

RTRE_ep_160_The_Difference_a_Marketing_Plan_Makes_When_Selling_Your_Home

Speaker 1: This is Real Talk on Real estate with Barry Mathis, a show based around the community of homeowners and investors from all walks of life who believe in the value of real estate as a tool for building lasting wealth. Your host has over a decade of experience in real estate in a variety of roles.

He has served as a team member and a team leader of high producing agents, the broker of a regional franchise, and a managing partner of a property management company. He's currently ranked in the top three percent of all local real estate sales agents.

Whether you're looking to build long term wealth with buy and hold real estate, or simply flip properties for quick profits his experience as both a principle and on behalf of his clients gives him a unique perspective about investing in real estate that most agents simply do not have.

Above all he is passionate about real estate and about keeping the conversations real, while providing you with the latest market updates, ongoing education and direct interviews with subject matter experts. Now buckle your seatbelts and hang on for the ride, here's your host Barry Mathis.

Barry Mathis: All right Sacramento this is Barry Mathis coming to you from a bit of a delay, it's been a little while since you've heard from me. And we want to let you know that we are happy that the martians that came down and took over the station have now left the building. Now we're just here with Frank and with me here in the studio I've got Missy.

Missy say hi.

Missy: Good morning.

Barry: All right Missy where are you from, what do you do?

Missy: I'm from Los Angeles I have and own my own marketing agency and I specialize in radio.

Barry: Well what a coincidence because today we're talking about marketing, today we're talking about how you can market your homes and get more money for your home by doing property marketing.

So this is a novel concept that a lot of people, even a lot of agents were guilty of making this concept being more trivialized than it is because we don't really dwell a lot on what we do to market homes and how marketing makes a difference. But guess what, I believe that the marketing numbers are 500 billion with a B, 500 billion dollars spent on marketing.

Missy: What does that mean though? When you say 500 billion what does that mean really?

Barry: Ad buys, that is just flat out ad buys, 500 billion is a lot of money.

Missy: Company's are not throwing that money into the pot, it actually is working so that's why they keep spending money.

Barry: So what you're telling me is that the guys that buy super bowl ads year after year, those guys are doing it because they're getting results?

Missy: Well they're doing it because they need to have a presence. They're doing it a little bit for branding but they really want to sell product just like the small mom and pop companies, people need to be different Barry. They need to stand out and that's the name of the game these days. The economy, the world it's rough.

It's rough out there financially, so if you're going to make a difference and do something that's going to have an impact you got to market.

Barry: You got to get noticed.

Missy: Yup.

Barry: So that's the first part of selling your home is you have to get your home noticed. When you look out in the vast, I'm going to give you some numbers here in a few seconds here. But when you look out in the vast array of how many homes are out there you're just one house.

Missy: You're right, I know this about you. You stand out in many ways which is really cool, you do this radio show.

Barry: Are you trying to say I'm big, is this a joke about my size?

Missy: No, no not at all. This is the thing with real estate I own several pieces of property which you know. When you have a piece of property that you're trying to sell and list it's not just about putting it on the MLS. What is your agent going to do different and Barry you are different.

Barry: We're going to go through some things that your agent whether it's me or someone else that you can have your agent do it. If they're not doing it you really need to get them to listen in to this too. If you want to get a copy of this show, if you like something you hear you don't have to take down all the notes.

You can go to our blog www.realtalkonrealestate.com and there you go can subscribe to our podcast where you'll have even the shows that you've missed will drop down into your iTunes by themselves. Or else you can jump on there and just get a recording of this one or send it to a friend or send it to your agent.

Missy: One of the things that you do Barry which I've noticed week in and week out, you educate. I mean you do sell properties hands down but you educate people and part of this is people don't know what they don't know. So if they connect with someone like you they're going to learn and they're going to sell their property quick.

Barry: Awesome well thank you so much for that, that's very kind of you to say that. We do we sell houses we sell right at 36 houses in the last 12 months. Over five million dollars for single person, single agent production that's not incredible. I know guys out there with 20 million, but I also know a lot that will only do a million or only do two million.

Missy: They do one or two houses a year.

Barry: And I wonder why they're out and staying in business. My wife, and kids, and me we like to eat more than them. So if you're out there you need to just listen up. Some of these things they work. I don't always know exactly what works but I know doing everything works.

So we're going to dive into these things, I've got a 79 point marketing plan. We're not going to hit all those right now but we're going to dive into those. If you want to call into the show the show's number is 916-

9233300 or 888-9231380 and we would love to have your calls. We'll be talking about marketing things, if you have some neat idea that you tried that you loved and you thought that really worked. If you're an agent and you're doing something unusual or if you're a client and you're out there and your agent did something unusual call it in.

And if you're wondering why your agent won't do something then call in and I'll tell the real reason why you won't. Again that number is 923-3300 and 888-9231380.

We're going to jump into our market update. As you know in Placer, in Sacramento area, in metropolitan area now you're up from LA.

Missy: I am.

Barry: And so these numbers will be a little bit of a shock to you.

Missy: I like Sacramento what are you talking about, I like coming out here.

Barry: Our numbers are so different than your market.

Missy: Yeah but in a good way.

Barry: It is, I'm going to jump right in here. So the data is the number of sales for Sacramento County was up 15.7% from one year ago today so that's the kind of data I'm going to give you today. Is your to date numbers over year over year numbers.

Number of for sale listings was up 15%, the number of sales listing was up 34% in Placer County so that's a big increase in Placer County. And it was down 4.8% Placer County and down also in Sacramento County from the previous month so it's dropping off. So the listings are dropping off really because of the holidays.

