

Fence Sitters Do Not Buy

By Frank Serio, CRS

In our travels speaking to REALTOR® groups around the country we are constantly asked how to get today's Buyers off the fence and get them to make the decision to buy. Well, traditionally the proverbial fence sitter does not buy. They will wait and wait for the right moment to jump in but it never seems to be the right time and they always have an excuse. The vast majority of the fence sitters are waiting for the bottom of the market; however, nobody knows the bottom until it passes them by. And then they have another excuse.

Having been in the business for over 24 years we have seen this time and time again. In the 80's with interest rates 18 top 21 percent buyers would say I could have gotten that home for half the price and a lot less interest. The same held true in the early 90's when these same buyer's would reminisce of better days only to have the market explode in the latter 90's and now the buyer's are out of the market due to affordability.

So, how do we deal with today's buyers that seem to be going to the fence? Well, do not let them go. Improving your Buyer counseling will help you get today's buyer in the position and frame of mind to buy. Today you really need to reach the emotional level of the Buyer's to buy. Absent getting to the emotional level buyers will go to the fence. The media is not helping us but it is a good time to buy.

Let's face it we have the best interest rates, aside from a couple of years ago, in the past 35 years. Couple that with the large inventory of homes on the market and it makes for a great Buyers Market.

Learn how to reach the emotional level and get your Buyer's off the fence by attending CRS 202...