

# THE 5 FIGURES MORE PROPERTY SELLING MASTERY CHEAT GUIDE

REVEALING THE 7 PROVEN  
SYSTEM TO SELL ANY PROPERTY  
HIGHER AND FASTER!



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POWERFUL NEGOTIATORS GROUP

**JOEL CHOY**  
[joelchoy.com](http://joelchoy.com)

JOEL CHOY PROPNEX 9170-5644

**Thank you for Signing Up my  
Proprietary Property Selling Mastery  
Cheat Guide, meant for Home Owners  
Intending to Sell Your Property!**

**Have a great read!**

**UNDERSTAND THE 7  
PROVEN SYSTEMS TO  
SELLING MASTERY**

**AND ACHIEVE A BETTER  
PRICE FAST!**

HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

**From the Desk of One of  
Singapore's Top Realtors-  
Joel Choy, a Division Director  
with Propnex Realty.**





## NEGOTIATIONS & CLOSING TECHNIQUES

- Ask the right questions\*
- Listen\*
- Address objections/concerns\*
- Test their offer\*
- Find common ground\*



7



## FOLLOW UP & PUSH FOR AN OFFER

- Maintain Interest\*
- Update progress\*
- Just get a price out first\*

6

## PRESENTING THE UNIT TO PROSPECTS

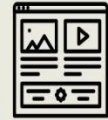
- \*Qualify
- \*Be in control
- \*Create Hype and Interest
- \*Create Perceived Demand



4

## DELIVER ENGAGING MARKETING COPY

- Professional Photography Videography\*
- Wide angle/ Panorama shots\*
- Photoshop editing software\*
- 3D Floor plan Interior Design Rendering (FREE)\*



## MARKETING CHANNELS & EXPOSURE

- \*Online Property Portals
- \*Internal PNG Agents Network
- \*Agents SMS System (GTA)
- \*Social Media Marketing
- \*Flyers

3

2

## GETTING THE HOUSE READY FOR SALE

- \*De-cluttering
- \*Handy/ Repair Works
- \*Home Staging



1



## POSITION AND DEVELOP MARKETING ANGLE

- \*Property Focus- USP, objections, scripts
- \*Location/ Environment Focus
- \*Transport links, Amenities, Neighbours

7 STEPS TO  
**SELLING MASTERY**  
SELL HIGH, SELL FAST!

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JOEL CHOY PROPNEEX 9170-5644

Learn about my Proven and Unique  
Marketing Strategies and How **I do it  
differently** for my clients!

Engage the Right Realtor who can **Bring out  
the Full Potential Value** of your Property  
and help you **get the best possible price!**

# 1. POSITION & DEVELOP MARKETING ANGLE

## a) Property Focus Marketing Angle

Firstly, there is a need to dig deep to understand and **determine the Unique Selling Points (USP) of the Property**. USP are Not just ordinary good reasons or plus points of a property, they have to be **rare, distinctive and special! Something different that stands out** for your unit, compared to others in the area.

The Unique Selling Points has to be **Highlighted** in a captivating **Script** for all available Marketing media platforms. These USP would also have to be **Emphasized** to potential Buyers during Viewing **presentations** through a strategized **Selling Script**.

We should also take note of the **Negative Aspects** of the property. All properties have their plus and minuses, which is fine. More importantly, is how we **underplay** the negatives aspects and minimize the effects that they may have on potential buyers.

We must be ready to address any **concerns, especially objections** that potential buyers are likely to bring up regarding the property. The realtor must be confident to **counter the objections** and to turn the situation around into a **positive or desirable point**.

Objections are actually a **good thing**. Many a times, it may mean that the buyers do **like the unit** but they are just trying to **test the Seller** on their pricing and seriousness to sell. When objections are handled correctly, it will usually lead to further negotiations and closing.

For Example, when marketing a **low floor** unit, some buyers may call to enquire about the unit. We have to **qualify** the buyer that it is a low floor and if they are **still keen to view** the unit, it means that the **interest** is still there. However, during the viewing, the **objection** on low floor may still come up, and we need to find that push factor or USP for them to **overcome** the objection internally and convince them to choose the unit.

