

# THE SCREED



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## The Good News/Bad News Issue:

# The smartphone is the only remaining marketing channel for your home – but that’s how you can win!



By the gift of old age, we are spared the indignities of the dating app – obsessively rejecting and being rejected – dismissed without even a *first* glance, much less a second one.

Ah, but that’s not us, right? Well, not unless you’re listing your home for sale. An MLS listing on a site like Zillow.com is just another dating profile – just another invitation to infinite rejection.

Please understand, this is necessarily so. When your buyer’s agent used to filter listings for you, you only had to/got to see a few. Now your agent may set up a loose-fit search for you, or you may build one for yourself.

What does that search turn up? Everything! Hopefully you’ve delimited things properly, so you’re only seeing homes you might actually want to buy. But even then, there will be dozens if not hundreds to choose from.

Hence the need for rejection: The first priority in sorting out a big mess is triage – summarily rejecting every home that asks for it, in one way or another. On my Facebook page (*BrokerGregSwann*), you will see me highlighting all the ways a listing can beg for rejection. For example:

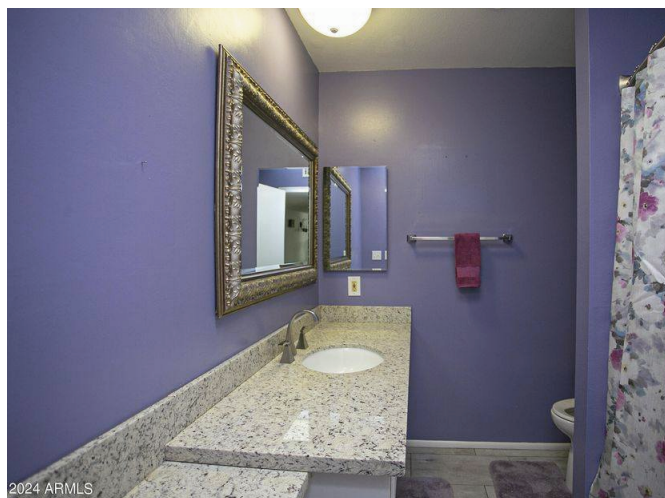
- Dirty or disorganized rooms
- Eclectic or overdone decor
- Alienating amenities like a pool- or poker-table
- Small, dark, unfocused or vertical photos
- Palpable thoughtlessness by the listing agent
- Anything that might inspire a joke or a nickname

Because software is both stone literal and hyper-efficient, a rejected listing can be hidden from a buyer forever – through price reductions and amenity improvements. Once they’ve ‘swiped left’ on your home, they may never even have the chance to give it a second glance.

The implication: Ahem. You *have to* get everything right in the listing from Day Zero, at the risk of killing the property’s best chance to come out ahead in the hurly-burly of the MLS.

As we’ll discuss on the ‘good news’ side of this issue of *The Screed*, putting your best attainable foot forward in the listing can win the whole game for you: Your buyer can commit to the home without ever setting foot inside, if the listing is sufficiently enrapturing.

The smartphone changed every business, real estate more than most. If you’re not marketing to buyers where they are – on their phones – you are begging for infinite rejection.



“Peek-a-boo!” It won’t make a difference? How much are you willing to bet?



## How do you beat the smartphone trap? With The Wish Book Listing

You remember The Wish Book: The dog-eared pages cataloging all of your favorite treasures. You would read those listings over and over again, poring over the photos, imagining in ornate detail how your life would be complete and perfect with just a little more wishing, hoping and dreaming. That's the response I want from your real estate listing.



### What is the best marketing channel for selling your Sun City home?

**Ho, ho, ho: It's The Wish Book!**

More than ever, real estate is not just a marketing praxis but a publishing job: The listing must make the home's ultimate buyer *crave* the property. The MLS is The Wish

Book: If I can get you to peruse my listing over and over again – you're not looking at anyone else's...

Is it possible for a mere MLS listing to make buyers *ravenous* to lock down the home *immediately*?

That would be my goal with every listing. Every property is unique and perfect in its own way, and every home has a pool of buyers for whom it is ideal. *My* job as the listing agent is to craft a listing that is infinitely-rewarding catnip to those buyers – to deliver an MLS experience that is all-consuming, to create a Wish Book page they return to again and again.

The listings that make buyers *crazy on their phones* will sell faster and for more money – and all the others will languish.

Read that again: If your goal is to sell at or above list price in a reasonable amount of time, if your listing is *not* a crazy-making Wish Book page, you have already lost. The house will still show, and it will sell, eventually. But you will have discounted your ultimate sales price on Day Zero, simply by failing to market the home properly on the MLS. Everything counts – condition, cleanliness, staging, availability – but if the listing does not cause an instantaneous feeding frenzy as soon as it hits the MLS, your chances of selling high and fast are substantially diminished.

Accordingly, this is what your listing agent should be talking to you about: How to get picked off of the MLS within the first few days of hitting the market.

Not hearing anything like that anywhere but here? That's why you should be talking to me...

### Coming soon: 10848 W Crosby Drive, Sun City

Golf course luxury, gourmet kitchen upgrades and a homey, wide-open 3-bedroom floor-plan hit the market March 6th. By the time this issue of *The Screed* lands in your driveway, this home should be sold. Call me to see how we did.



## The good news?



**Buyers are glued to their phones – so sticky listings stay stuck.**

### “If you are rejected on the smartphone, you will not recover. Do not give buyers reasons to reject your home without seeing it.”



That's me on Facebook and if you follow me there – *BrokerGregSwann* – I will share cold, hard facts about real estate that no one else seems to know:

**We are addicted to our phones, so the MLS listing is the only remaining real estate marketing channel. The listings that make buyers crazy sell higher and sooner, while the others languish.**

I'm Greg Swann, a long-time West Valley 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. It costs you nothing, and I will show you how to get your home sold in this market – even if you choose to list it with someone else.

**Call today: 602-740-7531**