Four types of buyers.

Just out of curiosity how many calls did you receive last week?
How many of those were from Realtors?

That leaves ____ potential buyers.
Out of ____ how many came to see your home?
Out of the ones that came to see your home how many gave you an offer?

Do you know why they didn't give you an offer?

There are 4 types of buyers…

The first are serious and in a hurry they may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone who's home sold last night and today they need to find their replacement home.

Because they are in a hurry do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for fsbo's?

Realtors have 97% of all the homes on the market listed with them and only 3% are fsbo's so…the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor…does that make sense?

The second type are serious but not in a hurry…they may be a first time buyer…proceeding cautiously…wanting someone to hold their hand…or…they may be looking for that perfect home….Did you know that last year the average buyer looked at 54 homes before making a decision?

Naturally these people want a Realtor to help them, to guide them and make them feel secure…can you see that?

The third type you may have encountered…they are investors or bargain hunters…preying on fsbo's that are in a hurry to sell at a discount. What's the only thing they are looking for?

And of course the 4th type can't afford to buy…and they will never buy …. because they are just looking…We call them looky lous.

In fact Realtors don't put them in their cars because they can't afford to buy and are not qualified to buy.

So you can see Mr. & Mrs. Fsbo if Realtors have 97% of all the properties that are on the market it only proves that the serious buyers are going to work with a Realtor and what kind does that leave for you?

The investors, bargain hunters and the looky-lous. Right?