



Soaring High Through 2008

Last month I went to a conference sponsored by Star Power with top "Star" agents across the nation and we had a lot of discussion focused on ways to "win" in this market. I believe this is becoming a market in which, with the right focus, you can not just "win", but "soar". When the market first started changing to a strong buyer's market, the sellers were still in denial and so were most of the agents as to what "at market value" or "below market" meant. In defense of the agents, it is hard to define "market" when market pricing is acting like quicksand.

The best script I heard during the conference to help the sellers understand how important pricing is in this market came from Star Brenda Rawls, CRS, a sharp, articulate and forthright agent out of the Virginia Beach area. She tells her seller's that they are in a "price war and a beauty contest". Can you imagine how having all your sellers embrace the idea that they are in "a price war and a beauty contest" would help you soar in this market?

Let's explore things you need to do and to say to help your seller's come out ahead in today's soft market. Repeat after me: "I do my sellers no favors if they start high. I do my sellers no favors if I let them try a higher price first. My job in this market is to get my sellers' houses sold. The sooner my sellers' houses sell, the more they make. The longer they are on the market, the less they make because the market is still moving downward."

Repeat the above again and again until you believe it.

We will all SOAR in 2008, because we are Certified Residential Specialists

I look forward to serving as your 2008 CRS State Chapter President and making our Chapter SOAR like no other.

Sincerely,

Mario Trejo Romero CRS, RECS

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