

HOME SELLING SECRETS

3 SECRETS TO SELLING FAST FOR THE
HIGHEST PRICE WITH THE LEAST
AMOUNT OF HASSLE!



Brian Allenby

CONTENTS

The Newest, Easiest, and Most Lucrative Way to Sell Your House

Your Selling Options

Out With The Old, In With The New

2024 Pricing Strategy

Sophisticated Marketing

Staging & Presentation

Convenient Showings

When Buyers Compete The Seller Always Wins

A Fast and Certain Timeline

A Smarter Way To Sell Your Home

Buy Your Next House Before You Move

Partner Flip Your House For Higher Profits

Get A Guaranteed Cash Sale

Hiring The Wrong Agent Can Cost You Thousands

Want Us To Handle Everything For You?

Next Steps



HOME SELLING SECRETS

The Newest, Easiest, and Most Lucrative Way to Sell Your House

The real estate industry is full of stress and uncertainty. Buyers and sellers don't know what to expect, from the price to the timing, to the properties themselves.

Sellers want to get their home sold, but don't want to go through the hassle of trying to put it on the market.

Dealing with unexpected showings, keeping your house clean all the time, and waiting for just the right buyer can be a nerve-wracking experience.

We are here to bring convenience and certainty to the process that has been without it for far too long.

This guide is for two types of sellers.

1. Those who want to sell "For Sale by Owner" and would like an easy, quick sale for the highest price and the least amount of stress.

2. Those who want to hire an expert that can save them time, endless phone calls, and the stress of negotiating against other experts.

This book will show you a modern way to get the maximum price for your home in 7 to 14 days with the least amount of hassle, even if you've never sold a house before.

If you've sold a home in the past. How do you know you got the best price? Fast offers aren't always the highest offers and quick acceptance can result in sellers leaving money on the table.

In a hot market, like we have now, it isn't difficult to sell a house and real estate agents know this. All they have to do is put a sign in the yard and add it to the MLS and offers come in.

But the average agent just wants to get to the next deal so they encourage you to accept an early offer when they know you could potentially sell for more if you wait.

It doesn't make much of a difference in their commission if your house sells for \$10k, \$20k, or even \$50k more.

But, I bet it matters to you! How upset would you be if you found out your neighbor's house sold for \$50,000 more than yours and your house was nicer? We see this happen all the time.

For those of you who already know that you're going to hire an expert because you don't have the time, skills, or financial resources to gamble with the biggest investment of your life, I'll show you how to get this professionally done for you for FREE.

If you do decide to hire an agent, don't waste time with every other agent that talks about their amazing "57-point marketing plan" being the better than the rest.

While marketing is an important piece, there is way more to the puzzle as you will see. Marketing gets people in the door but that's it.

Most "traditional" agents are the same. They have no clue that there is a better way. And those that do are scrambling to adapt, but are still falling short.

OTHER SELLING OPTIONS

For Sale By Owner “services” want you to believe it’s as easy as putting your property on a few websites and waiting for the offers to come in. They don’t tell you about all the tire kickers and don’t warn you that 90% of the calls will come from real estate agents wanting to list your house.

Then there are the “Investors” and “We Buy Houses” companies, the majority of which are really middlemen or wholesalers who get you to sign a contract with them at a ridiculously low price so they can “assign” (sell) the contract to the real end buyer for a big profit. Don’t fall prey to these fake investors who are out for your hard-earned equity!

In today's market there's no need to give away your hard earned equity to an investor or iBuyer.

Brian Allenby

Let’s not forget about the I-Buyers like OpenDoor, OfferPad, and Zillow Offers. They may seem like a convenient way to sell at first.

But do a little Google searching and you will find many sellers that thought they were getting a good deal only to discover all the hidden fees, and the “bait & switch” after the inspection when their offer suddenly drops tens of thousands of dollars!

These institutional companies aren’t much better than wholesalers – but at least you’re dealing directly with the buyer.





OUT WITH THE OLD, IN WITH THE NEW

Read on and discover a new, smarter system for selling your house. This new method works in ANY market condition.

Our proven method of marketing offers buyers and sellers more options, control, and transparency when buying or selling real estate.

Homeowners love this because sellers who know how much they're getting and when they're getting it can relax and plan for the future instead of feeling stressed and wondering if or when they'll be able to move.

