



# Iowa Chapter No. 2 Certified Residential Specialist Newsletter

Visit our Web site at [www.IowaCRS.org](http://www.IowaCRS.org)

Summer 2002

## *President's Message* — Why Do Sellers Sell? Find Out What Motivates Them

By Dick Mathes — CRS, ABR, CCIM, CRB, GRI

While it may seem reasonable to assume that potential sellers truly want to sell their homes when you first meet with them to discuss a listing, you can't always be sure. It's a simple matter, as in all sales situations, of qualifying potential customers. The first objective for you as a REALTOR®, then, is to find out why they want to sell.

The fact is, people who actually list their property do so to satisfy their own perceived needs. They do it for themselves, not for any agent. The key to closing listings is to assure potential sellers that you will meet their needs and expectations. So you must know what those needs and expectations really are.

Potential sellers come to you for three basic reasons:

- For convenience and efficiency, to avoid managing a process they know little about and one that would take more time than they can give.
- To sell at the best possible price, trusting that you are in a better position than they to accomplish this.

- To sell, at an acceptable price, usually in a short time.

Underlying these three reasons is a more complex array of motivations that you need to understand from the beginning to qualify your potential sellers. You must find out how serious and pressed for time they are or you could waste a lot of your time just talking and never get any listings. And if you do get them, learning what has triggered their desire to sell will help you set reasonable timelines, marketable pricing and acceptable terms.

Here are the most common reasons:

**Pride, Prestige** — Many sell because they have been promoted in their jobs and want to upgrade as an expression of their new status. Or it may simply be a feeling that they now should have a better neighborhood, neighbors and/or schools. The home is a very high priority in their life and they subconsciously want to “keep up with the Joneses.”

**Profit** — Sometimes the motivation to sell may be more a matter of making a profit. They may see no financial



Dick Mathes  
2002 Iowa CRS president

## 2002 Convention Will Be Busy for Iowa CRS Members

By Jenn Hallihan,  
IAR Communications Specialist

The Iowa Association of REALTORS® Convention 2002 is fast approaching and we are gearing up for great CRS-sponsored events. This is a wonderful opportunity for networking and fun. All convention events will be held Sept. 24-27 at the Marriott Hotel in downtown Des Moines.

“The convention consistently more than pays for itself through the referrals I’ve received,” said Dick Mathes, 2002 Iowa CRS chapter president. “Attend the convention to learn and earn.”

The CRS business meeting, scheduled for Tuesday, Sept. 24 at 3 p.m., will be the first CRS event to kick off convention. “All active CRS designees are welcome,” said Mathes. “Please attend because this is an important meeting.”

This year, the meeting was moved up an hour to conclude in plenty of time for members to attend the RPAC reception. This reception is for those who contribute \$99 or more to RPAC and it will be held at Terrace Hills in Des Moines from 5 to 6:30 p.m.

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### Mission Statement

The Residential Sales Council provides superior member benefits to enable residential sales specialists to maximize their professional performance.

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## Why Do Sellers Sell? Find Out What Motivates Them

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advantage in keeping a fully depreciated property. Or they may want to cash out the appreciation they see only on paper. Or they may want to move into another property to fix it up and then sell it for more than they paid.

**Pressing Need** — Another motivation to sell is a pressing need driven by new circumstances. Their family may have become larger or smaller. Job relocation may force a move. Divorce or breakups change domicile requirements. Health considerations may arise that require selling to get into a one-level home and/or one with handicap-accessible features.

**Fear** — Fear can motivate people to sell, too. For example, potential sellers may fear their neighborhood and schools are becoming unsafe. Or that they will be too late to get the new home they want, or that it will become more expensive.

**Priorities** — Because reasons for selling are driven by such factors, you should pinpoint which ones apply – even if you must ask directly. Is the motivation to sell and move as quickly as possible? Or is getting the best possible price the priority? To corroborate what potential sellers say, follow up with some simple questions to validate your understanding of what exactly is driving them.

For example:

- Why is your situation causing you to move at this particular time?
- What specific deadlines do you want to meet?
- How long have you thought about selling?
- What led you to buy your present home?
- How soon could you give possession?
- What are your plans after your home sells?
- Have you located another home you like yet?
- Are any of your neighbors selling or thinking of selling now?
- Are you talking with any other REALTORS® at this time?
- Have you ever sold a home before?

The last question, perhaps, is most critical. If the seller's prior experience was good, you can expect a more trusting relationship than if it wasn't. If it wasn't, try to find out what the difficulties were so you can present assurances that their previous bad experience won't happen again if they list with you.

