

Opening The Gates - Bakers Dozen

Some things to consider when it comes to potential listings is the following:

1. Does the property inspire you?
2. Are they willing to pay your fee?
3. Are they motivated to sell?
4. Will they have a board?
5. Are they realistic on price?
6. Are they a dick?
7. Will they allow you to promote it fully to get it sold (social media etc)?
8. Is the presentation good?
9. Will they pay any marketing contribution or fees upfront as a commitment?
10. Will they get solicitors ready on instruction?
11. Will the property attract buyers with houses to sell or other similar listings from social proof?
12. Is the property on brand?
13. Has it been with another agent before that gives you a great case study if you sell it?