

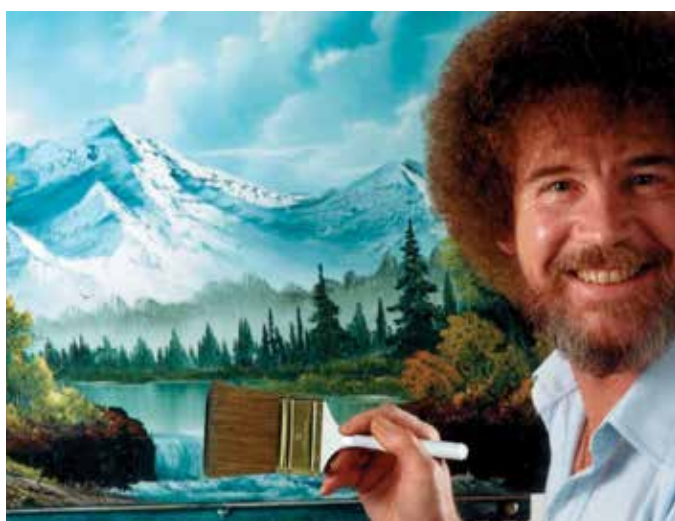
THE Sokol & O'Donnell LETTER

A monthly publication devoted to providing friends and clients with insight and knowledge of the real estate world based on three core pillars of my business; Philanthropy, Business and Growth.

ARE YOU AFRO KIDDING ME!!

Most people don't realise, and most agents don't talk about it, but depending on the month anywhere from 5-10% of listings either get cancelled/expire because they haven't sold. Yes, even in this market. Selling a home the RIGHT way, to maximize your profit, is not for the faint of heart. It takes hard work. It takes dedication. It takes planning. It takes the entire Value-Driven approach to produce profits for sellers when selling a home.

I was at a friend's cottage in Long Point recently, and they had on PBS, (no satellite so back to good old tv antenna), and this guy was doing a painting. You remember the dude with Afro who was on PBS, painting and telling stories while he painted?



I had to Google "dude that painted on PBS with Afro" and his name was Bob Ross. If you remember the show, you know he showed you a finished painting, and he was going to show you how to paint it. Then started with a blank canvas and began to paint. As he painted, talking to you in that soft monotone voice, you thought to yourself 'there is no way this is gonna turn into what he is talking about' But then, sure enough....Something would click. Might be half way through the painting. Maybe it was near the end.

However, something would just click and you'd think "Damn it, Bob was right, this turned out exactly as he said it would".

The process is not always pretty. You'd have no clue how he got there. Bob knew though, all along how the painting would turn out and you didn't. This is the same thing we do with your home. There is a vision and a purpose for everything we do. You might not always see it, but at some point it will click and you'll say 'Ahhh, that's what Neil was trying to accomplish. I get it now.'

ARE YOU AFRO KIDDING ME!! CONT'D

Sellers always want to tell you how 'their house is different and better than the one down the street.' That might be true in some instances but, most likely, it's not. That house has other features that yours doesn't and vice versa.

However, each home does have a certain feel and 'Story' to it that we try to enhance during the 'Pre-Production' process lets call it. Yes, I just made a new term for real estate but think about it. Your home, when we unveil it to the public; we share its story when we allow potential buyers to see your home. This is a theatrical event where the public will come and give you immediate feedback on how you have done in properly presenting your home and its story. Conor and Rogan were part of a Christmas play at school. Now those of you that have attended these know that each performance only lasts 10 or 20 minutes. Want to know how long they have practiced for that 10 minute performance? Since just after Thanksgiving. Dozens of hours of 'Pre-Production' preparing for a 10 minute show. All of that practice to make sure everyone knew their lines, positions,

the sets are ready and the timing is perfect. Two months to get prepared for the 'Big Day'.

Think of your home in the same manner...Preparing for the 'Big Day', when you go 'Live' and potential buyers – your audience – can come see your home.



If done correctly, there will be an immediate emotional connection between the buyer and your home.

How do you do this? The first is to make sure you avoid fundamental mistakes and there are specific steps to overcome any potential barriers to sale. Most of these steps are done in the 'Pre-Production' of your home.



ARE YOU AFRO KIDDING ME!! CONT'D

Let me give you a couple examples.

These 2 examples mirror each other so closely that I'll combine their stories for the sake of space here: Two sellers, both young couples, one with 3 kids and the other with one, both needing a bigger home with more space for their families. They contacted us as they were referred by a friend who had used us earlier and they read about our processes and what we go through with each Seller to properly prepare their home. They each spent a couple months in Pre-Production. Painting, sprucing-up, cleaning, de-cluttering and then near the end scientifically staging (with Colleen and Lynn consultation of course). We went to each home multiple times during the process to help create the 'Story' that we wanted to 'paint' for their homes so that we could engineer emotions in potential buyers.