The fact that they **are viewing** the unit means they are **actually fine** with low floor. By **qualifying, pre-framing** the prospective buyer and **turning** the objection into a positive point, this may lead to a potential deal. There are various **good reasons for** staying on a low floor as everyone is unique and have different needs. So it is not all that bad. It is how the Realtor convinces the buyer that matters.

The **mindset** of the realtor is important. **Every unit** can be sold. Every objection can be **countered**! In fact, in this case, if low floor units are no good/ hard to sell, then why are there no empty 2<sup>nd</sup> or 3<sup>rd</sup> floor units in Singapore? They are all occupied with residents. There is



## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

definitely a demand and there will be the right buyers for these units.

Engage the Right agent with the skills, knowledge, expertise and tenacity! I will be glad to share with you more in person.

### **b) Location/ Environment Focused Marketing Angle**

Besides the actual Property itself, a buyer is also buying the **Whole Experience** of living in that area, with its Transportation links, the Environment, the Neighbors, the Neighborhood, the Surroundings and the Amenities.

We need to determine and **highlight** these Selling Points of the **Location/ Environment** to Potential Buyers. For example, where and what is the distance to the **nearest supermarket** (NTUC, Sheng Siong), wet market, coffee shops, **hawker Centre**, clinic, shopping Centre, **good schools**, nearest bus stop, the bus numbers and their destinations, the **MRT station**, and all other interesting property information of the neighborhood.

By providing these detailed information, we make the location **seems convenient and accessible**. We give the buyer the feel this is **a good place to live in** and the buyer can go about their lives smoothly.

**Neighbors play a big part** for buyers in their home search. Who would want to stay beside a creepy,

grumpy, unhappy, noisy neighbor? It is therefore important for sellers to **portray neighbors** who are friendly, nice and peaceful. It is also good to **inform** your neighbor that you are selling, and sometime **seek assistance** with the neighbors to make the **common spaces clear, spacious and neat.**

We want to avoid a scenario where prospective buyers walk **past** a neighbor unit with piles of untidy shoes, huge flower pots/ plants, laundry clothes hanging and **blocking the walkway.** The **first impression** of that unit is already negative before entering the house.

## 2. GETTING THE HOUSE READY FOR SALE

This means to **showcase and present** the house in the **best way possible**, just like what you would see in a Showroom or Sales Gallery of a New Launch project. We need to make your house **feels like a home**. The house has to look bright, neat, tidy, clean, inviting, welcoming and comfortable!

When prospects see the property, they must be able to **envision themselves living in it!** Only then are we able to ignite the right welcoming **feelings of homeliness, comfort and peace**. That is the response we want and in doing so, there is high chance to lead to an offer.

Very often, **buying a property is a feeling**, and sometimes when a prospect walks into a house, they will know within the **first 5 or 10 seconds** whether the Property is for them. You too may have encountered this before. Therefore the **First impression** is critical in keeping the interest of a prospective buyer.

## a) Decluttering/ Tidying/ Professional Cleaning



This is essential, especially for owners who have been living in the property for **many years**, and over time, things tend to **build up**. It can be anything from old magazines/ newspapers, CDs, souvenirs, trophies, old shoes, old TV, old computer, toys, the list can go on...

Many a times, these things are kept although it is **not in use for a long time** and likely will not be in use anytime soon. Items are being kept for no real purposes except for memories sake and there is always a tendency for some to say “**maybe next time** I can use this”.

We have got to really ask ourselves, will I really **need** it? Am I just keeping for the sake of keeping? Do I intend to **bring** these items to the **new house**?

By **Decluttering** and clearing the items in the house, it will make the space seems wider and neater and **more welcoming!** The goal is to take on a **minimalist**

## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

**approach** and display mainly the essential items, just like a Showroom or a Hotel! For items that are not in use daily, they should be **organized** and placed in the **store room**, cabinets or wardrobes, **away from sight**.

### b) Touch up/ Handy/ Repair Works

Depending on the condition on the House, some little works may **change the impression** of the property and increase the **perceived value** in a huge way.

For example, giving the house a fresh **coat of paint** would likely cost less than \$900 but the effects may increase the perceived value by a much greater amount.

