

Stock grading is the simple process of taking all of your stock and grading them into either A, B, C, or D categories. This one strategy will help you, no matter what market you are in, to manage your time better and sell more houses.

A Grade

| MOTIVATED | PRICED RIGHT | HOME OPENS |
|-----------|--------------|------------|
| ✓ | ✓ | EVERY WEEK |

Properties that fall into this grade are priced right and the sellers are motivated to sell. These properties are the ones that sell quickly. You will open them every weekend. The goal is to fill your dashboard with A's.

B Grade

| MOTIVATED | PRICED RIGHT | HOME OPENS |
|----------------|----------------|-------------------|
| ✓ X | ✓ X | EVERY SECOND WEEK |

Properties where the seller is either motivated to sell but the property is not priced right, or the property is priced right but the seller isn't motivated to sell. It can't be both. This should be seen as an opportunity to educate sellers and either get them motivated or get the property priced right.

C Grade

| MOTIVATED | PRICED RIGHT | HOME OPENS |
|-----------|--------------|---------------------------|
| ? | ? | EVERY WEEK for 4 WEEKS |

Listings you are unsure if the property is priced right or the seller is motivated due to them being new to the market. This is an opportunity to put the sellers through a sales strategy in order to educate them and get feedback so that you can establish where they are at. Once you've gone through the 4 weeks of home opens, you will then have a clearer indication of where the seller is and hopefully move them up to either an A or B grade.

D Grade

When you've completed a full campaign of 6 to 8 weeks and the seller is still not reacting to the feedback by making price adjustments. These listings need to be put on the backburner. This doesn't mean that you dump the listing, it simply means that you either cut back on home opens to every 4 weeks or remove it from the market with the intention of offering it to Private Exclusive Buyers only. In some cases, you may experience pushback from the sellers. This will give you a clear indication of their motivation to sell, allowing you to advise them of their options accordingly.