

# Why Hasn't My Home Sold?

As you probably know by now, it isn't easy for you to sell your own home. You probably have had many phone calls and few showings, and even less real interest from serious buyers. So, let's take a look at some of the reasons your house hasn't sold. Generally, most Real Estate Agents will tell you that your home didn't sell because of one or more of the following: the Location is not the best, or the Price is too high, or the Condition of the property needs to be improved, or it was not marketed properly. So you say,

**“I can't just pick up my house and move it to a different location!”**

Well, It's true, you can't just pick up your house and move it to a different location, so you're kind of stuck with where it is. In any event, do you really believe that the location really matters? Many people live in your neighborhood and many more will buy homes here each year. After all, you live here, don't you? that is, unless you're selling an investment home or one that you inherited from a dear relative. So, I'm not actually convinced that location is a problem for your home.

So, if location isn't a problem, what about the price? Perhaps you have the price set too high. You're probably thinking,

**“But, we already dropped the price way below the Fair Market Value!”**

That may be true, but still I imagine you could set the price so low that it would be a bargain for just about anyone. Unfortunately, you're probably banking on walking away with a certain amount of cash perhaps for a nice down payment on another home after you pay off the existing mortgage and liens. Really, **how low do these agents think you can drop the price?** The truth is, you probably already dropped the price and you still haven't sold your home. Furthermore, buyers know when you've dropped the price, and it tells them that you don't think your home is worth the Fair Market Value either. By dropping the price, you're also saying, “I am desperate to sell this house. Please steal it from me!” Also, when you drop the price to

bargain levels, you no longer attract the typical person looking to buy a home for their personal residence. Instead, you tend to bring out the vultures and real estate investors who are looking only to buy your home at a rock bottom price so that they can creatively market your home or use it as a source of income.

That brings us to the condition of your house and property. As you know, many homes are not in perfect condition. If yours is, then **congratulations!** condition isn't a factor for you. However, for those of us whose homes are anything but perfect, we can simply bring them up to pristine condition for **several thousands of dollars!** We can even remodel or add an addition to it. What? Is this guy crazy?

**“I don't have several thousands of dollars to spend fixing up my property!”**

You're right. You probably don't have several thousand dollars to spend fixing your house in hopes that it sells? In truth, you're better off not fixing the property because if you do, chances are **you wasted your money**. The person who will buy your home will most likely want to fix it up to his or her own liking.

Last but not least, was your home **properly marketed?** I am sorry to say, you probably did everything you could to let the world know that your home was available for sale. Unfortunately, your house is competing with several others in your area and you may have overlooked a well guarded secret.

**Buyers are scared to death to buy a home without an agent!**

They don't have a clue what to do after they make the first phone call. Generally, these same buyers will eventually give up and seek the help of a real estate agent to help them buy a home. The trouble is, no agent will ever show your house without the possibility of gaining a commission on the sale.

Well then, you can try your luck with one of hundreds of Real Estate Agents in your area. However, as you look around your neighborhood, these same agents have listed several other houses in your area whose owners are wondering the same thing you are at this moment.

## **Why Hasn't My Home Sold?**

So, let's take a look at what these Real Estate Agents did to market your neighbors' homes. They probably presented the owners with a list of things that they were going to do to market their homes. Most assuredly, they listed them in the local MLS system. Perhaps they even gave your neighbors a history of the well renowned Real Estate Brokerage Firms they represent, or even promised to advertise the homes in several publications. Guess what? **Every Real Estate agent does these same things!** So, just how many people do you think went to see your neighbor's houses, and **how many offers did they get?** They did get some offers, didn't they? most likely not! If they didn't get any offers, do you think their homes were well marketed? Did their agents do everything they promised? (Well, I'm not sure that even if they did everything they promised, their marketing efforts would have produced a serious buyer.) Your neighbor probably keeps hearing excuses for why nobody is even coming to see their house anymore. Is there a better way?

## **Are you tired of each week passing without getting a single offer!**

I suppose it doesn't really matter what someone does as long as his or her marketing efforts produced some offers. Moreover, what really matters is getting a good price for your home in the shortest possible time without having to make any costly repairs. If this is what matters to you, I invite you to take a look at how my marketing techniques differ from those of all the other Real Estate Agents who want to earn a commission on your home.

## **My advertising techniques are designed to sell your home:**

- **In as little as two weeks**
- **At a fair price**
- **Using a unique plan, proven to sell homes even in a buyer's market**

- **Without accepting any low-ball offers (I actually suggest raising the price back to the Fair Market value if you've lowered it.)**
- **With several offers in the first 2 weeks**
- **With you selecting the best offer**
- **With NO showings at odd times – in fact, it generally only takes one or two scheduled showings to get some good offers.**
- **With NO expensive fix-up costs.**

Have I gotten your attention? I hope so because **I don't know of any other Real Estate Agent who uses my techniques.** Do you want to sell your house at Fair Market Value in the shortest possible time without having to make any costly repairs? Then, give me a call today. Let me put my marketing techniques to work for you.

I only work with a few Real Estate agents who know how to use my techniques to sell houses. You can bet that they're the best in the industry and they sell more of the homes on the market than their peers because they only know how to do what works!

**Don't waste any more of your precious time!**

**Call me today and we'll show you how to sell your house fast!**

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