



In 1995, my family and I went to Western Australia for three years to run a large real estate group of over 40 offices. At the same time I maintained my seminars and training throughout the rest of Australia, New Zealand and the USA. In Perth I found the situation in real estate to be very different from the rest of the country. Auctions had a very low degree of public acceptance and were only being used in less than 1% of the properties, mainly in highly desirable suburbs.

Many WA companies over the years had tried to promote Auctions but with little success. For some reason they were not being accepted. Furthermore, properties were being marketed with mediocre marketing programs in comparison to elsewhere. Certainly Buyer Ranged™ was being widely used and was fast becoming one of the most popular selling methods.

One day, sitting on my stump thinking, I considered the pros and cons of all selling strategies, including my own. Buyer Ranged™ was being used extensively but it did not always have the excellence of a promotion package or a set date that the auction had. I thought what we needed was another new strategy which packaged the best items from all the existing strategies, and included a few innovations to eliminate all the problems experienced by vendors and buyers. A major consideration was developing something which removed the hurdles between the buyers and the sale of the property and at the same time achieving the best price for the property in the thirty-day period. The result of this was a new strategy called Set Sale™ which is packaged with the following eight features:

1. **Market Valuation.** First, an independent valuer provides a market valuation which gives you three major advantages. Normally vendors are confused when they get all the different prices from the agents they call in. This way, you know exactly the correct market price and can be confident of neither underselling or overpricing. Then the correct Buyer Inquiry Range™ is used right from when it first hits the market therefore, you don't waste any of your precious first two weeks with the wrong ranges. In addition, unlike an auction, which goes for 4-6 weeks and spends your entire marketing budget. Set Sale™ normally takes 2 weeks.
2. **Buyer Inquiry Range™.** Second, the property is also marketed with a Buyer Inquiry Range™.

3. **Deadline.** Next, a 30-day deadline is set giving buyers a time limit so you can plan ahead without wasting time. However, the aim is to sell it after the second open home.
4. **Intensive Marketing.** Properties are then marketed through a high impact 30-day promotion period similar to an auction providing buyers plenty of opportunity to see a home by open inspection or anytime by appointment. This guarantees maximum exposure by advertising everywhere the buyer will look including better signage. However the aim is to sell it in the first two weeks.
5. **Two Buyer Options.** There are two ways buyers can respond. They can either make an offer at any time or they have a soft option and can register their interest without having to declare their price and will be contacted when other offers are received.
6. **No Restrictions.** Unlike an auction, which has to be unconditional eliminating at least 30% of the buyers, the sale can be subject to any conditions agreed between yourself and the buyer. However, Set Sale™ gives you the ultimate protection with the 48-hour clause. This means if the buyer has conditions on the sale you can accept the offer yet still continue to market your property to other buyers and if you want to accept another offer the original buyer is given 48 hours to either go unconditional or release the contract to the second buyer.
7. **No Auction Stress.** Because there is no auction, tension for both the buyer and you is eliminated therefore attracting even more buyers. This is the most stress free user-friendly system for all concerned.
8. **Closed Negotiation.** Finally, the most important feature of all is the closed negotiation of the Set Sale™ strategy. With a fixed price you get less than you ask. With an auction, the price you receive will only be \$100 more than the second best bidder because it is an open bidding system. Often buyers at auctions are delighted because they bought it for less than they were prepared to pay. This doesn't happen with a Set Sale™. First of all the strategy attracts the maximum number of buyers, far more than any other strategy. Then Set Sale™ agents are trained in this highly skilled negotiation. Thirdly, not only is your price not revealed but they don't know what the other offers are. We promise never to reveal an offer and give a single buyer an unfair advantage. Therefore buyers have to offer all they are prepared to pay.

What I in fact did with Set Sale™ was to take the very best features of the other four strategies; a good promotion, Buyer Ranged™, registration of interest and the ability to make offers any time, and added a new one - the valuation. Then I removed any negative that would eliminate a buyer, like finance or "subject to sale" restriction, stress or fixed price. Now we have a strategy that has the best of everything.