So you have huge increase on both counties, you've got a good sized increase in inventory year over year and then you have in the last month because people are settling in for the holidays you see that little bit of a drop off. So the number of sold listings what actually sold was five percent higher in Placer County and was down 5.9% in Sacramento County.

I really want you to notice that, we've got different markets at work play, we've got different forces. And mainly that's based on the difference in

pricing in the two different counties. Number of sold listings was up 5.1% year over year in Placer County. What you're really seeing there is that the median price moved up, you've got less homes that are short sales and distress sales so what you're seeing in that is not a revival of a market what we're really saying is just that there's more traditional sales.

That's what's explaining that difference. If you look at the number in Sacramento that 5%, almost 6% that's a much bigger market so those numbers are felt a lot heavier. So I really want you to pay attention to that, don't think those things are exactly equal. I'm going to jump through the numbers today because I want to spend some time talking about marketing.

There is some things you really should be paying attention of, the properties under contract the pending properties are up in October month over month. That's a big deal that they're up in October, you should be getting some activity October wasn't that bad of a month. We had a great month in October, I think we did around six houses in October and so that was a great month for us, for my team that's awesome.

What you're not seeing is huge increases in price per square foot. In both counties it pretty much stayed the same. In Sacramento County it's \$174 a square foot, in Placer County it's \$194 a square foot that's the average price per square foot and that's pretty much the same.

If you go back over a year you'll find that it does increase but most of that increase came before June of 2014 so don't read too much into that. And your days on market, days on market in both counties is increasing. In Sacramento County it's 37 days on market, in Placer County it's 44 days on market. And one other thing a point of interest there, is that the difference between the price the price difference between the list price and the sold price is tightening up.

That's something big for you to know and that is that. We've got about 2.9 months worth of inventory, two and a half months worth of inventory so about two and a half in both markets. That's your market update, we're going to go to break our number is 923-3300. When we get back I'm going to share with you what just took my 79 point marketing plan to

an 81 point marketing plan. I added two items so I'll give that to you when we get back.

Hello this is Barry Mathis, the voice of real estate in Sacramento for over a decade. If you've been waiting to sell your home until the time was right you may find that that time has come. With the recent rise in local home prices your home may be worth much more than you think, online pricing sites such as Zillow or Trulia simply fail to provide an accurate picture of your home's true market price.

To receive a true value report from real live professionals, simply call me Barry Mathis at 916-225-7777 or visit our website www.truevaluereport.com.

Speaker 2: Have an alarm system, paid too much for your monthly bill? Get a lower monitoring rate with V3 Security. V3 Security is Sacramento's largest local provider, it has been for years.

There's no need to pay ATT or monitronics for an arm and a leg. Get better service from a local provider that cares. Call now and mention this ad and V3 will cover the cost to upgrade your equipment and lower your rate. Call 844-TRYLOCAL, that's 844-TRYLOCAL and start saving today.

V3 Security, local security done right.

Speaker 1: AM 1380, The Answer.

Barry: All right Sacramento, that's me that's my cue we're back. We're talking about marketing your properties and speaking of marketing properties let's do a little bit of marketing for one of our properties. We have an incredible property out in Citrus Heights, it's not going to be like anything else you find out there.

This property has been totally remodelled with massive granite countertops, all new stainless steel appliances, French doors, counter depth refrigerator, flat surface oven range, brand new dishwasher, matching stainless steel microwave, new lights, new fans, new carpet, new bathrooms, new kitchen, everything is new in there.

Custom fit 42 bottle wine chiller that's actually my favourite part of the whole house. It's got this little blue light inside of it. It just really tops off the market. If you want to see how your property should look when

you're marketing them, check out this website www.6037whitecloud.com that's all tied together 6037whitecloud.com.

Go out and check that out and we'd love to sell that property to you. It just took a reduction in the price, the owner of that property is wanting to move it he does not want to hold it through the holidays.

If you're out there and you've got a house on the market you'd better be doing the same thing. There's nothing wrong with your house, you don't have a psychological connection with a house where if I over the price it means I don't like the house. No there's nothing wrong with your house, you just need to sell it.

And guess what, the way to sell it is you drop the price until it sells as long as you got good marketing in place. So that's the mantra that you hear all the time from agents is, drop the price until it sells.

As a matter of fact I just went to a conference and you know what they say when they're in darkrooms by themselves or big rooms by themselves? What they say is only price sells houses, it's all about price. That's what they say.

Missy: Oh my goodness.

Barry: They say, only price sells houses and I agree that if you overprice a house here's what the truth is. If you overprice a house no amount of proper marketing will sell that house. But to tell me that only price sells houses is absolutely false and if that was the case Nordstrom's wouldn't be in business. It wouldn't be there.

Missy: That's true and different coloured tile, and carpet, and paint, and pictures that you have in the house it's not just based on square footage. It's not, it's very much emotion and honestly when you go into a home and you feel what you want to feel when you buy a new house that's going to help sell the house.

Barry: You hit the nail on the head right now. Emotions sell houses, feelings sell houses. And my job is an agent is forget the word agent, very little of what I do as an agent has little to do with having a real estate licence. I think a lot of people get this idea 14,000 agents have a license in our local area.

Only 9,000 of them sold a house at all last year. And out of the 9,000 that sold a house, very few of them I think I believe the number is somewhere around 75% of the houses were sold by 20% of the agents. It's not quite the 80/20 Pareto principle. But 70% of all the houses were sold by the top 20%.