**Polishing** of parquet flooring cost around \$300 per room, but just imagine the **perception** of a potential buyer and how they will feel when they see the flooring in good condition and how much more **value** it can add to the property.

Ensure that **all lights** are working fine, it does not cost much to replace **faulty bulbs**, but it makes a whole lot difference, walking into a brightly lit cozy home then a dark, dingy, eerie house.

For some areas, adding warm **ambient lightings** helps! You can get those low priced **Lamps** from IKEA, and place it at the bedside table of the bedrooms giving it a cozy feel.

**Repair** that kitchen cabinet that is unable to close properly (it is just replacing **the hinge**) or that squeaky loud master room door when it opens or that bulgy ugly hole on the wall due to a previous hooked painting. You get the idea!

## c) Home Staging/ Strategic Makeover

We need to **Set Up your home** and present it in the best possible way! Do not start marketing your house and showing it to potential buyers until this is done right.

This is the next step after decluttering and clearing items, and may involve **shifting furnitures** around, and placing items at certain areas different from where it used to be. **A good realtor** will be better able to **advise** you on this, as every house differs in the layout and use of space.

In some cases, it may involves **bringing in** new contemporary **furniture, accessories**, art paintings etc to enhance the feel.

We need to present and **create practical spaces** that prospecting buyers can **associate with** and want to have a part of. For example, by **demarcating separate spaces** such as a cozy Dining area and spacious inviting Living area for their family and friends.

The goal is to create a **strong emotional connection** between the **prospective buyer and the house**, which

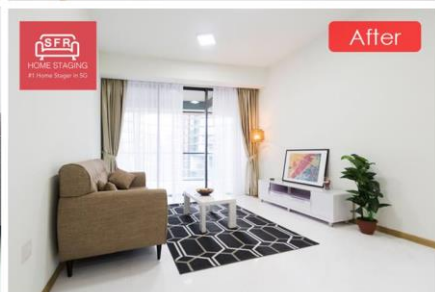
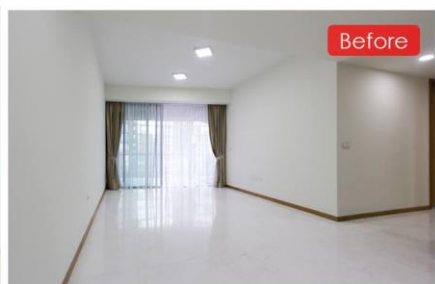
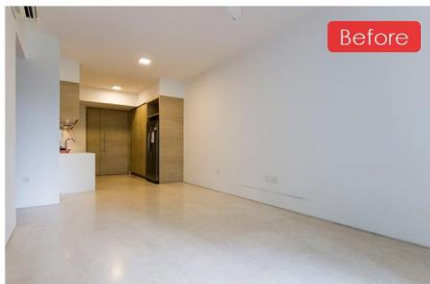
## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

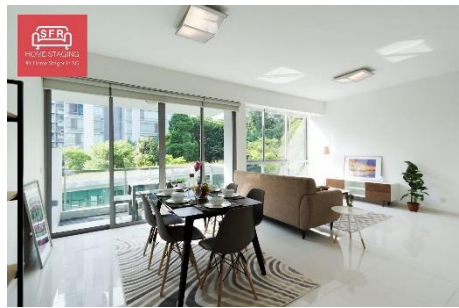
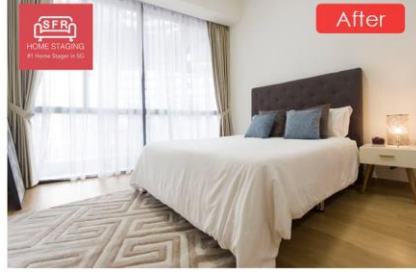
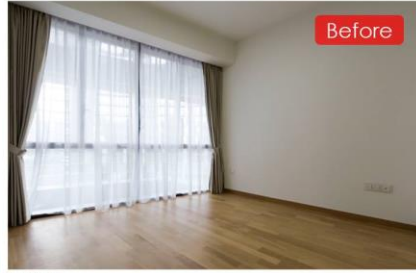
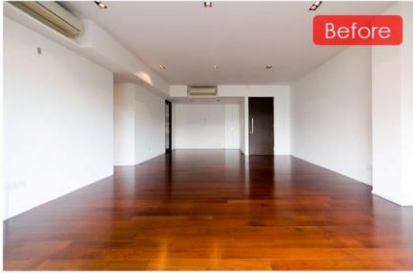
eventually uncovers the full potential value of the property.

