

Peter Gilchrist

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# Re - pricing

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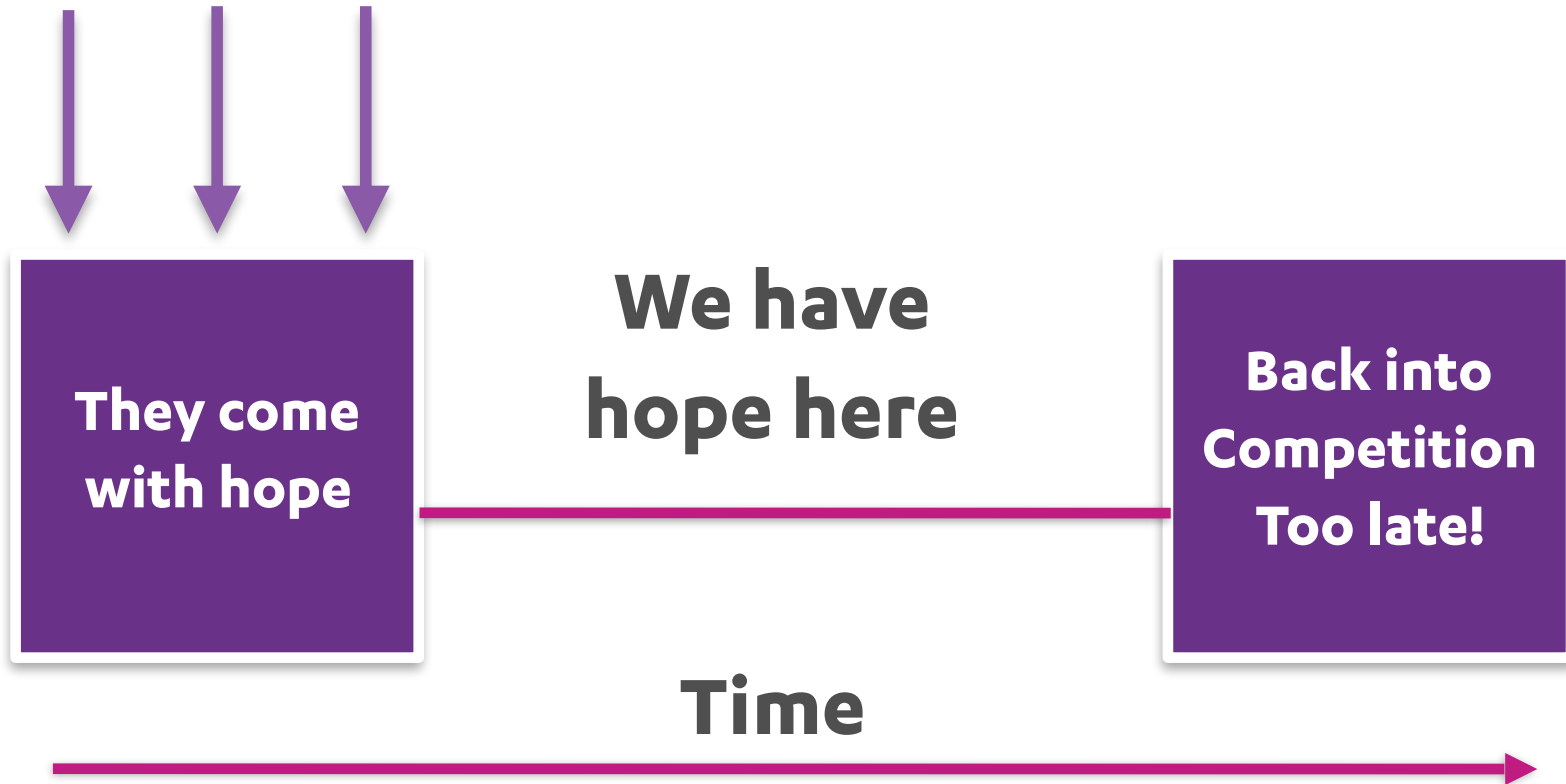




# Obsessed with Listing

## Re - Pricing

## Competition with other agents



## **How this happens...**

- **Buyers stop coming**
- **Gap appears**
- **Stalling effect**
- **Buyers get stubborn and confused**
- **Can have a dead spot**
- **Weird space for a while**



**DO NOT DO  
THIS!**

- **Kid yourself. Be real!!!**
- **Media Bash**
- **Start worrying about the buyers**
- **Focus on selling stuff**
- **Contract at a certain number of listings**
- **Be the deer in the headlights**

**MOVE!!!**





## **Note...**

- **The change in the characteristics of the market**
- **Average time on market goes out**
- **Auction clearance drops**
- **More listings... has to be!**
- **Longer clearance times**

# **Your strategy needs to change!**

- **Your market will change when you do**
- **4 things make up a good listing**
- **Numbers need to change**
- **Re-pricing becomes the skill**
- **Take the listing first**
- **Stay obsessed with listings... then re-price**



**The questions.  
Every property has  
a story!**

- **Why are they selling?**
- **How long on the market?**
- **How many through?**
- **Offers in that time?**
- **On at?**
- **Actually worth?**