That means 70% of those houses were sold by the top 1,800 guys. That's just crazy. Let me get beyond that though, the reason that you're hearing this idea that only price sells houses is because the agents aren't marketers.

The agents are just doing their agent thing. I segued into two different thoughts there.

Missy: Yes you did, I'm with you. I am tracking you.

Barry: I can see that look on your face. Okay what I was saying is I'm a marketer, having a license.

Missy: And your side job is agent.

Barry: Yeah exactly. Having a license and doing the real estate transaction and protecting people legally that's a part of what I do. I'm very good at that, I have loyalty as a backbone I love doing that. That's one of my core values is protecting my clients.

It gets me in trouble sometimes with other agents but that's one of my core values. However that's actually not the majority of my job. The majority of my job is to position that house so that it sells for top dollar.

Missy: For your clients and here's the thing with marketing. You're trying to market a message, a feeling, an emotion about a home. Every single home is different so your marketing plan for each home could be a little bit different but your main goal is to communicate how wonderful that home will be to the new potential buyer right.

Barry: Absolutely and you hit another part of it on the head right there.

Missy: I'm hitting heads all over the place.

Barry: We don't rehearse it at home we just talk. You're hitting it because it's about a plan. Do you even have a marketing plan? Did you have a written

marketing plan or did you just list your house with somebody that said I have a license.

Missy: But see here's where your 79 now 81 point marketing plan comes in. When you get an agent I've done this Barry where I've secured and I've wanted to work with the top agent in a given market. I own properties in different states but the thing is, the top agent might not be my best agent.

It has to be someone who wants to sell the property and wants to what's best for the property owner and wants to get the property sold quickly and efficiently. With your 79 point now 81 point marketing plan you actually are providing a plan for that person, you're not just putting them on the MLS.

You're not saying you now hit it and quit it, you're actually going to say this is my plan.

Barry: Hit it and quit it, I like that.

Missy: Here is your plan on what you're going to do. You're going to market on this website, you're going to help them to stage it possibly. You're going to tell them hey you know you might need to put some new tile in the bathroom it might not cost too much money. That will help have the aesthetic that your new buyer might want.

Those little tiny details are what you do. It's not just listing it like a number on the internet.

Barry: Absolutely. And undoubtedly you have to list in that, there's a lot of things that all agents have access to. The issue is do they do it. I would beg to differ a little bit, I would say the top agents are the top agents for a reason. And so they might not give you that warm fuzzy feeling of holding your hand but most of them didn't get to be the top agents by doing it wrong.

Missy: Correct.

Barry: What they probably did in most cases you really can't be a top agent without systems, you just can't do it. And if you've got an agent that says they're the top and you notice they don't have systems in place then that just ain't happening. Because the top agents sell hundreds of homes a

year. Hundreds, that's not just REO agents, that's not just the guys that get deals from the banks. The top agents in the country all sell over 100 homes a year.

That's normal for them and for their team. And the reason they do that is because they have systems in place that help them do that, it doesn't happen by accident. It's something that they've designed. They've learned what works and they design. That's big deal.

What we're talking about today is marketing makes a difference. You want to hear how it makes a difference, I'll tell you how it makes a difference. real estate agents and this actually is not a quote from me, it may have even changed a little bit. Do you remember the book Freakonomics?

Missy: Yes I do.

Barry: Great book if you ever get a chance to read it and you like that kind of stuff, my son would love that. He's a C.S. Lewis fan, my son's 16 years old. Have you ever heard of a 16 year old that likes C.S. Lewis it's just awesome.

Missy: Here's a smart one, the apple doesn't fall too far from the tree.

Barry: He's smart. We went out the other day, we went to C.S. Lewis, I don't know what you call it. But it's a play about the life of C.S. Lewis so that was really good. They put it on out in Roseville and C.S. Lewis has been dead for a long time but this is an actor who acts as if he's C.S. Lewis. So that was really good like we were in his living room.

My son really enjoyed it, it was great. However what I'm saying that for is because-

Missy: Freakonomics.

Barry: Freakonomics is a book he would really like, it's that kind of book. You've got to stay awake when you read it, you better get some coffee and sit down and read it. but it's a great book and he talks about these anomalies that happen with things that we're all familiar with.

Here's an anomaly, real estate agents sell their own houses many of them do right. They sell houses for other people and then they sell their

own houses. What do you think happens when a real estate agent sells their own houses? Do you think they sell it super fast?

Missy: You're about to tell us.

Barry: I'm about to tell you. I'm putting her on the spot here. You know what they actually take 10 days longer on average to sell the house if they don't own it themselves.

Missy: Okay so why, why do you think they do that?

Barry: Well my agent buddies may not like this answer but I think.

Missy: Just be honest and be real.

Barry: I'm just going to be real with you. I think it's because they negotiate harder. I think that they've got more back and forth and it takes a couple of days to get that negotiation dance back and forth and I think they negotiate harder on their own deals.

That's probably actually in many cases I have clients tell me not to negotiate just take their answer. I had a client this week we got an offer on a property but you know what he's ready to sell his house. I would have countered him and I told him I would counter and we would have made an extra \$10,000 on the sell if we had done a counter and I think we would have got it. I've been doing this for 14 years, I know when we can get it you know what I mean.

I think we would have got that 10,000. He said, you know what I don't want to do that I just want to take the offer. So I think what's happening is there's nobody in that conversation that's getting them to go ahead and accept an offer that they negotiate harder on their deals.

It not only takes them a little bit longer while they wait for the right offer, but they also get 3% higher on their sales price than if they're working for a client.

Missy: But I think also too maybe it plays into the whole fact that they know their home. You know what I mean? They know the property, they've lived in it, they feel it and maybe they just.