It will be good to set up the dining table with **plates and cutlery** as this creates a warm, inviting feeling and helps to increase the appeal of the house during viewing. We should also **dress up the bed** using bed linens, cushions and comforters. This gives prospective buyer a **comforting, restful feeling** and they can picture themselves having a good rest after a long day from work.

We should also **open up** all blinds and curtains and **all windows** during the viewing process to allow for **natural light and airiness** to enter the space.

Courtesy from **Singapore Furniture Rentals (SFR)**, this is an example of what can be done to your home if required.





Engage the Right agent with the right skills, knowledge and expertise. I am ready to share with you more how this can be arranged and will completely transform your game of selling!



### 3. DELIVER ENGAGING MARKETING COPY

#### a) Professional Photography & Videography

We have now got a nicely set up home, what we need next is to have **Professionally Taken Pictures** that will make the house look Great! Pictures will be personally taken by me using **wide angle lens or Panorama shots** to make it look wide and spacious! They are also further enhanced using a **photo editing** software **Photoshop** to make it look even nicer. The pictures are made to always look Bright, Spacious and Inviting.

All pictures taken shall be **sent to my owners** so that they are fully aware of what I do and how I do differently.

Videography **tells a story** of the place. It guides the audience through the flow of the house presenting it in an **engaging** way keeping them interested. It **captivates** the prospect **even before** they view the actual unit. The prospect would already know much about the unit and if they still intend to view the actual unit for sale, you can be assured that these are genuine **qualified** prospective buyer. With the right techniques and closings skills, it will be easier to push a genuine offer!

Engage the Right agent with the right skills, knowledge and expertise. I am ready to share with you more in person. Below are some examples of pictures taken by me.



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## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!





## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!



## b)3D Floorplan Interior Design Rendering (FREE)

The 3D Floorplan will help to give prospective buyers a better idea of **what they can do with the space**. For example, where they can put their sofa or dining table? Which wall can be hacked? Should I have an open concept kitchen? Can I have a kitchen island? We can tie up with reputable ID Design firm Rest n Relax Interior, for a free draw up interior design for the unit, based on the floor plan.



**== FREE ==  
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3D DESIGN**

*We* provide this FREE service so you can sell your unsold units faster! Simply provide us the floorplan and we will propose a 3D design of both the interior and exterior!

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## 4. MARKETING CHANNELS & EXPOSURE!

A strategic Marketing Plan strives to **Reach OUT** to any Prospective Buyer who may potentially have an interest in your property.

There are many ways of marketing comprising either Conventional Traditional Marketing or Digital Marketing. I shall share some of the methods which I use.

The aim is to give your Property the **Best Shot of Exposure**.

### a) Online Property Portals – Propertyguru, The Edge, 99.co, SRX etc.



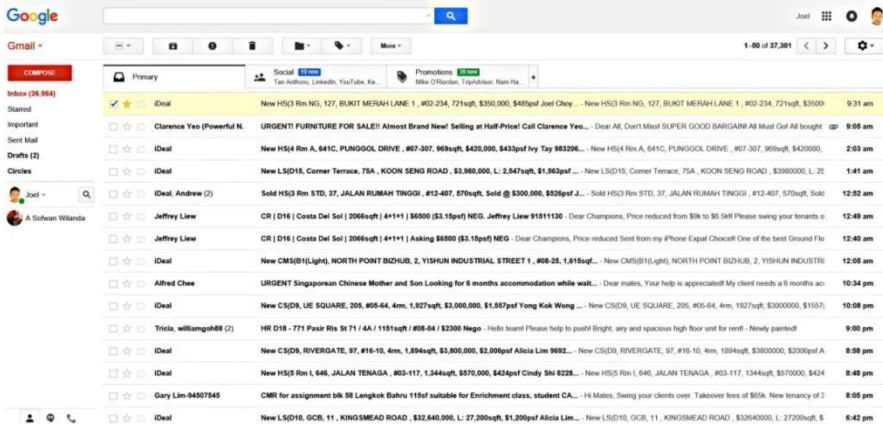
For each method, there are also various ways to enhance its **effectiveness** and reach out further. For example, let's take a look at **PropertyGuru**. With so many competitive listings available for sale on Propertyguru, how do we ensure that your property has a greater chance of exposure compared to other listings for sale?

