always tell the truth. You may not be able to sell this house in a short period of time. But you will know that at least, you have been honest. Remember, honesty will bring you more listing and sales.

Be observant.

Whenever you bring your prospect to view a property, always remember to firstly, be a good listener and pay attention to their conversation. Secondly, look very carefully and observe how they react when they enter the premises. Be very observant on how they act every time they see different things in the house. Some nasty prospects may try to under-cut you. Especially if it is an open listing or when the owner is staying at the house they are trying to sell. Sometimes, the husband will talk to you and his wife may try to get the contact from the other members in the prospect's family.

Sell the benefits

The common mistake made by new comers is that they try their best to sell the property, the features, the colors and the best values of the property. But, they sometimes forget to sell the benefits of your prospect in buying the property. For example, how much his family will benefit after buying such a property, how convenient it will be for the wife after securing such property, how near the distance for their children to travel from the property to the school. Remember, selling the benefits of owning a property will be much easier in helping you to sell the property. Try it out; it will definitely work for you.