Barry: I bet you they've cleaned it.

Missy: They've cleaned it, they probably put new flowers in the front garden, they've done a lot of things.

Barry: Have you ever gone on to a car lot, any car lot even the scummy used car lot on the south side of town. If you've ever gone to a car lot you get the car and it's dirty no. They detail the cars, even the cheap car lots detail the cars. Matter of fact the cheap car lots that may be all they do is detail the car. They clean the car before they sell it.

Missy: That's part of marketing too.

Barry: that's presentation.

Missy: Exactly.

Barry: Absolutely. That could be more detailed presentation like in your case you had a house for sale and it's long distance and you haven't been there for a while. You were telling me this earlier about the trim work.

Missy: I have not been there , I don't live in the property so when I actually went there after it had been listed for 30 days I'm like why is this property not selling. When I actually got there, the front door handles were a little bit loose, this is an investment property. The trim around the windows and the front door needed to be spruced up.

Barry: The front door is the most overlooked aspect of a home I think anywhere. The front door gets overlooked all the time.

Missy: Number two it would probably be the garage, the garage door. Anyway so I realized I said to the agent at the time how come you didn't tell me? I should have done this before we've had it on the market for 30 days.

Barry: There's an answer, I'm going to tell you why they didn't tell you.

Missy: Tell me why they didn't tell me.

Barry: Actually I have got enough time to do it, I was going to do it after the break but hey if you want to call in and get your questions answered we are AM 1930 The Answer.

If you want to call in it is 923-3300 or 888-9231380. We got a nice smooth show here we've got time for your questions. Give us a call and we'll answer this one.

I'm going to answer that one for you.

Missy: Please.

Barry: Here it is, why didn't your agent tell you? I'll tell you because the agents get tired of saying things over the years to their clients and their clients turn them down. It's just like a little scolded puppy, if you smack the hand every time they say something the next thing you know they're not going to recommend it.

And so they get used to owners not wanting to spend any money especially out of town investor owners, and they get used to out of town investor owners not wanting to spend any money to fix the place up so why make their life harder.

They just don't say anything. I think that's a very common reason. That's not the only reason, I don't know why he didn't tell you. Some agents don't know.

Missy: But he did list the interview. Here's the thing, this is what I know about you Barry. You take the pride in the listing that you take you actually go to the properties, you look at them, you give them your recommendations because you actually want to sell the property for the owner of the property. You actually want to see the transaction from the beginning, middle to the end.

The agent that I had that was out of state did not do that so guess what happened to that agent Barry?

Barry: You got another agent.

Missy: I absolutely did and guess what the property sold.

Barry: OH wow. Let me say how fast after you got the new agent did the property sell.

Missy: Two weeks, 14 days. I did the work I may not be like your typical out of state real estate investor but I did do the spruce up work once I went out there and visited the property it sold. All it needed was a little facelift, it just needed a little lipstick on there and it got sold. That's the thing.

I helped spruce up my property to help market it better. I got an agent that actually did more than just listing it on the MLS. So there you have it.

Barry: Absolutely, you know what it really does make a difference. I've got a listing down at 5330 Y Street and if you want to see that one, all of my properties if you listen to this show very long you'll see that they all have a standalone website. That's one of the items in our 79 point marketing plan.

Because who can find information? This information gets syndicated so far that you have to have a standalone site that draws everybody just to one property, not all the other properties out there.

Missy: If you're listening to this show right now, these are not extra costs. This is something Barry does automatically. This is what a good agent should do. They should do it, they should actually take the time to sell the property and do the extra little things but it doesn't cost the customer any more money.

Barry: We get paid plenty of money, we don't need more money for what we do. We get paid a lot of money. All right so 5030 Y street if you go there www.5030y.com that's all you have to do 5030y.com. If you go there you'll see a property.

That property we took the pictures for that property three times and there's actually some of them that are embarrassing that are floating on the internet because it was a hurry up sale, they got somebody who was dying in the house that was being taken care of. He didn't die in the house but he was taken care of in the house.

They were out there and they were taking care of him. So every time they could clean up one room we'd come back out and take more pictures. But some of the downside is you get out on the internet like that and you wind up with a lot of things that you got to track them down to correct them. What I'm saying is, we went out there three times. Just because we wanted better and better pictures.

Missy: Well you cared too.

Barry: We sold that property.

Missy: Yup.

Barry: Okay we're going to go out to break. When we get back we're going to give you some updates on what's going on in our local area as well as all the way up in Tahoe.

Speaker 1: Razor one, clear take off runway 14. Runway 14.

Speaker 3: Here we go, please proceed to the highlighted ground and then allow the liftoff.

Speaker 4: Since 1995 the global positioning system or GPS developed by the US Military has been operational for civilian use.

Speaker 3: after two tenths of a mile turn left.

Speaker 1: Phase one clear to land runway one.

Speaker 4: Today the men and women of the Air Force Reserve continue their vital mission, guiding you safely on your way to help protecting the freedoms we all enjoy. The United States Air Force Reserve, guiding and protecting America.

Speaker 5: Here's what's going on. It's the AM 1380 The Answer Community Calendar.

Speaker 6: Effie Yeaw Nature Centre in Carmichael has tons of fun activities for the whole family including nature camps for kids during Thanksgiving, school holidays, every weekend activities. For more information visit sacnaturecenter.net.

Speaker 5: Better decisions and counselling services in Cordova will host it's PTSD Awareness Community Chilli Cook Off, Saturday November 15th from 10 to 3. There will be lots of fun activities for the kids and meet your community friends like Metro Fire and so much more.