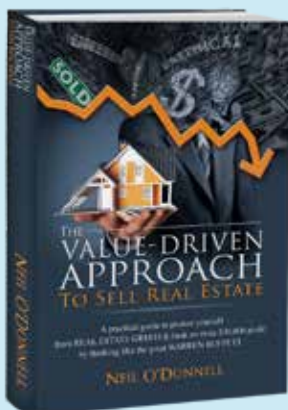
Everyone sees the end result... That these homes were 'On the Market' for 2 and 4 days respectively. That we had 12 people through the home in the first day and multiple offers on the second day... and the 'public' thinks, man that was easy. They listed their



house and then got offers in the first couple days. The agent made 'easy money', the sellers were so lucky. This couldn't be further from the truth.

What the public doesn't see is the months of PREPARATION, the 'Pre-Production' process. The Public, all they see is the final school play, they don't see all the sacrifices the sellers made, the hard work. The late nights preparing, the constant tidying up behind the kids, weekends not going out, but getting their house ready. That is why I tell everyone.... Selling a home sucks..... Selling a home correctly is even more difficult. But the end results are worth it! Like Bob Ross painting a picture.... Like Conor and Rogan preparing for a 10 minute show...

selling your home is an EVENT. Creating emotional attachments to your home.... Its choreographed months in advance. If you are thinking of selling, its never to early to start the 'Pre-Production' process.



For a more in-depth discussion on this topic of "normal"; achieving a superior result, go to: www.FreeBookPayit-Forward.ca There you can request a FREE copy of my most recent book, "The Value-Driven Approach To Sell Real Estate: How to protect yourself

from Real Estate Greed & bank an extra \$30K in profit by thinking like the great Warren Buffett." Expect delivery in 1-3 business days via Mail.

I CAN'T TAKE IT ANYMORE!

Neil O'Donnell, author, creator: *The Value-Driven Approach To Sell Real Estate: A practical guide to protect yourself from Real Estate Greed & bank an extra \$30,000 by thinking like the great Warren Buffett.*

Agents brag about getting clients "multiple offers"—a higher sales price. A superior result, though, that's what we call "Normal."

Being that I'm in real estate, maybe I'm hypersensitive to what is taking place on Facebook. But if you're a "friend" of any real estate agent on Facebook, every other day it seems one is bragging about how they have secured multiple offers for their client. You see this too, in the NFL, when a rookie scores his first touchdown. They behave, as if they are they're Neil Armstrong—first man to walk on the moon. The helmet comes off, he pounds his chest, and points at the crowd, as if to say, "Look at me." Meanwhile, the true professional, an Emmet Smith or Jerry Rice, who are no strangers to the end zone, having been there over 150 times, kindly hand the ball to the ref and go about their business—scoring more touchdowns, helping their team win.

The rookie, what has he done? Drawn an un-sportsmanlike penalty, putting his own ego and self-interest before the priorities of the team. I'm sorry, but I abhor self-promotion. And when I see my peers on Facebook, celebrating like rookies, I simply think... "Friend, a superior result, that's what we call "normal." Ryan Williams, host of The Influencer Economy on iTunes, puts it this way. "We're in an era where people are taking credit for stuff they're supposed to do. People are bragging about stuff that a normal person just does." So please, to all my real estate peers, along with putting a kibosh to the end zone celebrations, please stop professing how honest you are too. And, how much integrity

you have. Real estate is a cesspool for The Unethicals, I'll give you that. We all know it. But, no man or woman gets brownie points for being a person of integrity. Honesty. Morals. Ethics. Doing the right thing. These are character traits normal people are supposed to have.

I was reading a book the other day, *I Want To Quit Winners*, by Harold S. Smith, where in it he writes, "I will not ever try to persuade or attempt to persuade you that I am honest. You must judge for yourself. This is one of my idiosyncrasies, of which at present writing I have a bundle. For example, while I have a good private secretary, I write my most important letters myself on a hunt and peck typewriter. I never sign them "Sincerely"; that is redundant. Why else would I take the time to write? By the same token, I never profess to honesty. Either it shows or it doesn't." This too is how I've lived my life, and carried out my dealing with clients. "Either it shows or it doesn't." Much more can be revealed about character through actions anyhow. Talk alone, has little meaning. The people who say "trust me" the most, "I'm an honest man or woman," most often turn out to be the con-men. Just look at politics—they all claim to be honest and have integrity.

Besides. Just because multiple offers are secured on a property; it's no guarantee that maximum profit was had for the client. Do you know how many times I've witnessed agents botch the handling a multiple offer situation? Let me put it this way, Frankenstein has less scars.