**People just  
want to  
move on!**



**It's not  
about you!**



**Stop the  
jibber  
jabber!**



**Tell it like  
it is!**



**Prove  
the  
Price**



**State  
the  
Price**



**Restate it at  
all times  
possible...  
Confidently**



**State it in  
terms of  
their  
objective**

# Prove the Price

## Marketing

- Time on market
- Ads placed
- Numbers through
- Web activity
- What needs to change

## Feedback on the House

## Price

- Feedback on the price
- Existing CMA
- New info – Listed/sold/CIM speech
- Offers and interest
- Your market indication

## State the Price

- What we know now 5%
- Your 15% over
- Need you less than 5% over
- Sales board.... We are selling houses
- Listings board... here is your competition
- 1 page statistics... need you within 5%

## You need

- Last 50 sales
- Show them the listings
- The average difference between list and sale price

## Buyers Speech

- Buyers become experts
- If they don't see value, don't offer
- Respond to value, not asking price

**I need you as close to value as we can get**

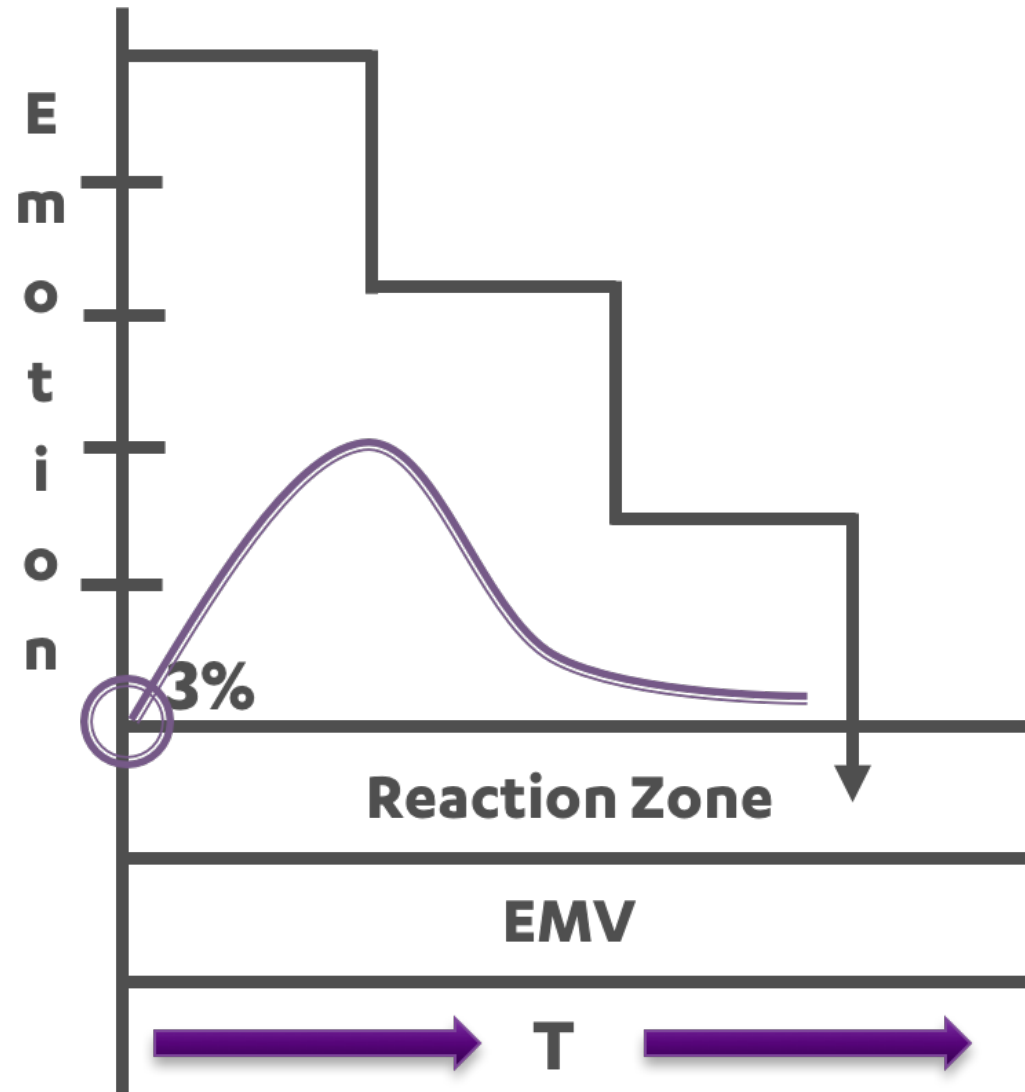
**State price in terms of their objective.**

**Fix the issue behind the price.**

**Give them real options!**



# Re - Pricing



# 15 Rules to Thrive in a Changing Market

Rule 1: Maintain a proactive discussion

Rule 2: Collect market information

Rule 3: Practise the Midas Touch role plays

Rule 4: Put all your clients through the Midas Touch

Rule 5: Encourage unmotivated vendors to leave the market

# 15 Rules to Thrive in a Changing Market

Rule 6: Seek out the motivated vendors

Rule 7: Put your resources only into those who are motivated

Rule 8: Consistently reappraise your listings

Rule 9: the asking price must be at or below market value

Rule 10: Allow for longer selling times



# 15 Rules to Thrive in a Changing Market

Rule 11: continue marketing to your client base

Rule 12: Alter your presentation to suit the new market

Rule 13: maintain a detached, professional attitude

Rule 14: Take massive action

Rule 15: Ban negativity from the office