

Strategies That Sell

From Dominic Marcel, England, UK

Dominic is the number one agent in the UK by closed volume and GCI. His strategies to sell properties differentiate him from the competition in several ways. He believes that strategy equals value and, to help sellers achieve their goals, you need to be able to articulate those strategies.

Step 1: List the Moments That Matter

The top two moments that Dominic mentions are:

1. Going on market
2. Showing the property

In each of these, marketing is at the forefront of how he tailors the experience for both the buyer and seller.

Step 2: Understand Your Seller

Selling a house requires that you first understand the seller and their needs. You need to understand the future they're wanting to create and work backward. Dominic focuses on why, understands when they need the closing to happen, and then focuses on price. In the end, his strategy is data-driven and provides the seller the confidence to choose him as their agent.

Step 3: Identify the Buyers for Your Listings

Dominic believes you must go above and beyond typical marketing strategies to sell a property. He uses a software called Experian Mosaic Portrait to understand the type of buyer purchasing the property. The software provides him with a profile of the people who live in that area from where they spend their money, how much time they spend on social media, and even where they go on holiday.

Step 4: Market Your Listings

By identifying the type of buyer, Dominic is now armed with enough information to tailor his marketing efforts specifically to that person. He believes that "unless you get the marketing right, you don't have the opportunity to sell to anybody".

Step 5: Show the Property as an Advantage to the Seller

Dominic believes that as the listing agent, it is his responsibility, as the skilled and experienced agent, to show the property. He knows the most about it: the best time of day, the unique features, and who can conduct the tour in the best way to tell a story about the property.

Step 6: Articulate the Strategy

Dominic has several strategies for selling a property, but knows that articulating it to the seller is how he shows his value. He explains how what he does gives the seller an advantage in the marketplace, which ultimately helps them achieve their wants and needs.

When listing a property, the goal is to sell it. By focusing first on the seller's needs and then on the buyer, Dominic uniquely positions himself to market the property in a way that finds the perfect buyer!

