

Changing the Culture of Real Estate – Edited and Used By Permission from Inspected Houses.com

Has a home inspection has ever caused turmoil in your deal or has cost you a deal. Home inspections are always our biggest hiccups aren't they?

What if I told you that I could all but guarantee that every solid offer you accept will make it to the closing table, regardless of the home inspection. Would you be interested?

What if I could get your more leads off of your own listings and increase your chances of representing both sides of the transaction?

Now, do you want to offer your clients the best experience possible when buying or selling a home and do you honestly believe you're offering that now. Okay..... I'm going to challenge that.

I realize you all know this entire process, but for the sake of this article, I encourage you to follow along.

Right now, in a normal transaction, the seller lists their home without knowing the condition of it, which means they don't REALLY know the value of it, which means the number you help them set, is just a shot in the dark that sets them up for disappointment, especially once this market turns.

A buyer makes an offer without knowing the home's condition. In this market they're probably making a rushed decision to give a HIGH offer, maybe even one they're uncomfortable with on a home they know nothing about. They risk time and money they won't get back if the deal goes south.

As the listing agent, you try to help your sellers choose the best offer, but the truth is, with the Home Inspection looming ahead, you're really gambling with the seller's time and money, their future, hoping you pick the least difficult buyers to work with that won't make this transaction a living hell.

After an accepted offer, the buyer orders the home inspection. The inspector finds maybe \$5000 worth of repairs. The seller has lived in this home for 30 years and doesn't think anything is wrong with the home. The buyer is paying top dollar for the home, so they want to make sure they're getting what they pay for. You can't really blame either side for getting upset over the repair request list.

The buyer is now in charge of negotiations, even though it's the seller's listing, so now the seller is on a time crunch, paying rush charges for repairs. The buyer starts to second guess their hasty decision and look for a way out. And heaven forbid the inspector finds something that's been wrong for a while, because now the buyers think the sellers are trying to hide something and nobody trusts anybody and the whole deal is a stressful fiasco.

Even if you do make it to the closing table, nobody had a good time. Now tell me, *do stressed out people remember the bad or the good?*

Now have to think your clients are thinking, *"this has been the most stressful ordeal of my life, but that real estate agent, man, she's just the bomb!"*

The truth is, you've probably worked extra hours, with extra stress, maybe even put money out of your own pocket or commission to get the deal to close, and you may not even get the referral.

Now, do you still feel like you're offering the best experience possible to your clients?

The solution to all of this doesn't come from me, it's straight out of Gary Keller's book "Shift." He tells us that the answer to all of these problems is a prelisting inspection.

Now, I don't have time to go over all of the details, and I'm sure most of you know what a prelisting program looks like. Ours has some pretty serious upgrades though, so I'm going to touch on those real fast.

More so today than ever before, Home buyers are turning to the internet, and have it available anywhere and at anytime. This is how companies like Zillow, Redfin and Trulia have become so successful at taking away sales from local Realtors. By capturing the attention of the new age of Home Buyers, is one way our program is different.

1. We place a sign in the yard stating the property is a "Pre-Inspected" House, and report is available, with a text code. Buyers can view the profile at no charge by simply texting the number.
 - a. The leads from those texts are sent immediately to the listing agent for follow up.
 - b. Prospective Buyers can also purchase a summarized Inspection report for \$20
 - i. 100% proceeds from this sale go directly to the seller!
2. In the event a full inspection, or a walk-through is purchased by the buyer, 50% of any reinspection income to T2 Home Services, will also go back to the seller to help offset the inspection and repair costs.

Please contact me for more information, or to arrange an office presentation.