



The Ultimate Guarantee

The Sure Sale™ strategy gives a real and firm guarantee. It is so successful that we are prepared to give you this guarantee:

"60 DAYS OR IT'S FEE FREE"

Yes, that's right. If we cannot sell your property with the Sure Sale™ strategy within 60 days, we will continue to service you and not charge you a fee should it subsequently be sold. That's a real guarantee.

The best price is always achieved in the first 30 days for two reasons. Firstly, at all times there exists a pool of buyers who are looking in a suburb and a price range. If the property does not sell within the first 30 days, that pool of buyers is used up and all you are left with is the **trickle** of new buyers who are coming onto the market.

Secondly, in the first month you will get your best price because the buyers won't risk losing it, in the second month they know they can negotiate a better deal and buy the third month your price really begins to drop. You then end up with months of hassle and frustration with the price of your property continuing to drop.

We are prepared to give a genuine guarantee and to back it by putting our money where our mouth is. The Sure Sale™ strategy gives a guarantee that if we can not sell it in the first 60 days we will do it fee free in the subsequent period.

Real estate guarantees normally don't mean very much at all. All the majority do is claim to perform no more than the Real Estate Act requires. Even guarantees of service are not substantial and are certainly not a commitment. All they are is a promise to carry out the service, which should be done, especially for the large fees involved. In many instances, however, this is not delivered. Vendors complain they don't get feed back. Some don't hear from their agents for weeks on end.

The worse practice, however, is the agents who don't sell the property at all or if they do succeed in selling it's for a price considerably less than the agreed or promised price.

A true guarantee is when a firm commitment is given. For example, car manufacturers will give a three year or a 100,000 km guarantee on their product. That's a real guarantee. With them putting their money where their mouth is you can feel confident about buying the product because even if something goes wrong they are going to fix it at their expense.

We must be certain that we get your price and in the shortest time possible. What's more, you do not have to go through the extreme stress and tension of an auction. Sure Sale™ is tension free so why not read on and find out how easy it can be for you.

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 U.S.A. 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 W.A. 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 Sure 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 was take the very best features of all 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 Sure Sale™ so far in New Zealand and Australia is that 95% have sold by the Sure 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.