

The Referral Marketing System

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Blog Article 1

Finding the List Price “Tipping Points”

Setting the right list price for a home is a mystery for many sellers. How do you begin to determine what buyers are likely to pay for your property? After all, no two homes are exactly alike.

Yet, setting the right price is crucial. You need to avoid the two price “tipping points” that, if crossed, can cause you a lot of problems.

The first tipping point is a price that’s low enough for buyers to begin thinking something is wrong. They wonder, “Why is your price so low? What are you not telling us about your property?”

But that’s not even the worst problem with this tipping point. If you do get offers at that low price, you’ll have a bigger issue – leaving thousands of dollars on the table.

The other tipping point is setting your price so high it discourages buyers from giving your listing a second look. When your price is that high, you’ll get few enquiries and even fewer people coming to see your property.

Of course, you can lower your price later, if necessary. But experience shows that reduced prices make potential buyers skeptical. Most sellers who price high in the hopes of getting a windfall actually end up selling for much less than they would have if they had priced their properties correctly in the first place.

So what’s the right price to list your property? The answer is somewhere in-between those two tipping points.

Call today for help determining the right price for your property.

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Blog Article 2

Should You Own a Fire Extinguisher?

You've seen fire extinguishers in commercial environments, such as schools, stores and workplaces. Does it make sense to have one in your home?

According to the experts, yes. In fact, a fire extinguisher can quickly put out a blaze that would otherwise quickly grow out of control.

There are several types of fire extinguishers that are made especially for residential use. That means they put out the most common fires that occur in the home (Class A, B & K fires), and they are easy to handle and use.

Since most residential fires happen in the kitchen, that's the best place to keep your extinguisher. Make sure everyone in your household knows where it is and how to use it.

Keep in mind that a home fire extinguisher is meant for small fires that are easy to put out, such as a pan of vegetable oil igniting on the stove. If you find you can't control the blaze within a few seconds with the extinguisher, get everyone out of the home and call the fire department.

Also, never attempt to fight a major fire yourself. Leave that to the professionals.

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Social Media “Tweets”

Tweets linking to the main article:

When pricing your home for sale, beware of these two “tipping points”.

[LINK]

What happens if you set your list price too high? Too low? [LINK]

Tweets linking to the second article:

Here’s some great information on fire extinguishers and fire prevention in the home. [LINK]

Should you own a fire extinguisher for your home? There are some very good reasons you should. Take a look: [LINK]

Tweets of motivational quotations:

Motivating advice from Tony Robbins: "What simple action could you take today to produce a new momentum toward success in your life?"

"You get the best out of others when you give the best of yourself," says tire legend Harvey S. Firestone

"Do not wait to strike while the iron is hot; make it hot by striking!" Poetically said by William Yeats

Important to Note:

- [Link] is the link to the article on your website or blog.
- We recommend posting content on Twitter and Facebook two times per week. In addition to the tweets supplied here, you can post about local market news, and other information of interest to your prospects.