The key is to always be **shown** on the **1<sup>st</sup> page** on the Search function. To do that, we have to consistently monitor, Repost and **Boost our listings Daily** to push up the listing to the Top, so as to get greater exposure. We would also need to ensure that all listing are **Optimized** with great written description and pictures which was Highlighted in the earlier sections.

Engage the Right agent with the right skills, knowledge and expertise. I am ready to share with you more in person.

# HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

## b) Internal PNG Group Network Email System



It is critical to **leverage** and gather **resources** to reach out and create greater exposure! I work closely with a team of more than **8000 agents** within the **Propnex Powerful Negotiators Group** (PNG). It is the **largest** real estate team in Singapore.

Whenever there is a new listing, we will send it out and share within the **team's agents' network**. These partner agents can see the listings and **bring their buyers** over to the unit. We **collaborate** and work together towards a successful sale.

Engage the Right agent with the right skills, knowledge and expertise. I am ready to share with you more in person.

## c) Geographical Target Area Agents SMS System

This method is to **Blast out** the listings via **SMS** to all the **Agents** who are also marketing units in the **same estate**. These are agents who likely have **qualified potential buyers** looking to **buy in the same area**. By reaching out to this network of agents, they will be able to swing their prospective buyers over!

Engage the Right agent with the right skills, knowledge and expertise. I am ready to share with you more in person.

## d) Social Media Marketing (Facebook/ Instagram)

We can advertise the listing on Facebook to reach **targeted customers** who are looking to buy in the area.

This is exactly the **same method** which you have gotten to **know about me** and contacted me, thus you can see its **effectiveness!**

# HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

Click on the link below to see what the E-book is about.  
Grab your copy today!  
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<https://bit.ly/2LAQpXX>

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Gary Seah, Shawn Lai and 8 others 1 Comment 34K Views

Like Comment Share

Oldest

People You May Know: Alex Tan (32 mutual friends), Lorraine Tan (227 mutual friends), Jaslin Lee (20 mutual friends). Languages: English (US), 中文(简体), Bahasa Indonesia, Español, Português (Brasil).

HDB and Private Resale Sellers in Bukit Merah > Bukit Merah Sellers- INT2 - AD image 1

Locations: People who live in this location

Singapore (1,2812, 103,8198) + 1mi

Include Type to add more locations Browse

Drop Pin

Add Locations in Bulk

Age: 35 - 50

Gender: All Men Women

Languages: Enter a language...

Audience Definition: Your audience selection is fairly broad. Potential Reach: 3,900 people

Estimated Daily Results: Reach 140 - 420

Your results are likely to differ from estimates. We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close Saved to draft Discard Draft Publish

For example, if I am marketing a HDB unit for sale at Tiong Bahru, I can specifically advertise a **video marketing campaign** through paid **Facebook Sponsors ads** to target and reach out to **residents** who are presently **living in the Tiong Bahru** area.

We can target specific **age and interest groups** for example married couples who are also presently staying in a HDB in the same area or those looking to be near a particular school! These are the people who are most likely keen to buy a unit in the same area.

Engage the right agent with the **technical know-how and expertise** to execute your **marketing campaign!** I am all ready to share with you more in person!

## **e) Flyers Distribution/ Road Show/ Door Knock**

This is another method where we try to **reach out** to prospects and home owners who are also **living in the same area**. They may intend to upgrade or downgrade and will likely want to buy back a unit in the same familiar environment.

