

THE SCREED



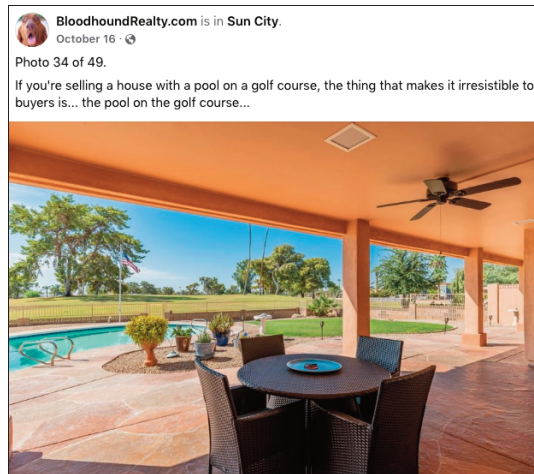
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What's your best Sun City real estate resource?

Tag! I'm it. There is no richer, timelier source of Sun City real estate news.

The Screed is a periodical periodical, but *BloodhoundRealty.com* is updated frequently, and our Facebook page brings daily attention to the best and worst in Sun City real estate: <https://www.facebook.com/BrokerGregSwann/>



I wish I could say I have competition in covering Sun City housing, but for now I am the first and last words on everything – mocking listing mistakes on the way into the MLS and cataloging post-mortems on the way out.

Do you want to know what works, what doesn't – and what to expect? Call 602-740-7531 for a free consultation and we will explore your options in detail.

–Greg Swann, Broker



Why does everything matter on a new Sun City listing – especially the list price? Because you never get a second chance at the first weekend.

List your house for sale on Thursday or pre-dawn on Friday, and it will show that weekend. And if a home is newly listed after that? It has, just by that one false move, lost two-thirds or more of the selling power of the word “NEW!” If you jumped on the grenade while the general was golfing, you didn't get the medal. And if you moved heaven and earth to list a property for sale on the wrong day, this error alone is likely to have enduring consequences.

The reason is in the headline: You will never have more attention, more excitement, more follow-up interest than you will have over the first weekend. It is your magic moment to shine, with everything in the listing as close to perfect as you can make it – the wishbook page of your buyer's idealized future, a breathtaking rhapsody heard only within the confines of this one perfect space...

If the price is right – if the *value* is right – you will excite all the interest you need to sell the home from Thursday to Tuesday – at, near or above list price. The first weekend is your best and perhaps your only chance to 'beat' the Fair Market Value of your home: An irresistible listing can beguile more than one buyer, resulting in a bidding war, which is unlikely to happen later.

You never get a second chance to make a first impression. By the time the “NEW!” is off your nose, you may already be doomed to sell below market. Everything matters – price first – because you never get a second chance at the first weekend.



Is it rude to laugh? It takes a LOT more work for a listing agent to sell a house badly than it does to do the job right from Day Zero. It is pure luck that they have but two feet to shoot themselves in...

Listing Sun City real estate at Death's Door...

Representing your interests when you can no longer speak for yourself.

Welcome to the beautiful Sun City in Arizona. This condo located in a 55+ community includes many amenities for the retirees to enjoy and keep them active by engaging daily. Different amenities like recreational centers, community pools, golf courses, gyms, and more, attract local people or snow birds to join the community. Major hospital along with other medical specialty practices are part of this city which makes it convenient to have access to health care.

Allowing for linguistic infelicities, language like that appears in most Sun City real estate listings: "Welcome to Death's Door. Try to stay out of the way."

That much is crass – and it is terrible as a real estate marketing strategy. But the underlying truth – the fact of our

The name of the game for Sun City buyers? "What's missing? What's still undone?"

Flippers are strippers: They throw away appliances, window treatments, shower bars, etc., on the way in, but don't always replace them on the way out...

I don't even represent Sun City home-buyers, but I'm not sure anyone else does, either. Luckily, Del Webb's homes are the very best of 'good bones'. If you stay on top of the roof, so to speak, the block home beneath it will last for centuries.

And yet: A retirement home that is itself old enough to retire will have required successive updates to deliver on the promise of its good bones. The buyer's agenda is to nail those issues down, discounting for anything that is either missing or undone.

So here is my EZ punch list for every home, for every buyer in Sun City:

1. No fridge?
2. No window treatments?
3. No landscaping?
4. Popcorn ceilings?
5. Single-pane windows?
6. Two-prong wiring?

The first two mean time, money and effort before you can move in. For the third, the neighbors are good and ready for you to stop looking like a rental. And if the home needs serious upgrades to remain competitive, you will do them on the way out if not on the way in.

Only a plumber can tell you if the pipes need help, but you can see everything I'm talking about in the photos in the MLS listing. None are deal-killers, necessarily, but they all make a difference, both on what you should pay as a buyer and on what you will reap, in due course, as a seller.

own mortality – remains, regardless of how much we'd rather not think about it.

So: To be much more blunt than that ham-handed send-up of senescence: I want to be your last real estate broker. I want to be the broker who represents your interests when you can no longer speak for yourself.

That's morbid, and I apologize for that. But fortune favors the prepared mind, and I want for you to be prepared to defend your legacy in full.

So let's talk about this now, long before it will matter. I want to meet your attorney and your kids – and I want my business card with each of them.

Too many Sun City homes get thrown away at the end. I'll make sure yours commands its full market value.

NAR no more: Crime cartel banished at last!

Starting January 1st, we will no longer be compelled to belong to the National Association of Realtors, a criminal cartel actively undermining property rights for over 100 years. We hated them before they became infamous, so good riddance!



Your home is your savings. Don't just give it away.



Sun City real estate listings start high, sell slowly and close low. Over and over again.

There's a better way of doing things: Marketing for the highest, safest, soonest offers – so you get the most money you can for your home in the fastest possible time.

I'm Greg Swann, a long-time West Valley real estate broker.

I can get more money for your home faster – and I have the stats to prove it.

And: I am the hardest-working listing agent you will ever work with, and I will be happy to prove that, too.

I love living and working in Sun City, and I love helping my neighbors hang on to the value of their homes. I want to be the champion of your equity. Call me, and we can talk about how I can keep your money in your pocket when you're ready to sell.

Call today: 602-740-7531