For details go online to betterdecisionsinc.org that's betterdecisionsinc.org.

Speaker 7: To see if you qualify for a CalPlus Loan for new home buyers the down payment assistance with zero interest call 8779-CALHFA, 8779-CALHFA.

Speaker 2: Have an alarm system, paid too much for your monthly bill? Get a lower monitoring rate with V3 Security. V3 Security is Sacramento's largest local provider, it has been for years.

There's no need to pay ATT or monitronics for an arm and a leg. Get better service from a local provider that cares. Call now and mention this ad and V3 will cover the cost to upgrade your equipment and lower your rate. Call 844-TRYLOCAL, that's 844-TRYLOCAL and start saving today.

V3 Security, local security done right.

Have an alarm system, paid too much for your monthly bill? Get a lower monitoring rate with V3 Security. V3 Security is Sacramento's largest local provider, it has been for years.

There's no need to pay ATT or monitronics for an arm and a leg. Get better service from a local provider that cares. Call now and mention this ad and V3 will cover the cost to upgrade your equipment and lower your rate. Call 844-TRYLOCAL, that's 844-TRYLOCAL and start saving today.

V3 Security, local security done right.

Speaker 1: This is AM 1830 The Answer.

Barry: All right Sacramento this is Barry Mathis and we are live in the studio with Missy. Missy give out your last name, your contact information, where you're from.

Missy: Missy Wilson B[0:27:12] Management and Marketing in Los Angeles, beautiful downtown Redondo Beach I've been doing it for over 15 years. Marketing and radio broadcast advertising.

Barry: Awesome and if you're out there and you want to see Missy, if you want to see the face behind the voice and if you want to catch her smooching than you can go to our website www.realtalkonrealestate.com and you will catch her in the act of giving a man a smooch.

Missy: That's my son Barry. Keeping it clean.

Barry: That's what all you LA socialites say right. That is her son and daughter and she's on there. I love to see people that their families get involved. I mean I remember one time I went to a guy's presentation and it was his company and he had a big sized staff.

He's now working for Warren Buffet it was a good sized company and we went to his presentation. His daughter was in the back of the room taking notes on the presentation. Unless you just got this screwed up psycho family that's usually a good sign that what you're saying is true. I know that my kids if I'm up front and I'm saying something that my kids don't think is right they'll call me on it.

Missy: They'll let you know, they'll let you know right away.

Barry: They'll go dad that wasn't right.

Missy: Keeping it real.

Barry: Hey speaking of keeping it real if you're out there, if you're part of the friends of Placer County Sheriff's Department if you guys know that we just lost some deputies. We have a new spot in Roseville Sammy's Island bar and Grill and you've heard me talk a out Sammy's before. That is Sammy Hagar and he's done a lot of good things there for the city of Roseville.

Now he is stepping up and doing a benefit for the family of Placer County Detective Michael Davis. That is going to be done on Wednesday night November 12th, 2014 from 11 am to 10 pm. It's Wednesday really all day. You could go there for lunch, a portion of those proceeds will be donated to the Davis family.

You just really should go out and support them by going to Sammy's you'll support that family. Our hearts and prayers go out to those famines not only in Placer County but also in Sacramento for those deputies that we lost. Come on out it's a celebration of life. Come out and celebrate life with those families.

We're going to jump out for a market update for our mortgage market. Hey Pit Miller what are you doing?

Pit Miller: Well I'm just calling in to listen in to your great show, how are you today Barry?

Barry: We're doing awesome. We're going to be revealing our two new additional steps in our 79 point marketing plan which is now an 81 point marketing plan. But tell us what's going on in the mortgage world. I heard

that they're giving away money again that it's all free loans out there now.

Pit: I love the way you say that giving it away. Well as you know for some of our clients last week rates are low. We have a 30 year fixed rate that hovered around 4% for 15 years under three and a half.

Barry: Hold on a second did you say under three and a half?

Pit: Under three and a half Barry.

Barry: That's amazing.

Pit: But what I really wanted to talk about was how prepared a buyer needs to be. One of the questions I always get with customers in working with them is, can you ensure the deal's going to close on time because we want to set up our sale of our one house to buy the next house. I want to talk about what it takes to make that happen.

Barry: Let me hear it, what do we need to be doing in advance to make that happen?

Pit: There's the key word in advance. More than ever you really need to take the loan through the full approval process. What that means is you submit all the documents to the lender. You get the lender to under ride it and give actual full approval upfront. So if it's an FHA then that's a DE under rider, if it's a conventional you get it fully approved and then once we get it in contract it's very realistic that we can close inside that 30 day period.

The biggest push back that we get from clients and the thing I have to help them through is just the documentation of tax to close. That seems to be the number one issues that always takes extra time and I kind of want to explain that.

Barry: If I go to the casino and lay down a black chip and I win that's not good enough documentation?

Pit: That was great thank you. Let's talk about that, that is acceptable if you have the documentation to show that it was a pay out from the casino and you want it, and then we're going to want to see if on the tax return you have a history of making money from the casino.

Barry: I don't think anybody has a history of making money from the casino.

Pit: That would be a surprise. What I normally see is people are used to people questioning their deposits into their bank when we look at their bank statements and that's what it boils down to. We have to question or source all deposits into the account and that's just sometimes frustrating with buyers.

I kind of preach that people take the time upfront let us vet everything, let us get the documentation done and then once they write the contract with you then you get on to the things like home inspection and little things to close not big things.

