

## SHIFT Book Club Session 9

TACTIC #7 & 8: Seller Pricing & Staging Strategies (p. 135-166)



### Questions to Ask:

- 1.** How do I plan to continue previewing homes so I can understand what is selling, and why?
- 2.** How will I continue to show homes for sale?
- 3.** How can I communicate with sellers more effectively about current market conditions and how this could affect their time on the market? Have I asked them if they value higher selling prices or a quicker selling time?
- 4.** What are my standards for taking a listing? Will I take an overpriced listing for the other value it could bring my business?
- 5.** Am I using the right comps for determining today's price?