



# Attention Seller: Get Proactive...Creatively!

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*If you are already working with an agent, this is not meant as a solicitation for that business.*

There's no doubt that today's real estate market is an increasingly competitive one if you're selling your home. In spite of what you may hear, buyers are out there looking. However, a "buyer-friendly" market forces sellers to think long and hard about how best to market their homes.

But sellers can – and must – get competitive too, especially in challenging times like these. As a seller, you must take the lead in the home-selling process.

Something to consider right now is to ask your agent to create a "Reverse" or "Seller-generated" Purchase & Sale Agreement" on your home. This term is probably new to you because we haven't heard it much in the last 20 years. It's simply really, and yet it's so effective. In a reversal of usual procedure, the **listing agent** prepares an offer on behalf of the seller ... and presents it to the **buyer's agent**, who then presents the offer to the buyer.

Back in the early 1980's, Reverse Purchase & Sale Agreements were very common. At that time, double-digit interest rates stalled the real estate market; the Reverse Purchase and Sales Agreement was one tool savvy sellers used to get their home sold.

If you're selling a home and you've had a buyer who seems interested in your home, chances are that all they need is a little push to get them started.

Reverse Purchase and Sales Agreements are a great way to get the

ball rolling, and to determine a buyer's interest. Of course, it does require a little more work, but a good real estate agent won't mind putting in the extra time for you.

One key ingredient of the Reverse Purchase & Sale Agreement is a strong incentive. Make sure you drop your price enough so that it captures the buyer's attention. While the buyer may not accept the offer as written, at least you're at a point where negotiations can begin.

A second strategy in a competitive market is another old-time tactic: Offer interest rate buy-downs to help buyers purchase their home. For example, if you know you're going to go down \$10,000 from your list price, why don't you find out right now from a lender what \$10,000 will buy you in an interest rate buy-down loan for the buyer?

Show the buyer that there's an **incentive** to buy your home. Interest rate buy-downs are extremely popular—because they work.

Sellers need to get creative in today's rough-and-tumble marketplace. Key to this is to find a real estate agent who is on the "cutting edge" when it comes to putting a transaction together.

I specialize in "cutting edge". Just give me a call at (360) 620-2690 or send an email to [mollyells@windermere.com](mailto:mollyells@windermere.com). We can talk more about these competitive strategies and how we could apply them to get your home sold—fast!

 Specializing in the Difficult  
Excelling in the Impossible<sup>®</sup>



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