Barry: Absolutely, well thank you so much for joining us I really appreciate it. if somebody wanted to reach out and get a hold of you, it sounds like you're being really prepared in trying to make sure that there's no surprises. I tell you these kind of surprises are emotional, and heartfelt, and people cry. There's moving trucks in the yard and people are sad, so we don't want to have these kind of surprises.

So if somebody is trying to solve that in advance and being pro-active how do they get a hold of you?

Pit: Well you get a hold of me by calling Barry Mathis, call Barry Mathis and Barry Mathis will refer you to Pit Miller. Thanks Barry have a great day.

Barry: All right thank you very much. You heard it, we do have that from time to time. When you hear about the tightening of the credit market when you're listening to the tightening of the credit market these are really some of the things that they're talking about it's those unmentioned things. It's not that you now have to have a 700 FICO in order to get your credit.

You can get your credit with a much lower FICO score. You can get a credit with actually surprisingly low, in the low 600s and even some programs that don't even have credit scores. You can get approved for a loan it's just this kind of stuff the documentation, the making sure that you really can source your funds. That's actually the tightening up of it.

When they say they're being conservative that's what they mean.

Missy: This is part of a marketing plan Barry. When you are thinking about buying or selling a house you need to have that planned and part of the plan is the mortgage, is the financing. If you don't have a plan, you don't have someone to talk to that is an expert what are you going to do?

Barry: And not only that, on the flipside of that I get out there and I talk to people, I hear some people say I'm a listing agent only that's all I do I only do listings. What they're trying to do like that is differentiate themselves from buyers agents who usually are less experienced in general than people who list a lot of houses.

They're trying to differentiate themselves, but the problem is if you differentiate yourself too far you forget how to get your buyers a loan. Guess what when you list somebody's house, helping buyers get loans is part of helping the seller sell the house.

Missy; This is exactly true.

Barry: And so if you get too far removed from the part that we all started doing this business for, the most fun in this business that you'll ever have is helping someone. I had a veteran family move from Texas, I picked them up in Granite Bay and they never even dreamed that they were going to buy a house. Within 30 days I remember I walked out to their car, I don't do this all the time but I walked out to the car at the open house and said, if you do what I'll tell you to do you'll be in a house of your own in 30 days.

Sure enough I think it took 35 or 40 days but they were sure enough in a house of their own. They love me they think I'm great, they come to all my events and I love seeing them. That's the most fun out of just about anything we do as agents.

If you get too far removed from that than you forget when you're selling even a million dollar house a million four, a million five that's not unusual in this area on the higher end you forget that had to be bought by someone that just sold a \$700,000 house.

Missy: Flying up here Barry I flew on Southwest which I do like Southwest. Their new marketing slogan is, if you don't have a heart it's just a machine. You just described having a heart and that's what differentiates you from other agents. This is not transactional, just transactional for you.

Yes there's a transaction but it's not just a transaction there's feeling, there's emotion, and there's heart.

Barry: And that's all about what your house is. When someone walks in, when I go out with buyers and I take them out I know when they like the house. It's not something we have to really do a 7 point plan we just walk in and I can watch the wife's face and I know whether this is it or not.

It's not something I convinced them to do, I don't sell the house. The selling is done before we get there. The selling is done in the presentation of the house, the selling is done is what kind of emotion is this going to cause. I'm telling you that if malls keep their temperature a certain temperature, if they put certain items on certain aisles in the grocery store and certain items in the end caps that stuff is done for a reason.

The colours, just the way the bottle is shaped. People study that just to make sure that their bottles are going to be attractive. You don't think you should do it for your \$400,000, \$500,000 house?

Missy: Marketing is communicating a message that's really what it is and so if you're good at that, even if you're halfway good at that you've already risen above your competition.

Barry: Absolutely and here's the mistake that a lot of agents make. They think it's communicating the message with words. Take it from somebody who talks for a living it's not about the words. I sell much more with the house and the presentation of the house, and the feeling it gives you when you walk in.

That was a great example earlier 5030 White Cloud go to that, look at the pictures. It's a feeling you get, look at those pictures and look at pictures of other properties. it's a feeling you get.

All right so if you're out there you're talking about it. You have to start to realize that it's not about being an agent, it's not about the legal transaction although that's very important. You have to have that, that's the condition to play the game. If you're not operating at that gate level than you're not just operating.

If you're out there and you need a marketer to market your home here's a special offer that we're just putting out. We've never put it out before.

Frankly we're experimenting with it to see if it works because we have a problem sometimes and I'm going to explain it to you.

Pre-list your home now for sale after the holidays and save thousands of dollars. This is an idea that we're trying out, do me a favour and don't tell all your realtor buddies about it, give me a chance to see if it works.

We have a problem every year around 2015 ever year around January it rolls around and all our clients and all the market, the world itself wants to put their houses on the market.

Remember earlier that I told you the inventory was dropping, it always drops in October and November, and Decemer all the inventory drops. What we want to do is pre-list your house we'll come out, we'll get those things in place those preparation tools. We'll spend time with you, we'll show you what you should do to sell your house and you've got a little bit of time to think about it.

A little bit of time to get some stuff done that's going to make a difference.

Missy: Like planning, like I should have done with this out of state property. The agent should have pre-listed with me, he should have told me to fix the front door handle, he should have told me to paint the trim, he should have told me to plant the flowers which I ended up doing. Actually Barry because I didn't pre-list he didn't take the time with me, I lost 30 days. Actually I lost 45 days.

Barry: And you actually lost money.

Missy: I actually did.

Barry: Because there is truth that the market looks at your house the most when it first lists. When we get back I'm going to give you some more details in that pre-listing plan and we're going to talk about some things you can do to sell your house for top dollar.

