

The Many Virtues of Seller Listings

1. Seller listings mean marketing opportunities:
 - a) You get to put our sign in the front yard (and maybe directional signage, as well).
 - b) You get to market the listing through direct mail and e-mail, etc.
 - c) You get to advertise the listing through newspapers, magazines, the MLS, your website, etc.
2. You have more control of your time. There is usually not the sense of do-it-right-now urgency with sellers that buyers often have; therefore, you should be able to control your scheduling a little more.
3. Seller listings maximize your per-hour compensation. It usually takes a lot less time to obtain and market a listing prior to its selling than it takes to show for and sell to a buyer.
4. Volume, volume, volume. In our experience a highly focused, highly leveraged real estate agent can work fifteen to twenty-five seller listings per month. And keep it up. The same agent would be hard-pressed to work seven or eight buyers per month and continue to do so over a long period of time.
5. With seller listings you are on the frontend of pricing, which translates to an intimate knowledge of the market.
6. Properly marketed seller listings bring you more business. Because of the multiple marketing opportunities that are part of the listings process, we've found that on average, one well-marketed listing will generate one serious buyer who buys. So, if you focus on obtaining and marketing seller listings, you should be able to get all the buyers you need. It's the real estate industry's version of the "twofer."