The important point to note is this: Not only have we set it up to best ensure a sale within 30 days, but all the hurdles normally placed between the buyer and a successful sale have been eliminated. The experience with Set Sale™ so far in New Zealand and Australia is that 95% have sold by the Set Sale™ date. This makes it the most successful strategy ever because the buyer inquiry increases by as much as ten times that of a normal fixed price. With Set Sale™, we create four selling opportunities throughout the course of the sale.

#### *Opportunity 1      The Preparation Stage*

This is a two-week period prior to the promotion when three things must happen. First of all, the agent must point out to the owners all the inexpensive improvements that could be made to the property that can add thousands of dollars to the price. Sometimes the smallest thing can not only add thousands of dollars to the price but also create a quicker sale by not putting the buyer off. Weeding the garden or uncluttering a room can make all the difference. Secondly, the agent prepares the marketing properly without having to race to place an ad to meet a deadline for an open on the first weekend. The first open takes place on the third weekend following the listing. Finally, the agent can take through selected buyers who would be advised of the improvements being undertaken.

#### *Opportunity 2      The Promotion Stage*

During the four-week promotion stage, the property is opened every weekend. It is heavily promoted in every significant publication so that no matter where the buyer looks they are going to run into it. The signboard should be a photo sign which is a large board with three photos of the three best features of the property. In other words, all the wonderful benefits which cannot be seen from the kerbside are shown. This eliminates one of the most fearful things in real estate - the drive-by inspection. The number of sales that are lost because buyers may have had a negative impression from the outside is enormous. When we can bring the inside to the outside on the sign board, this problem is eliminated and the sale is far better assured.

I introduced a very important new aspect to the property sale. Buyers can either negotiate now or they can **register their interest**.

This second step is via a simple slip of paper which buyers can fill in without commitment. It overcomes the problem of buyers who leave the property without giving any indication of their interest because they need time to think and don't want to be put under pressure and sold to by an agent. They can register their interest, enabling them to be contacted either if an offer is submitted or two days prior to the Set Sale™ date. Buyers are given a brochure of the property and on the back of the brochure the system is explained.

Unlike auction which encourages people to bid at the auction, the Set Sale™ system encourages negotiation immediately. Because we have had registrations of interest we can get back to those people when an offer is submitted or by the Set Sale™ date and negotiate with them to increase the opportunity of a better price. As a result, a sale is often concluded in the first week rather than being dragged out for four or more weeks.

### *Opportunity 3      The Negotiation Period*

If a successful sale has not been concluded two days prior to the Set Sale™ date, then all the registrations of interest are activated and negotiations commence. This way we have all the advantages of the immediate negotiation in the promotion stage with the set date as a back stop like in the tender and auction processes.

### *Opportunity 4      Under Consideration*

If it has not been sold during this period, buyers are still being shown through the property. This is the period when all the final offers can be considered and negotiated.

### **Conclusions:**

The New Age Selling strategies, Buyer Ranged™ and Set Sale™ are having an enormous impact on property sales. Buyer Ranged™ has stood the test of time, becoming one of the most preferred strategies and it has had a huge impact on real estate. The Set Sale™ is now the preferred method to an auction.

One of the fundamental problems with traditional real estate is centered around price and negotiating. Buyers want to know two things. First of all, they want to know what the vendor will take so they can offer less and a fixed price does that ensuring you will never get more. If they can not find what the vendor will take, as in the case of an auction, they then want to know what the other offers are so they can offer as little as \$100 more to secure the property. Of course the auction system tells them that. The reason for this is they want to secure the property by paying as little as possible which is certainly less than what they are prepared to pay.

Buyer Ranged™ and Set Sale™ eliminates these weaknesses. Because of the Buyer Inquiry Range™, they don't know what the vendor will take. Added to this it is a closed negotiation where we will not reveal the other offers. As a result, buyers who were anxious to secure a property have to go to the maximum they are prepared to pay which results in the very best price for you, the vendor.

I invite you to examine the traditional strategies of fixed price and auction from every angle and you will find they can not achieve what the New Age Selling strategies achieve for you.

Wishing You E very S uccess