



Ask Nagel's Top 5 Tactics To Win In a Seller's Real Estate Market

2014 is proving to be even more of a seller's market with inventories at 4 year lows. Chicago is #2 in the Nation in Flash Sales, which are sales that happen in 24 hours or less.

As a 2013 Top 1% Producer with \$16.1 million in Sales / Client Results, here are my top 5 Strategies to beat out the competition.

Ask Nagel Top 5 Strategies:

- 1) Align yourself with a top broker who will jump immediately so you don't miss a property.
 - a. The realtor should be a full time broker and don't be afraid to ask them what their 2013 sales were. Anyone under 5 Million in sales, is not what I would consider to be highly experienced or active.
 - b. They should live and work in your target area.
- 2) Don't rely on syndication websites like Zillow, Trulia, Red Fin, etc. to conduct your search
 - a. These syndication websites are unregulated and often have inaccurate and stale info. They make money off of clicks, the more listings (even if the listings are not available), the more clicks, and the more clicks the more advertising dollars.
 - b. The listings take 24 to 48 hours to transfer from MLS to these syndication websites, which puts you way behind buyers that are using agents.
- 3) Have your Broker develop multiple well-built MLS searches that email you the matches twice per day.
 - a. With "Ninja" like discipline, review properties daily and immediately select interested properties.
 - b. The days where you could put it off till next week are gone. Chicago is #2 in the Nation in Flash Sales, which are sales that happen in 24 hours or less. You and your broker have to be on it!
- 4) Get pre-Approved
 - a. Most Sellers won't even consider an offer without either pre-approval or at least a pre-qualification letter.
 - b. Multiple offers are possible and terms matter, therefore, having a pre-approval verse a prequal could make the difference in a seller selecting your offer.

- 5) Know your needs/desires and know how to recognize a good deal. This is accomplished by:
- a. Participate in a “Buyer Counseling Session” where we would review short sales and why so many never close, the unique issues and opportunities of buying foreclosures, and a problematic and very common building material called split face block, the importance of width verse length in real estate, and how to actually read a listing sheet. Lastly, I’d bring up the MLS on the big screen so you can view properties, and we can play with the search criteria to see how the number of matches vary. This will allow us to really hone in on what you’re looking for.
 - b. Go out and doing some “Lookey Lu’s”, which is an outing to see properties to learn the market with no real intention of buying yet.

“Ask Nagel” to schedule your Buyer Counseling session as the Spring Market is starting to warm up!