We know that this system works because we've proved it hundreds of times in many different markets across the nation.

Forget about the old way of selling that every other agent and private seller knows. There's a new (and better) way to sell a home in 2024... and this is it.

Let's start off with how to strategically price your home to maximize the selling price. We'll show you how to get full market value every time and be certain about your home sale so you can confidently move on to the next chapter of your life.

2024 PRICING STRATEGY

A property generates the MOST interest when it first hits the market and the number of showings is the highest at this time if it is priced right. Starting too high and dropping the price later misses the excitement and fails to generate strong activity.

In fact, many homes that start high end up selling below market value. If you're a seller, here's a CRITICAL point you should understand...the Buyer is the ONLY person who establishes home values...NOT the agents, NOT the appraiser, and NOT the homeowner. Only the person who is willing to write a check can set the value of a property!

So, why should a seller be forced to establish a ceiling on how much a buyer can or will pay them? That's CRAZY, right? Our process creates a BUYING FRENZY based on the price we start with and we let the buyers pay as much as they can or will!

Every agent will tell you pricing is key, and they're right, but most of them get this dead wrong! They will advise you to price your home on par with comparable homes in the neighborhood based on what they sold for. Instead, you want to price it 10-15% below market value in order to maximize exposure.

Thanks to your system we accepted an offer on our condo in 14 days at \$31k over asking. And you saved us \$9,660 in commissions!

John & Rebecca in Centennial





But you can't do that if you're selling the traditional way because you might have someone take you up on your great price before getting enough competing offers.

And If you don't accept their offer you could end up getting sued for discrimination!

The documentation involved in the selling process is growing dramatically as more and more disclosures and regulations become mandatory. In an increasingly litigious society, the agent acts as a third-party to help the seller avoid legal jeopardy.

With our system, you're protected. We provide the disclosures you need and you will have the option to accept, reject, or counter all offers.

So by pricing low, more people will see your property resulting in more offers, and more offers means a higher overall selling price.

Legacy Agent Partners saved us a lot of money with the Homeboss System! We didn't know there were different ways to sell and would have never discovered it without them.



COMPREHENSIVE MARKETING

As mentioned before, marketing is important but it's only one piece of the puzzle. Aggressive marketing to drive potential buyers to the home is paramount to put the most amount of money in your pocket.

Recent studies from NAR have shown that, even before COVID-19, the first step 44% of all buyers took when looking for a home was to search online. Throughout the process, that number jumps to 93%. Today, those numbers have grown exponentially.

Good real estate agents have developed a strong internet and social media strategy that includes Google (PPC) pay-per-click advertising, Facebook ads, (SEO) search engine optimized YouTube videos, TV, real estate website syndication, Craigslist, and email marketing to promote the sale of your house.

The most comprehensive marketing strategies also utilize tried and true methods. Extensive signage when doing mega-open houses, multiple listing services (MLS), direct mail, and telemarketing with "Just Listed" information are all proven ways to promote your property.

STAGING & PRESENTATION

It goes without saying that if you're going to be putting this much effort into marketing your house you should also make sure it shows well.

A well-staged home looks better in photographs—and most buyers are looking for homes online. You'll want to highlight your home's strengths, downplay its weaknesses in order to appeal to the greatest possible pool of prospective buyers.

First impressions matter, so make your home stand out the instant buyers pull up to the curb. Some upgrades can be done on a weekend and will cost more in sweat equity than actual dollars.

A few suggestions: rent a pressure washer to remove dirt and grime from your siding, roof, fascia, and gutters. Paint the front door and/or shutters a bright color, but make sure it coordinates well with the rest of the home's colors.

Replace old house numbers, outdoor lighting, the mailbox, and the welcome mat.

On the inside, you'll want to focus on cleaning, decluttering, depersonalizing, and neutralizing. Cleaning your house from top to bottom and removing odors goes without saying.

Pay special attention to your kitchen and bathrooms. Give everyone in your household a project or hire a cleaning service.

You might consider getting a storage unit to help with decluttering and depersonalization. This will also help you get a jumpstart on packing.

Remove family photos, keepsakes, and refrigerator art so potential buyers can picture themselves living there. Keep clothes hidden away as much as possible, and make sure the bathroom counters are empty.

