



If you Want To Maximize Your Sales Price, Your Property Usually Has To Appraise, & Which Broker you Choose Matters!

In a market where prices are rising like now, many properties will not appraise out. In talking with my Broker colleagues, everyone is struggling now with deals falling through due to low appraisals. In these cases the seller often has to lower their price or the buyer walks. Often times the buyers get very scared, lose confidence in their buyer's broker, and walk.

Which Broker you Choose Matters And This Is What I Do To Ensure My Deals Appraise!

- I pull comps that support the contract price. You be surprised to hear how many agents don't even do this.
- When I pull comps, I know that I can include not only closed comps but also any under contract comps or pending comps that have not closed yet. I then actually call the Listing Agent, find out what price the property is going to close at to make sure it helps my case, and then ask the Listing Agent to agree to talk to the appraiser when he calls.

Most agents don't even know you can include pending/under contract comps. Further, most agents don't like to talk to appraisers, so you have to use your relationships /charm and do some Broker to Broker marketing to get them to cooperate. In periods like now when prices are rising, THIS IS THE WAY TO GET THE DEAL DONE AS THE PENDING DEALS ARE AT HIGHER PRICES!

- My lender is the #2 underwriter is the State of IL, so he gets to select 5 appraisers that he has worked with before, and one of the 5 is randomly sub-selected. Most lenders don't have this luxury of picking 5 appraisers.
- I meet the appraiser at the property, I build rapport with them, I make it a point to show the features in the home that he can make a value adjustments.
- I bring the following documentation to the appraisal with me:
 - Closed, Under Contract, & Pending comps supporting my Sales Contract.
 - A floor plan which makes him happy so that they don't have to measure.
 - A past appraisal from my seller if we have one that supports our Sales price.
 - Other offers on the property if we have them showing that it was multiple bid and our price is the "Market Value".
- Lastly I ask for the value I need, and express to them that my deal will die if we don't get that amount.

You got to have the confidence to ask for the sale!

I want your sale!

Let me sell your home for you and maximize your closing price!

Call Greg at 312-933-1432 and let's get your property sold for more than you thought it could!