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**ENGAGE ME AND CONSIDER YOUR FLAT SOLD!**

**FOR SALE** 51 Langkok Bahu 51, 122sqm, \$640K Corner, High Floor, Unlocked!

**FOR SALE** 17 Telok Blangah Crescent 51, 120sqm, \$700K A1 Rental Move-in Condo

**SOLD 10 DAYS** RECORD PRICE \$753K 4A, 421 Clementi Ave 1

**SOLD 10 DAYS** 20K ABV VAL, \$696K 4A, 124A Bukit Merah View

**SOLD 10 DAYS** HIGH PRICE! \$935K 51, 89 Tanglin Halt

**FOR SALE** 102 Commonwealth Cres SSTD, 55sqm, \$268K Selecte Selecte Convent

**FOR SALE** 111 Bukit Puri 4A, 104sqm, \$472K Cheap! High Potential

**UNIQUE MARKETING STRATEGY! DIFFERENT FROM THE REST!**

**SOLD IN 8 DAYS!** **SOLD IN 1 VIEWING!**

**Latest Transactions**  
Apr 18 to Jun 18  
Source: Market Research

Kim Tian Rd/PI	Jin Membana	Jin Bukit Merah	T. Blangah Dr/Hgk	Bukit Puri	Roditi Road	Havelock Road
Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price
3m 1270 \$910K	3m 268 \$510K	3m 146 \$310K	3m 05 \$369K	3m 103 \$390K	3m 86 \$330K	3m 07 \$560K
4m 1270 \$807K	4m 262 \$700K	4m 12 \$660K	4m 56 \$479K	4m 111 \$511K	4m 75A \$505K	4m 58 \$500K
5m 119C \$848K	5m 116B \$877K	5m 126 \$640K	5m 48 \$770K	5m 114 \$743K	5m 83 \$870K	5m 94 \$760K

Basson Yang	Dagot Road	Strathmore Rd	Glin Moh Rd/Link	Dover Crescent	Holland Dr/CI	Stirling Rd	Melling Street	Tanglin Halt
Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price	Type Bk Price
4m 8B \$695K	4m 100A \$600K	3m 61C \$500K	3m 5 \$373K	3m 28C \$500K	3m 18A \$610K	3m 171 \$360K	3m 15B \$336K	4m 90 \$502K
4m 18 \$770K	4m 111A \$580K	4m 61C \$850K	4m 22 \$880K	4m 26D \$755K	4m 18A \$940K	4m 181 \$591K	4m 16D \$589K	4m 89 \$748K
5m 2C \$985K	5m 111A \$690K	5m 05 \$838K	5m 23 \$1030K	5m 18 \$790K	5m 18C \$1100K	5m 184 \$889K	5m 14B \$895K	5m 91 \$970K

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我能帮出你的房子的最高潜在价值。现在就来电与洽谈。无付条件。

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**\* HIGHLY COMPETENT & DEDICATED**  
**\* 已证实的良好销售记录**

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Email: joel410@propnex.com  
CEA Reg. R297742

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SMS <Name> <Address> to 91705644



## 5. PRESENTING THE UNIT TO PROSPECTS

So now after the prospect has enquired and is keen in the property, the next step is to arrange for the **prospects to view** the property, but **NOT** at any time or any day at the request of the buyer.

We should do it in a way that **brings out the interest** in your property. I seek to do it **differently** from others where possible.

You see, when there is 1 property and 1 buyer, the buyer's value is high. They are in their comfort zone, taking things easy and there is no urge or urgency to act. Prospective buyers come for the viewing **conditioning themselves** that they are just here to **'have a look'**.

They have these fears and doubts and are **ready to find reasons** to tell them that the property is **not the right one** for them. This way, they can **avoid** having to make that big scary **decision** of **committing** to a property purchase. Often during the viewing, buyers may voice out their **concerns/ criticisms**.

For examples – “Ohh there is afternoon sun, ohh I prefer north facing unit, the road is too close, I prefer a higher floor, the aircons looks old, I prefer an unblocked view, I need to do lots of renovation, it is quite noisy, etc...”



## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

If the right qualifying of the buyer has been done initially, many of these reasons, most buyers would **already have known** even before they come for the viewing. The prospects view quickly, then say bye, thank you and they leave... Many might not take the viewing seriously and are just having a look a.k.a **window shopping**.

Nothing much happens after that. The **frequent response** during subsequent follow ups would be lots of excuses and reasons “I am still considering, I will give it a pass, I need to discuss with my family, I am still viewing a few other units, I think the prices will come down further etc.”