And finally, you might think white walls are ideal because they create a blank slate that allows buyers to envision their own décor and gives them an easy starting point. However, it's actually better to paint your home with warm, neutral colors.



CONVENIENT SHOWINGS

Having to leave at a moment's notice, scrambling to straighten everything up before the potential buyers come to see the property is no fun.

When I sold my house with traditional agent years ago, it was a total pain to pack up and find a place to go.

When I heard that people canceled or had never even shown up I was super annoyed and knew there had to be a better way.

Now, we have a solution. There's no getting around people wanting to see the house.

You'll want to start by taking professional photos, create a video tour and a 3D virtual tour to get buyers excited to view in person.

Rather than having dozens of random showings, use the "Velvet Rope" method of showing your home.

This is the same strategy nightclubs use to drive up interest. They have people line up outside waiting to get in. This creates anticipation about seeing what's inside.

(Yep, we actually use a velvet rope and a red carpet).



Plus, everyone on the outside sees the interest in the home, making them want it even more.

That's what we're doing, we're treating our buyers like VIPs and creating a sense of anticipation, that something special is inside, and that what awaits them is way better than anything else around, just like a popular nightclub would do.

We also provide sanitizing products for buyers and agents to use before entering your home. And we limit the number of people who enter your home at any one time.

You'll start the marketing on a Monday, but make buyers wait until the weekend Mega Open house to view the property. This generates tangible excitement and pent-up demand with buyers.

A Mega Open house (or successive tight showing times during Covid) makes your house the talk of the neighborhood!

Limited Time Offer: Be sure to ask us about getting a FREE Staycation!

WHEN BUYERS COMPETE THE SELLER ALWAYS WINS

Our online offers platform is where the magic happens and what separates us from agents that try to pull off this system using a traditional open house and a "highest & best" offer.

Also, all buyers must register to offer and be fully approved by a lender, which means not just anyone can offer on your home and waste your time.

Transparent online offers work so well because it's fueled by human behavior that instinctively does not like to lose. There is nothing more powerful than wanting something that someone else wants.

Buyers will know the competition is real and tangible. They're not just hearing that there are other offers on the table, they see and feel it. Everyone wants what they can't have.

You want to establish a hard deadline to make an offer. This creates a psychological sense of urgency on the buyer's end. Think of it like an online "auction" where the buyers can compete by continuing to raise their offers in real-time!

That pressure gets buyers to start making "emotional" decisions, NOT logical ones. How could they miss out on the home of their dreams for just an extra \$500.

Don't believe it? Go down to the County Courthouse and watch bank foreclosure auctions take place! You'll consistently see buyers pay more than they initially planned to! That's why banks and government entities sell their homes in that manner. They simply NET MORE money!

This works just like a Sotheby's luxury auction... you start with a fair price for a valuable product, then the buyers visibly see the competition all around them.

They expect that the longer they wait, the higher the price goes, which is in stark contrast to the traditional way of selling a house where buyers expect that the longer they wait the lower the price goes.

Buyers love the open and transparent process because they can see in real-time exactly what they need to pay in order to beat out the competition and get the house they want.



Don't ignore this extra financial benefit, our method ensures sellers receive the highest price possible and does not leave ANY money on the table.

We see the most intense bidding in the final 15 minutes, you simply can't duplicate that with traditional written offers!

Agents using the traditional "highest & best" offer completely miss the boat by doing this. Plus selling this way is a lot of fun! Think of it like "eBay" for real estate.

Again, you are in complete control. You always have the option to accept, reject or counter all offers.

Don't let the selling price of your biggest asset be determined by chance, simply because it's always been done that way.

Transparent online offers are the newest and best way to achieve true market value. Why stop short at blind offer submissions?

Give your buyers the opportunity to come back and outbid their competition over and over. You win, when they win.

“Subconsciously, the buyer's saying, “If it's worth it to that couple, it's worth it to us so let's offer another \$5,000.”



A FAST & CERTAIN TIMELINE

Want to know the exact date your house will sell so you can confidently make plans right now to move on? Now you can!

Just choose one or two back-to-back days buyers can see your home, then receive multiple offers on “deadline day!” It’s very simple and remarkably effective.

We typically list the home on a Monday, hold it open for viewing on Saturday and Sunday, then the bidding ends the following Wednesday at 5 pm, giving buyers time to get their “pre-approval letter” or “proof of funds” paperwork turned in.

