

## Marketing Strategies

### Low Appraised Value (less than \$50,000)

- ✓ Work with Cartus Home Loans to create financing package
- ✓ Offer as a sealed bid sale.
- ✓ See if client can donate for corporate tax credit
- ✓ Target first time buyers Utilize buyer closing cost incentives
- ✓ Offer an increased or flat fee commission.  
*Agents don't make much on homes in this price range. Incent to increase focus on showings.*
- ✓ If the home needs work, offer a gift card to Home Depot or other home improvement store.
- ✓ Cosmetic R&I is less important to this targeted buyer. Consider securing an FHA/VA appraisal upfront to determine and prioritize lender required repairs and maximum value



### Mobile Homes

- ✓ Auction
- ✓ Corporate liquidation
- ✓ Broker should investigate available sources of financing.
- ✓ Contact local mobile home dealers and park managers as a source of networking  
*(offer referral incentive)*



### Multi-Family with Tenant

- ✓ Offer incentive for the tenant to leave.
- ✓ Target investors and focus on the monthly return on investment.
- ✓ Offer to tenant to purchase.  
*They may be surprised how little the monthly cost can be.*
- ✓ Broker should investigate local zoning uses and marketing benefits.
- ✓ Target renters and first time buyers. *Rental income can defer monthly payments.*

### Excess Acreage

- ✓ Are there any outbuildings? If zoned for horses or other, target a buyer that could use the land and advertise in horse publications etc.
- ✓ Can the land be subdivided? If so, would a builder want the lot to put up other homes?
- ✓ Contact neighboring properties for interest in purchasing.
- ✓ Review advantages and disadvantages of splitting property and value impact on parcels.

### BMA variance > 10% of appraisals

- ✓ Send appraisals to broker for a reconciliation.
- ✓ Status of appraiser listings?
- ✓ Based on above results, marketing strategy needs to be aggressive based on pricing consensus.

## Marketing Strategies

### Over-Improved for Area

- ✓ Needs to be priced in line with other homes in the development.
- ✓ Advertising focus on "get more for the same price".
- ✓ Target specific buyer for which the over-improvement caters to i.e. in-law/teen suite, etc.
- ✓ Consider interest rate buy down to pull a buyer up from a lower price range. The typical buyer for this price range will opt for a home that is more contiguous with the neighborhood.

### Unable to Finance

- ✓ Target cash buyer
- ✓ Auction
- ✓ Target investor buyer at a reduced price.
- ✓ Can we do repairs to make it eligible for financing? Look into this.
- ✓ Client can donate for Corporate tax credit

### Over 50 Years Old

- ✓ Good condition? If so, really promote this-charm etc.
- ✓ Offer a fix up allowance-buyer wish list.
- ✓ Does the house have a history? Can we state "the Smith home"-any name recognition in the community.
- ✓ Offer home warranty.
- ✓ Can zoning be changed for small office.
- ✓ Take care of all repair issues.

### Ratio of Bathrooms to Bedrooms

- ✓ Stage home-furniture
- ✓ Wish list incentive to buyer.
- ✓ Can one be added? Basement etc.
- ✓ Secure bid to add another bath. Being able to show prospective buyers will alleviate fears.

### Atypical Style/Décor

- ✓ Can we change the interior décor? Get bids.
- ✓ Target incoming transferee-many times buyers of atypical homes come from an area where that style is typical.
- ✓ Stage the home so buyers can see how the home would look furnished.
- ✓ If it showed well furnished, put on display pictures from the appraisal that show the home furnished.
- ✓ Aggressive pricing
- ✓ Add buyer or agent incentives

### Add-on/Converted Use

- ✓ Get cost to convert back-as with a garage conversion-offer this as a buyer incentive.
- ✓ Generally this home will be overvalued due to the extra square footage of the add on. This property is further hampered by the lack of the amenity that was lost in the conversion, i.e. garage converted to family room, etc.
- ✓ Pricing will be key selling factor.

## Marketing Strategies

### Busy Street



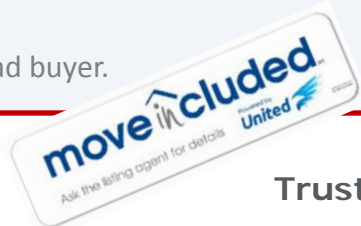
- ✓ Privacy fencing
- ✓ Price
- ✓ Advertise convenient to services and employment.
- ✓ Consider adding shrubs, fencing, etc., something to break the sight line of the eye to the roadway. Busy streets create both a safety perception as well as a noise factor. Again, a greater number of showings will be required before that one buyer comes along and agrees that this is the home for them. Aggressive pricing will be a major factor in attracting a buyer early on before an extended amount of marketing time accrues.