**At the end of the day, the Bottom line is... →**

**There is no attraction; there is no urgency or need to take any action.**

How then do we **diminish the value** of the buyer and **enhance the value** of the property?

I have been using this strategy for the past few years and it is **effective** as well as **convenient** for Sellers. I call it the **ONE SHOT Open House Strategy**.

This is different from the typical Open House where buyers come in and out at their own free will at different

timing. The objective would be to **Garner all the buyers** to come together on **1 single day at 1 single time**.

This way, there will be **massive hype, interest and excitement**. The goal is to create the **perception** that your house is **highly demanded**.



## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!





## HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!



It is an interesting concept, when you have a **few groups** of people viewing at the same time, the buyers tend to take the viewing **more seriously**, they tend to **stay longer** in the property. **They don't want to lose out.**

Our aim is to create the **feeling** "If I like the unit, I have to be **quick and act on it soon**. If I don't, someone else might buy it." That is what we want!

Not all buyers will be keen, it is fine, all we need is just **1 buyer**, but by having a few groups together, all the other parties are actually **encouraging and motivating** that 1 buyer to **take action**.

Of course, this strategy may not always be possible but we try to do it where possible. It is normally done on a **weekend afternoon**, where most buyers would be available.

There is **much more** to this strategy which can only be **implemented** during the actual viewing process, e.g. **what I tell the prospects** before, during and after the viewing to ignite their interests. We need to get the buyers excited, focus on the positive aspects of the house and finally take action!

Engage the right agent with the **skills, knowledge and expertise** to execute the marketing plan! I am all ready to share with you more in person!

## 6. FOLLOW UP & PUSH FOR AN OFFER

The next step is to **maintain** the buyer's interest high, especially in the first few days by following up closely and pushing for any offer.

In today's market, with many choices available, buyers tend to be indecisive when making a huge decision. They may like a unit, but it doesn't mean that they will want to buy it. There will always be some reasons holding them back.

With the strategy above, at times with the hype and interest, a buyer may **give an offer** within the **1<sup>st</sup> few hours** after the viewing because they do not want to **lose out** the unit to someone else. That would be the best case scenario.

But it doesn't always happen this way. Even if they like the unit, most buyers still like to have some time to think over and discuss with their family before coming to a decision. In this case, we give them space and follow up consistently, **update** them on **the progress** of the unit etc, if there are any **2<sup>nd</sup> viewings** by **other buyers**, what is the **last offer**, how many **new viewings** will be coming up this weekend.

What we need is find out how much the unit is **worth to them** and get them to **give a price**. It can be **any price** but we just need to get them **to commit to something** as a **very start**.



## 7. NEGOTIATIONS & CLOSING TECHNIQUES!

After which **Negotiations** comes into play where we seek to **push up** an offer. This requires **Steadiness, Skills and Cool headedness**. As we all know, buyers don't usually give their highest offer from the start. We need to utilize **closing techniques**. It is about **asking the right questions**- "Why do you want to buy this unit? What do you like about the unit? " **Hear them out**, we keep silent, don't talk, don't sell them, let them **sell the property to themselves**, encourage them. They may still have concerns but we address them along the way and always keep **circling back** to **why they are keen** in the first place.

We seek to **test** what is the **highest offer** they can give. We need to get them to see the **Value** in the unit **beyond** just the price. These closing techniques varies depending on the conversation with the buyer. The aim is to continually **engage** the buyer, keep them motivated to **up their offer**, and finally find a **common ground** between both buyer and seller to achieve a successful sale.

Engaging the right agent with experience and competent **negotiation/ closing skills** is key to securing the **highest**

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**possible offers** from the buyer! I will be glad to share with you more in person.

HOW TO MAXIMIZE THE VALUE OF YOUR PROPERTY!

# THE END



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Hope you have gained something.

If you find value in this guide and would like to understand how I can assist in your property needs further, kindly reach out me!

This is **Joel Choy here, a realtor with Propnex Realty.** You can drop me a message or **give me a call at 91705644.**

To know more about my profile, you can check out **joelchoy.com**

**Have a Great Day!**

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