And Voilà... your house is sold!

The best part is you are in control. We can do the whole process in 7 days if needed or stretch out the marketing a bit longer to maximize the number of buyers. Higher priced homes typically need one or two weeks of promotion because the buyer pool is smaller.

I started out “For Sale by Owner” but realized I needed more help. I’m so glad Brian & Wenjun reached out to me!



A SMARTER WAY TO SELL

We've perfected this system over the years so you can reap the benefits. The auction method has been around for centuries, and it continues to thrive because it is one of the fairest and most transparent ways to conduct a sale.

Whether you're a downsizing homeowner, real estate investor, estate executor, home builder, or manager of bank-owned properties, every seller would love a quick sale.

Utilizing online offers allows you to have a set timeline that works best for your unique situation. They also allow buyers to participate from almost anywhere in the world! Avoid the cost and stress of selling your home the old way.

Here's a quick summary.

- Compress all your showings into just a couple of days
- Then give buyers a deadline to make an offer
- This puts you, the seller, in complete control
- Now buyers must compete against one another
- Resulting in more money, faster, and with less hassle



This modern selling system was designed to get top dollar for sellers by attracting more engaged buyers, who in turn offer with confidence to compete for your home without the fear of overpayment.

Simply put, increased and more highly engaged competition always equates to an increased sales price.

This is also the most convenient way to sell a house. No lockbox, no random showings to tire kickers, and because we list your property on the MLS, no more calls from real estate agents wanting to list your house.

Whether it's a sellers market with buyers "fighting" to get the home they REALLY want or a buyers market with sellers fighting for a qualified buyer to make an offer.

Our online offer process is the BEST way to ensure you can receive the HIGHEST price possible in the shortest amount of time!

Billions of dollars in real estate is sold every year this way. This selling system brings higher sales prices, excitement, competition, and lower fees to the seller! And it only takes 7-14 days.

FAQ

What if this doesn't work?

This system works when followed as advised and it's been tested hundreds of times. If you don't get the price you expected, you did get valuable feedback. The market has spoken and it said that people didn't value the house at the listed price. If this happens, you can always list the traditional way.

What if my home is lower, or higher than the average price of homes in the area?

The steps and psychological principles of this system apply no matter what price range.

What am I supposed to do during the open house?

Anything you want! We suggest a "Staycation." We're so confident in our system that we'll pay to put you up in a hotel or Airbnb. Heck, you could head up to Blackhawk for some fun at the casinos! Ask for details.

But the market is hot and houses are selling above asking in just a few days. Why would I wait?

This is completely true! But think about how much more you could get by using the compound effect of the steps just outlined. It's like throwing gasoline on a fire!

A real-life example was a condo we recently helped to sell. The list price was \$255k (15% below market comps), and the seller wanted \$300k. Halfway through the week the sellers got anxious and wanted to accept an early offer at \$300k.

After discussing it, they agreed to wait and let the process work. And it did. At the end of the bidding period, they got \$331k!

Not only was that a record-setting price for that complex, but it was also \$10,000 more than even nicer fully remodeled condos that sold the same week. Think about what you could do with an extra \$31,000.



BUY YOUR NEXT HOUSE BEFORE YOU MOVE

Many homeowners have realized that it would be easier to purchase their next home if their current home was already sold. Now you can do just that. Get the money you need now while staying in your home.

Once you've found your next home you can make a confident, non-contingent, cash offer on it so you don't miss out on your dream home! We can also handle renovations, if needed, to help maximize your home's value and sell it for the highest price possible.

This is the ultimate in hassle-free home selling. Move forward at your own pace with peace of mind, however long the sale might take. You will receive any additional value including appreciation at closing. This way you can take your time finding your perfect next house.

- Move once
- Maximize your profit
- You won't end up "homeless"
- You won't need to pay for two mortgages at once
- No inconvenient showings while living in the home

Whatever you're looking to do, we work with your timeline and your goals.



PARTNER FLIP YOUR HOUSE FOR HIGHER PROFITS

Our partner flip program is a win-win solution for those who want to “Flip” their home but don’t have the time to manage contractors, extra funds to pay for the renovations and all materials, or the expertise on which decisions will give you the best return on your investment.

