

Scoring big in real estate

Announcer: "Welcome to the game of real estate, where it is buyer vs. seller for the championship. Our first game is Buyer No. 1 vs. Seller No. 1. The buyer checks out the seller's set-up, and decides to go for a score, but the offer falls short and lands incomplete. Both teams have strong defenses, and the game is a draw, with no winner and no loser.

"Second game is Buyer No. 1 vs. Seller No. 2. The buyers are forced into making a play sooner than they would like, but they suffer a personal setback and decide not to continue amid too much pressure from other buyers on the field.

"Buyer No. 1 then chooses to take on Seller No. 3. The buyers see what the seller has to offer, then they take a time out to decide how to best make



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the play. They come back to the game and give it everything they've got, but the offer is intercepted by another buyer who came out of nowhere. If they hadn't taken the time out, maybe the other buyer wouldn't have caught up to them and scored. A loss for Buyer No. 1.

"The Buyer No. 1 team decide to strengthen their offense by placing their house on the market to make their attempts to score stronger. This is a tough team with a heart of gold, and they are doing what it takes to get a victory under their belt.

"Fourth game of the buying season, Buyer No. 1 takes on Seller No. 4. It looks like the buyers are getting close to the goal line when they get briefly distracted by another seller and take their eye off the game for a moment. When the buyers get their efforts refocused, it looks like things are

going well and they are standing on the goal line ready to make the score, when another buyer, who was faster and more aggressive than they thought, makes the score instead. Another loss for Buyer No. 1.

"With Buyer No. 1 injured and disheartened from four tough games and no wins yet, let's talk to the coach to find out where they plan to go from here.

"Coach?"

Coach: "The first thing Buyer No. 1 needs to do is to check on their financial health and decide if a bridge loan will help them play more aggressively. With a house to sell before they can buy another, they are playing with a little extra weight that is slowing them down and keeping them from getting an offer accepted by the opposing team. There are other buyers out there who are ready to buy and won't make the sellers wait, so those teams are much stronger and have the ability to push other, less aggressive offers off the playing field.

"Then, Buyer No. 1 needs to pay close attention to the coaching staff and be ready to come right off the sidelines and make its best offer with great speed. Taking time outs and getting distracted by other possibilities is only allowing faster teams to pull ahead and make it to the goal line first.

"With these two strategies in place and with strong coaching from the sidelines, Buyer No. 1 will find victory at last."

Announcer: "Thanks, Coach. Best of luck to your team as they will no doubt face Seller No. 5 in just a few days."

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