

# AgentsBoost Saleability Checklist

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- Below Retail Price – price your property slightly below the competition. The less is more philosophy ( multiple offer strategy )
- Vendor Financing – offer the buyer vendor financing, kick back incentives or attractive assumable financing options.
- Below Market Down Payment – good for investors. Offer to carry a portion of the buyer’s down payment at a slightly higher rate.
- Below Market Interest Rate – offer low assumable, no interest for 1 year, lower than a bank posted interest rate.
- Post Dated Price Reductions – keep the interest momentum by reducing weekly, bi-weekly until you find the offers coming in.
- Odd Sale Price Marketing - \$288,888 or \$288,123 listing stands out more. Everyone lists at \$289,900 or 289,500.
- Full Term Listing Agreement – 123 day minimum. OMREB -83 day avg. till subject free sale, plus 40 more days till you get cash in hand.
- Above Market Commission – 4% or higher incentive to sell. Most selling agents offered 3.5% why not 4% or more to make it quick.
- Easy Access – lockbox, message & show. Easy, quick access system for the now showings. Buyers want to see something quick.



- Signage – larger, gallow, location. 60% of buyer calls come from the signs. Large, clean, high exposure location for signs is key.**
- Immediate Possession – inform buyers of quick availability for possession. Key in moving markets. May be the difference for an offer.**
- Trades – option to trade up or down with another buyers home. Take a boat, car or trailer in trade for incentives to the buyer.**
- Extras Included – appliance, furniture, hot tub or home theatre packages included in the sale. Offer trips, cash backs for renovations.**
- Recent Appraisal – third party value of your home. Offer to buyer at no cost. Saves the buyer money and question of the value.**
- Survey Certificates – great buyer’s incentive. Money saver. Help to sell property. Buyer can see for a pool or outbuilding space.**
- Pre Home Inspection – Have it done prior to listing. Correct all the deficiencies beforehand. Offer copy with sale, saving buyer \$\$.**
- Avoid Contingencies – Subject to the sale of another home with time clauses may cause complete loss of interest on your property.**
- Office Tour – MLS and Office tours come around once every 4 weeks. Timing is key to make the MLS and office tours on time.**
- Complete Obvious Repairs – Out of sight, out of mind. Don’t let the buyer see imperfections. Leave no room for hesitation.**



- Every Listing Use The Salability Checklist. This may be the difference of selling and not selling your home.
- "Dutch Auction" – pre signed price reductions – 5K/week. This home will be reduced until it's sold.
- Staged – minimize storage (Home Staging).
- Professional Photographers.
- Professionally cleaned home (Molly Maid etc.) – carpets too.
- Junk Removal.
- Gardening, landscape makeover.
- Renovations – best return on kitchen and bathroom renovation.
- Painting – least expensive return on investment.
- Mortgage Rate Buy Downs – with mortgage broker incentive.

Date: \_\_\_\_\_

Seller: \_\_\_\_\_

Seller: \_\_\_\_\_

