

THE SCREED



Scan for contact info

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A new Sun City-only real estate game: *Post-Mortem My Listing.*

Welcome to *The Screed*, a decidedly bracing take on Sun City real estate.

On Facebook I will briefly post-mortem Closed listings, as in the image to the right. Everything matters – on Day Zero – but those two little boxes tell the final tale on everything: As a house is marketed, so does it sell – which is from Proverbs, with some after-market adaptations.

But I can do so much more. Working from the full listing, I can show people what helped, what hurt and why those strategies and tactics produced the ultimate result.

So let's play a game. Scan my contact info up above and send me the MLS number or street address of your Closed, Expired or Cancelled residential listing in Sun City. I will post-mortem the entire marketing strategy in detail.

All secrets kept, yours and the agents'. We're talking about ideas, not individual people or specific homes.

But I know a lot about why houses do and do not sell quickly, for top-dollar, so when you play *Post-Mortem My Listing* with me, everybody wins. –Greg Swann, Broker, BloodhoundRealty.com

Greg Swann
April 10 at 2:10 AM · 🌐

What a tangled web!

Ping pong: Buyer offered \$390k with \$5k coming back, seller countered at \$395k, difference split? It's easy once you get there.

But: If you're trying to fool people—\$449,999—you're marketing from contempt. Buyers respond accordingly—158 DOM, 87.22% SP/OLP.

Listing Dates	Pricing and Sale Info
CDOM/ADOM: 158 / 158	Original List Price: \$449,999
List Date: 11/03/2023	List Price: \$399,999
Status Change Date: 04/09/2024	Sold Price: \$392,500
Under Contract Date: 03/14/2024	Sold Price/SqFt: \$205.61
Close of Escrow Date: 04/09/2024	Loan Type: Conventional
Off Market Date: 04/09/2024	Buyer Concession to Seller: 0 \$
	Seller Concession to Buyer: 5,000 \$
	Closing Cost Split: Seller Assist - A



**Better
money
sooner!**

Better money sooner? What does it mean?

Sun City real estate listings start high, sell slowly and close low. Over and over again.

There's a better way of doing things: Marketing for the highest, safest, soonest offers – so you get the most money you can for your home in the fastest possible time. Better money sooner.

Want proof the Bloodhound way is better? This is a summary of Closed sales among Sun City agents over the past 5 years through March 31, 2024:

Source: ARMLS	Average Days on Market	Average Return on Original List Price
BloodhoundRealty.com	4	101.03%
Olga Griffin	48	100.58%
72 Sold	23	100.56%
The Kennedys	44	98.97%
Joan Andersen	41	98.79%
The Power of Two	35	98.58%
Redfin.com	43	98.55%
The Petersons	27	98.49%
George Laughton	46	98.43%
Tim and Amy Nixon	52	98.11%

Get better money sooner for your home: 602-740-7531

My take on the NAR settlement: It's good for Bloodhound's sellers.

When the dust settles later this year, my expectation is that the National Association of Realtors settlement to its many, many lawsuits will result in essentially no change: *Status quo ante* with less transparency and more paperwork.

But: Even so: Because the buyer's agent's commission is now a marketing differentiator, placing the ad you see to the right in a flyer frame in each of my listed homes will give my sellers a leg up on their competition.

It's against the rules for buyer's agents to shop by commission, but it is my perfect right to let them know that Bloodhound, at least, has them covered.

Meanwhile: A good listing agent is the best bargain in real estate, surfacing for the seller the highest attainable net return from the buyer least likely to fail to perform, all in the least amount of time – the highest, safest, soonest offer.

And the second-best bargain in residential real estate is an experienced buyer's agent: Literally paid just for the introduction to their buyers, yet shepherding them through every step of the process, starting long before we sign a contract, and then making sure every hurdle in the escrow process is overleapt on time. It's pound-foolish to bind their mouths.

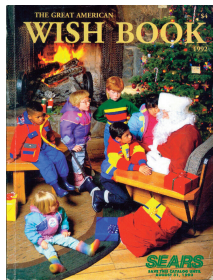
The bottom line is the bottom line: If you got less than you wanted – of anything! – you overpaid. If your results were better than you expected – tell your friends and family! 😊



Short takes...

Subscribe to the Bloodhound Realty weblog for all the latest Sun City real estate news...

What is the single best marketing channel for selling your Sun City home? Ho, ho, ho: It's the Wish Book!



More than ever, real estate is not just a marketing praxis but a publishing job: The listing must make the home's ultimate buyer *crave* the property. The MLS is the Wish Book: If I can get you to peruse my listing over and over again – you're not looking at anyone else's.



The Sun City Business: Read your own home's real estate listing carefully.

Here is why you should carefully read the super-secret real estate agent's print-out of the listing for your home: There are six Active listings in Sun City right now that are not denoted as being Age-Restricted, even though they are, of course. Why does that matter?

Anyone who is searching for homes *by* Age-Restricted status is not seeing those listings at all...



Sold in 15 hours: Full price, all cash, no concessions.



Come home to the 'impossible'. Why settle for a box of boxes – a long sweaty walk from anything – when you can thrive in Sun City at its most walkable?



Your home is your savings. Don't just give it away.



I'm Greg Swann, a long-time West Valley real estate broker. I can get more money for your home faster and I have the stats to prove it. I love living and

working in Sun City, and I love helping my neighbors hang on to the value of their homes. I want to be the champion of your equity. Call me, and we can talk about how I can keep your money in your pocket when you're ready to sell.

Call today: 602-740-7531