### Very Rural

- ✓ Co-list or cooperate with the principal in the nearest large city.
- ✓ Increased commission. Selling agent bonus to get agents to drive further to see home.
- ✓ Gas certificates to agents that show to help offset cost of driving to home.
- ✓ Is this a second home community? (Wyoming, Idaho come to mind). Advertise in areas where these buyers might come from-other states-vacation type magazine.

### Railroad Tracks

- ✓ Are we close to a train station-commuting-can put a positive focus-walk to train, close to train for commuting etc.
- ✓ Price/target railroad buyer.



### Next to Interstate

- ✓ Aggressive pricing to be consistent with other bullets throughout.
- ✓ Plant shrubs to act as a barrier
- ✓ [See strategies for busy street](#)

### High Crime Area

- ✓ Target first time buyer with Cartus Home Loan financing packages.
- ✓ Offer security system as a buyer incentive.
- ✓ Target buyers that live in the area. They may have family members that grew up in the area and are not afraid or those that want to stay near family

### Mixed Use Area

- ✓ "Convenient to shopping, etc"
- ✓ Is our property zoned other than residential? Could we market as small office space?
- ✓ Target to someone that works out of home-attorney/accountant.

### Megan's Law

- ✓ Target single buyer/no children.

### Excessive Deferred Maintenance

- ✓ Price below competition.
- ✓ Offer buyer wish list/fix up credit.
- ✓ Investigate financing alternatives for buyers that fix up.

## Marketing Strategies

### Severe Oversupply

- ✓ Big selling agent bonus.
- ✓ Price under competition.
- ✓ Offer buyer closing costs/incentives/financing packages.
- ✓ Same as Poor Economic Conditions.

### Dark Exterior Color

- ✓ Bids to repaint-if cost prohibitive to do-offer buyer incentive toward it.
- ✓ Plant lots of bright flowers. Make landscaping pull your eye away from the siding.

### No Buyers (small town)

- ✓ Increased commission
- ✓ Get small town broker to cooperate with principal in next largest city. Market on multiple mls.
- ✓ Contact churches, VFW halls etc in area-Anyone getting married, moving out from parents? Many buyers in small towns, come from right there.
- ✓ Same as Poor Economic Conditions.

### Poor Local Economic Conditions

- ✓ Financing packages.
- ✓ Big agent incentives.
- ✓ Aggressive pricing. Incentive to buyer and broker. Special loan programs.
- ✓ Auction

### Competing with New Construction

- ✓ Beat any incentives offered by the builder.
- ✓ Partner with builder on showings/commission.
- ✓ Price under the new construction.
- ✓ Hold open houses every Sunday if there are models on site with balloons-directional signs.
- ✓ Focus on vacant-ready to move in.

### NMT > 180 days

- ✓ Broker incentives.
- ✓ Aggressive pricing upfront.
- ✓ Auction process upfront.

### Power Lines

- ✓ Home needs to be in great condition and priced right.
- ✓ Improve the interior of the home with paint and carpet. The thought here is that once you are able to convince the buyer to actually get out of the car and go into the home, you want to WOW them with an impressive interior. The typical buyer for this home will be one from a lower price range. Most buyers who can afford your homes price range will opt for a home without the influence of the power lines. Hence, a buyer from a lower price range will be more impressed with the general upgrade of the neighborhood and the extra amenities that this home offers them. Aggressive pricing will be equally important!



## Marketing Strategies

### Synthetic Stucco

- ✓ Do we have a clear stucco inspection? Offer a stucco warranty.
- ✓ Repair if work is needed.
- ✓ Moisture warranty through company that does the work at extra cost.
- ✓ Obtain cost to cure. Consider offering warranty.
- ✓ Auction

### No Septic (non-functional)

- ✓ Auction
- ✓ Greatly reduce price to sell as is.
- ✓ Get bids-put in new system.
- ✓ Consider securing cost to cure. Impact on financing. Target cash buyer.

### Inspection Costs to cure > 10% of AV

- ✓ Do the repairs if client will approve.
- ✓ Major price reduction.
- ✓ When repairs are done, package receipts and warranties whenever possible.
- ✓ Consider the impact on ability to finance and base next steps on above result.



Be Creative

### L.P. Siding

- ✓ Repair/replace.
- ✓ Price
- ✓ Same as Stucco (except warranty)

### Well Problem

- ✓ Fix it.
- ✓ Auction
- ✓ Investigate the options available to cure problem and impact on financing.

### Mold

- ✓ Follow Cartus Mold Protocol
- ✓ Remediate/provide clear reports to buyer.
- ✓ Disclose. Auction/Wholesale.

### Wood/Shake Roofs

- ✓ Secure bid for new roof. Impact on ability to finance.

### Slab structural problems

- ✓ Determine cause, nature and cure of problem. Depending on results, consider curing the problem and/or auction/wholesaling.

Look for opportunities to turn problems into features.