We know that 74 percent of the potential sellers who actually list do so with the first salesperson with whom they talk. Only 14 percent meet with two salespeople and 12 percent meet with three or more. So if you are the first, your odds of getting the listing are pretty good. Moreover, broaching with your prospects their underlying motives for selling indicates your interest and sincerity, which should keep three out of four of them from shopping around.

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About the Author: Dick Mathes is Broker/Owner of the Home Realty Group in Mason City, and holds the CRS designation from the Council of Residential Specialists. Among the top echelon of REALTORS®, Mathes and other CRS designees earned an average income of

\$113,102 in 2001, almost three times that of the typical REALTOR® who is a real estate agent, according to an independently administered 2001 survey conducted for the Council of Residential Specialists. Mathes can be reached at 800-873-0885 or through his Web site at www.RelocationIowa.com.

# Upcoming CRS Events

## Sept. 24-27

IAR Convention  
Marriott Hotel (Downtown)  
Des Moines

- CRS Business Meeting is Sept. 24 at 3 p.m. — open to all Iowa CRS designees
- CRS Fun Night is Sept. 24 at 7 p.m.
- CRS Luncheon and Awards Ceremony is Sept. 26 at noon

## Oct. 21

Taste of CRS  
Event will be held in Des Moines and details will be available soon.

## Oct. 21-22

RS 200 — Business Development for the Residential Specialist  
Instructor: Ed Hatch  
IAR office in Clive — 1370 NW 114th Street

## Nov. 6-11

Annual National Convention and Trade Show  
New Orleans, La.

## Dec. 9-11

IAR Winter Meetings (including CRS Business Meeting)  
IAR office in Clive — 1370 NW 114th Street

## 2002 IAR Convention Will Be Busy for Iowa CRS Members

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The CRS Fun Night is scheduled for Tuesday, Sept. 24 at 7 p.m. The Street Band will be back to play into the night, while members dance and gamble with “fun money.” Everyone is welcome, so invite your friends who aren’t CRS members. Sign up for tickets on the convention registration form.

“It should be a great evening with something for everyone,” said Kathy Miller of Sioux City. “Come for the food and spirits and a variety of activities such as dancing and a casino theme. It will be fun for all.”

The traditional CRS Luncheon is set for Thursday, Sept. 26 at noon. Mathes plans to have a “superstar” panel of top producers to answer questions and help with marketing techniques.

Go to [www.IowaRealtors.com](http://www.IowaRealtors.com) to register, view the schedule and speakers, register for the Iowa Commercial/Land Board Expo and make hotel reservations. Click on the **Member Services** button and follow the **Convention 2002** link.



**Getting Jiggy With It:** 2002 IAR President R. Scott Case, Mel Foster Co. in Davenport, having a good time dancing to The Street Band at the 2000 convention in Des Moines. The Street Band makes a return to the CRS Fun Night at this year’s event. Kathy Miller, Coldwell Banker Premier Realty in Sioux City and 2003 Iowa CRS chapter president, is in the background.



**And don’t forget the food:** The food at the CRS Fun Night is always spectacular as 2002 IAR CRS chapter President Dick Mathes (center with mouth full) will tell you. It’s a good thing Dick doesn’t mind a little publicity now and then!



**More proof that it’s always fun:** If you’ve never been to a CRS Fun Night, you better get there! 2001 Iowa CRS chapter President Sally Hackett laughs to the skits performed by Comedy Sportz at last year’s event in Davenport.

Iowa Association of REALTORS®



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## RS 200 — Business Development for the Residential Specialists

**Course Review:** A strong foundation is the key to building a successful real estate career. The Business Development core course helps students learn the fundamentals of business planning that can lead to increased profits and productivity. Students learn how to create a detailed business plan that encompasses the essential areas of budgeting, promotions, marketing and cost analysis. This course requires students to bring a standard calculator.

**Dates:** October 21-22, 2002  
**Location:** IAR office, 1370 NW 114th Street,  
Suite 100, Clive

**Class hours:** 8:30 a.m.-5 p.m. both days  
**CEU:** 15 hours

**Cost:** \$275 if preregistered by October 16, 2002  
\$175 for CRS designees.

**\$300 if not preregistered by October 16.**  
**\$200 for CRS designees.**

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**Yes! Register me for RS 200 in Clive October 21-22, 2002!**

Name: \_\_\_\_\_ Social Security #: \_\_\_\_\_

Office Name: \_\_\_\_\_

Office Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Check #: \_\_\_\_\_ Total Amount Enclosed: \_\_\_\_\_

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