Speaker 2: Have an alarm system, paid too much for your monthly bill? Get a lower monitoring rate with V3 Security. V3 Security is Sacramento's largest local provider, it has been for years.

There's no need to pay ATT or monitronics for an arm and a leg. Get better service from a local provider that cares. Call now and mention this ad and V3 will cover the cost to upgrade your equipment and lower your rate. Call 844-TRYLOCAL, that's 844-TRYLOCAL and start saving today.

V3 Security, local security done right.

Speaker 1: This is AM 1390 The Answer.

Barry: All right Sacramento this is Barry Mathis and I am the voice of real estate here in Sacramento for over a decade now. I'm talking here with Missy Wilson and she's the voice of radio.

Missy: I love it.

Barry: And I'm not even going to say how many years.

Missy: Long enough, long enough.

Barry: Long enough. So hey I did tell you I was going to give you a market update on October and I get in trouble for doing things too fast so I'm just going to give you a real short one instead of a fast one.

Here we go, in 2013 at this time they had sold 110 sales over a million dollars. In 2014 they sold over 151 sales over a million dollars. If you're out there and you want to do some math while you're driving down the road that's a 37% increase in million dollar plus sales in the Tahoe Region,

What's that mean? It means some people have some money and they're spending it again. And so that's great news, we like to see people spend money and what a great place to spend a million bucks. I can't think of a better place to spend a million bucks on a house if you can get a house there that's decent for a million bucks. So that is awesome.

If you're out there and you want to spend a million bucks if you're here local or you want to sell your house for a million bucks this is what you need to be thinking about. Pre-list your home now for a sale after the holidays and save thousands.

If you get a head start on 2015 you can save up to a third of a cost of selling your home while still receiving all the benefits of a full service experienced realtor with a proven 79/91 point written marketing plan.

Missy: What are the two other points Barry that's what I want to know. You keep talking about the two points, what are they come on.

Barry: Okay you've dragged them out of me. Those two other points are this, I just started doing this. We now do a geographical calling we contact people around the cell of your property and call those people directly and let them know that your house is on the market.

Missy: Call on a bull horn or call on the telephone?

Barry: call on the telephone, and we reach out to them and we got their phone numbers. We reach out to them and we say, hey your neighbour just listed a house.

Missy: Is that included Barry?

Barry: It's just included, it's what we do. That's just one of the things that we do. That increased our game a little bit. You know how that list got to be 79 points? Is we started 14 years ago selling houses and we said well that worked so I add that to the list. That worked, we'll add to the list.

Hey here's something we could do, hey look somebody invented a new technology here's something we could do let's add that to the list. Here's something we can do.

Missy: If you're a homeowner and you're listening to this, wouldn't you want to work with someone who number one has 14 years of experience. Wouldn't you want to work with someone who's done a lot of homes every year, wouldn't you want to work with someone who's sold 36 homes last year versus someone who sold one or two homes last year.

This is a guy who's in real estate, he lives and breathes real estate. I'm sure one of his kids are going to become a realtor if they're not training for it already. But I'm just saying wouldn't you want to work with someone who is an expert, someone who's doing this every single day I mean I would.

Barry: It's pretty fun, I like doing it. I try to take some of these off but I do that most of the time. My wife lets me go to work sometimes. All right each year hundreds of sellers rush to get their home on the market in the first quarter.

Everybody you talk to is trying to list their house January, February, March right there trying to get it listed right there. They do that and with that rush to get it on there usually the second week after January after the holidays are done they don't have an effective written marketing plan.

Because they're in a rush and they don't have a written marketing plan, stuff gets overlooked. Stuff doesn't get done unless they're working with one of those top agents that treats their business like a business it just doesn't happen.

If you give us the time to prepare and position your home properly you'll get the benefits of getting a higher price for the home, reducing the stress greatly around selling your home, and saving on the commissions at the same time.

Missy:

The thing is you don't want to just list your house there's lots of things you want to aggressively go after potential new homeowners. You're not that stand alone shop on the corner that just puts a sign out in front of the door. That's not what you do.

I mean you do a lot of other things and what I think you're suggesting here with your pre-list package is to be ready, to be aggressively ready. not in a bad way but in a great way so in that way when you list your home with Barry Mathis you know that he is going after potential buyers.

You don't want to just wait for the people to come to you, he's going after them.

Barry:

Not only that we need a little bit of time to do this right. The luxury home marketing triangle we work in the luxury home market and we advertise in Luxury Home Magazine, one of the best spots for advertising for luxury homes in our area and that reaches all the way into the Bay Area. We pay a lot of money to be in there

There you go does your agent have a marketing budget or is the biggest expense they have their automobile and the gas that they spend for their car. There's a little clue if they're actually marketing your home or not is ask to see their PNL and if they don't know what a PNL is get another agent.

All right so time, quality, cost so you know the old phrase you get time, quality and cost you can pick two you can't get all three. It's that you get to pick two so if you give us more time we'll bring the cost down so you get to pick those. That's what we'll do, we'll do a great job for you. We'll get those pictures taken.

It takes time to do that, guess what I'm only one person. I've got an assistant, I've got a team she does a good job. We have picture takers that are professional picture takers but if you get to us in advance we'll save you money by taking the time to do it right, not trying to rush everything.

Merry: How do people get in touch with you Barry? I want to list with you and I don't even have a property up here. I mean how do they get in touch with you Barry?

Barry: I've sold homes in Venetia, I've sold homes down in Stockton, if it's in California we'll make a stab at it. I prefer though not to do the Bay or L.A. just because the markets are so unique I think I'd do clients a disservice.