Most people hire a traditional real estate agent and just settle for the price the market will give them “as-is”... And most people leave tens of thousands of dollars on the table!

We’ll renovate your house, pay for everything including relocation, and sell your house at the top of the market. Our clients have made as much as \$80,000 extra profit by partnering with us. Why not see how much extra you can get?

Need A Cash Offer?

We work with private real estate investors who are looking for investment properties to turn into rentals. Your property can be sold as-is with NO repairs needed.

Best of all they can close FAST and offer more than Opendoor, Offerpad, Zillow, and others! Give us a call, we’ll help you decide if selling your house for cash is a good idea.



HIRING THE WRONG AGENT CAN COST YOU THOUSANDS

So, how does hiring an agent affect the price a seller receives? It's simple, an agent's real job is to get as many potential buyers as possible to see your home.

We get buyers to fall in love with your home, make sure they have approved financing to close on the home and reduce the overall stress of selling a home.

Business savvy agents spend days, nights and weekends, and tens of thousands of dollars (sometimes in excess of \$100,000 per year) on marketing with the sole purpose of finding buyers for their listings! Hiring the "wrong" agent (or no agent) could cost you thousands of dollars.

Every week I see listing agents making costly mistakes that their sellers will never know about. I knew I had to create a way for sellers to know that absolutely NO money was left on the table.

So, the agent you choose to represent you in a home sale matters, especially in a hot market where homes "sell themselves." You're not paying an agent to sell your home, you're paying them to maximize your profit.

WANT US TO HANDLE EVERYTHING FOR YOU?

You are more than welcome to use this guide and sell on your own using the system. Or you can simply have us do all the work the way we know how as licensed experts.

We'll handle the marketing, negotiate on your behalf to maximize your profit, take care of all the paperwork, from contract to closing.

Here's the cool part. We can handle the whole process for you with no money out of your pocket. We have the buyer pay our commissions in the form of a Buyers' Premium.

As the seller, you still get the price you want. Traditional auctions work this way, so why not for your house? You really have nothing to lose in doing this and everything to gain.

With an expert doing this for you, you'll have the best possible chance to sell for the most money possible, and have more certainty about selling without all the usual hassles of selling a house the traditional way.

When we do this for you, not only will you save the time and money we spent trying to figure this system out, you'll also make money on your house because there's no trial and error period.

We just do it right the first time. With our comprehensive marketing, we maximize the exposure of your home with proven marketing systems that are customized to your home. We'll work with all the buyer's agents and lenders, help you review your offers, and guide you to the best one.

You can see that this is a totally inclusive program that has everything you need to confidently sell for the most money possible. You choose your listing, showing, and bidding dates and we'll do the rest.

And remember, this works for any house in any market. Go ahead and put our system into action and see how it works for you. Give us a call, we look forward to selling your home fast and for the highest price possible!

NEXT STEPS

Either way you decide to go, the next step is to request your Comparative Market Analysis (CMA) to determine the value of your house.

And don't worry, you will not be pressured into anything. Learning the value of your home comes with no strings attached.

ABOUT ME

My passion is helping people improve their lives through real estate.

Whether that is selling a home and capturing the most equity, buying a first home, or busy professionals wanting to invest in real estate without the learning curve and the usual headaches of being a landlord.



Brian Allenby

Realtor, Team Lead, Certified Mentor

Mobile: (617) 396 - 7030

Email: brian.allenby@exprealty.com

Website: MAOnlineOffers.com



THERE'S A NEW (AND BETTER) WAY TO SELL A HOME



Selling a home the traditional way with a traditional agent has 3 painful problems:

- 1 - The seller never knows if or when their house will sell.
- 2 - If it does sell, you never know for sure if you got as much as you should have.
- 3 - You either have to deal with the stress of selling on your own, sell to a cash buyer at a discount, or pay an agent thousands of dollars to list your house.

So, we solved these problems for you.

We've created a system that lets sellers know the exact day their house can sell and the certainty that they got maximum market value. The only question is how much over listing you'll get!

Best of all, we'll show you how to sell on your own with the least amount of hassle and how to get a professional to handle everything for you with zero extra fees!

We're completely changing how a home is sold in 2024. This system puts the seller in full control, and serious buyers are forced to take immediate action or lose out!