

You Must Undersell and Overdeliver in Marketing Lease-Options!

By Matthew S. Chan

(Book Excerpt from “TurnKey Investing with Lease-Options”)

One of the pitfalls we have encountered in marketing our houses comes when we oversell or overstate the benefits and features of the property. Any time we have done this, it has resulted in an extended vacancy period.

Why? If we oversell and get people excited enough to visit the property, they are ultimately disappointed when they realize we overstated the benefits and features. This letdown can be detrimental to the overall selling process as well as our reputation as a company. We never want to oversell but we do state selling features in a positive way.

Nowadays, we actually talk about the defects, the work the property needs, or how the property needs paint, carpet, and TLC (“tender loving care”). This reverse selling approach works for us because when a potential tenant visits the property, they find the property is in better shape than we described it. This creates a feeling of relief and encouragement for them.

When we take this approach, we often hear them say, “The house isn’t that bad.” And it makes all the difference in the selling process.



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