However I can find a great agent that thinks like me in both of those locations. All right so how do you get a hold of me here, 916-2257777. It's my direct line, I answer my own phone. If not you'll got to a voice mail and it will convert your message to an email and send it to me. I'll get back to you at my next available.

You just need somebody that's doing this and that understands marketing, you probably need somebody that understands marketing even more than you need somebody to understand the legal ramifications. Basically most of us have a broker, I've got a transaction coordinator who is my broker. She understands that paperwork like nobody's business.

Not only that she's accountable for the paperwork like nobody's business. The paperwork's got to get done right. The negotiation you need an expert in negotiation, but you don't even get a chance to negotiate there's plenty of guys that can yell, and scream, and negotiate and there's plenty of women that can negotiate not just guys. But they don't even get a chance to negotiate if they don't market correctly.

If you're not a marketing machine you're not going to be able to get in position to negotiate. And I think one of the big mistakes that people make is they think I got this person and they're nice and friendly. Nice and friendly ain't going to cut it if nobody sees it. Nice and friendly only cuts it with you.

It makes you feel better about the agent you hired but it doesn't help sell the house because marketing is what has to expose the house to a lot of people.

Missy: I'm laughing because you're so right. It's really about getting the job done. It's really about working the solution and getting that house sold.

Barry: It is, get the job done. That's all there is to it really. When it comes down to it you got to get the job done. So if you're out there and you've got a house that you want to have sold hey we'd love to do that. It is not too early to talk to us even if we're talking about next year, I'm going to show you a way you can save a lot of money, tens of thousands of dollars in some cases for our higher end clients. It's something you need to do.

And you know what if you talk to me sooner I will save you money. I flip houses for fun, it's what I do for a hobby. Most people think well that's just too much stress, my wife's like why are you still doing that it's so stressful? But it's fun for me.

Missy: All real estate all the time.

Barry: I love to do it, it's what I do for fun. What does that have to do with you, I know what helps sell a house. I know how to prepare it and guess what I've got contractors that can help you do it.

If you'll call me I'll save you money period. When I get bids out for my contractors, we just had a bid that happened this last week. I got a guy flipping two houses and one of these bids came in 414,000 higher than the other bid. I got news for you, I don't know what kind of profit you're making on your flips but \$15,000 on a flip that's a good portion of your profit.

The only difference same bid, same scope of work it's just a different set of contractors. Hey it matters, it matters if we do 200 deals. If the guy gets 200 referrals from us instead of just one every few years it matters.

We're kind of skipping all over the place. We're going to come back to this pre-list your house, save a lot of money. I'll be glad to come out and show you how.

I'll bring you a copy of my 79 point marketing plan and hey even if you're doing it yourself copy the stuff that I'm doing on my marketing plan. You'll increase your chances of selling your house probably by 50% if you just use my marketing plan.

Missy: You know it's funny I don't even think you're afraid of other realtors seeing this because most realtors might look at this and say-

Barry: They're never going to do it.

Missy: They're going to go that's pretty cool, they will never do it. You're a doer Barry that's one thing I can say about you. You're a doer.

Barry: A, they probably don't have the budget for it. It's a little bit unfair most agents if they're only selling four houses a year.

Merry: Yeah but we don't want to use those guys anyway come on.

Barry: I know but people do use them so if they're only selling four houses a year there's no way that they can afford the marketing budget that we spend. We operate at a different level, we spend a lot of money. We spend more than most agents make in commission on their gross commission income, we spend that in our marketing budget.

That's the biggest chance.

The second things as a for sale/buy owner I'm not afraid of giving this to them, they don't have the tools to do what we do. I don't know you never asked what 81 was. I gave you an 80.

Missy: I want 81 I've been waiting.

Barry: Eighty-one is my new drone. Yeah my little drone helicopter I go out and take pictures and videos of your property. That's pretty cool.

Missy: OMG, let's just say unbelievable.

Barry: Yup my number is 916-2257777. If you want to hear more of this banter back and forth, if you have nothing else to do and you're working out in

the gym or something go out to our website www.realestateonrealestate.com. If you go out there you will find information on our property and how you can listen to it on a regular basis.

Hey remember that property I told you about earlier 5030 Y Street, that is right there by the Ronald McDonald House next to the UC Davis. I'm going to be at an open house in about an hour and a half. I don't know what your agent is doing today but I'm working for my clients. All right, so we're going to be out there doing an open house 5030 Y Street.

Now don't get there early it's going to take me an hour to set up. I will be set up from one o'clock to four o'clock so don't get there early, don't get there before one but come by and see me 5030 Y Street.

I'd love to talk to you and just shake your hand. my number is 916-2257777. If somebody's wanting to get a hold of you how do they do it go to our website www.realtalkonrealestate.com. I'm allowed to talk fast at the end of the show.

Missy: That's right it's your show.

Barry: They don't even have to edit this so you can go back to www.realtalkonrealestate.com and you will get Missy's information as well so you don't have to record everything.

I hope you get out there and have an excellent day.

Speaker 2: Have an alarm system, paid too much for your monthly bill? Get a lower monitoring rate with V3 Security. V3 Security is Sacramento's largest local provider, it has been for years.

There's no need to pay ATT or monitronics for an arm and a leg. Get better service from a local provider that cares. Call now and mention this ad and V3 will cover the cost to upgrade your equipment and lower your rate. Call 844-TRYLOCAL, that's 844-TRYLOCAL and start saving today.

V3 Security, local security done right.
