

#### 4. MARKETING

##### Are you asking the right questions?

One of the first steps in your marketing plan involves finding an agent who will best represent you. When interviewing agents, test and compare their knowledge and ask each to demonstrate how they will market your project to buyers. Compare, too, how much money each spends on advertising the projects they list, in what media (newspaper, magazine etc.) and the effectiveness of one medium over the other. Remember, it's not just how much they spend, but how they spend it.

Say goodbye to any real estate agents using old, traditional methods to sell your park or community because they don't work in today's market! To be competitive, agents who use new and innovative, nontraditional marketing approaches are the one's who are getting more Parks & Communities sold fast and for top dollar.

##### **HOT TIP**

Get the Best Results!

To get the best results when selling your park or community, you need to team up with your agent to develop a powerful marketing plan that exposes your property to the widest possible pool of prospective buyers.

##### **REMEMBER.....**

Not all agents are the same. The relationship between you and your agent can make the difference between selling your community fast, or not selling it at all.

#### BUYERS ARE OUT THERE ... AND THEY WILL COME!

Before you put your property back on the market remember:

1. Effective communication is vital between you and your agent.
2. Price your park or community according to market conditions, competition and the condition of your property.
3. Be sure your park or community project is in buyer ready condition.
4. Have an innovative marketing plan firmly set in place.

*For more information about  
marketing programs to sell  
Mobile Home Parks  
and  
Manufactured Home  
Communities,  
call the Park Specialist  
Joanne Stevens  
CCIM, PHC, ACM*

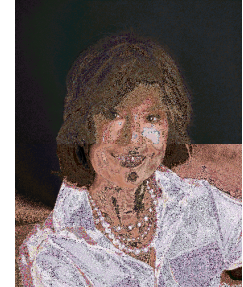
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### “How to Sell A Mobile Home Park or Manufactured Home Community that Didn't Sell”



*Courtesy of*

*Joanne Stevens  
CCIM, PHC, ACM  
Mobile Home Park  
And  
Manufactured Home Community  
Specialist*



If your park or community has been on the market and hasn't sold, don't be discouraged. The reason it didn't sell may have nothing to do with your park or community or the market. In reality, your park or community may have been one of the more desirable properties for sale. If your listing has expired and you still want results, before you

put your park or community back on the market, take a step back and review your situation.

**Q. Where should you begin?**

Start by making a commitment to do what it takes to market your park or community to get it sold. With the right system, the sale you want is still well within reach.

**Q. Why didn't your property sell?**

Review your previous selling plan and you'll discover that an expired listing usually reflects a problem in one or more of these four major areas:

1. **Teamwork**
2. **Pricing**
3. **Condition of your Park or Community**
4. **Marketing**

**1. TEAMWORK**

**Did your agent communicate with you?**

Your park or community is a major financial investment, and your relationship with your Realtor should be a full partnership where your needs and wishes are heard, and you receive detailed and dependable feedback on the progress of your sale. Your agent has a responsibility to source this feedback from the agents who have shown your park or community, and to communicate this to you so together you can make the right decisions about what to do next. How well did this occur the last time you had your property up for sale?

**WHY DON'T SOME PARKS AND COMMUNITIES SELL? FOUR IMPORTANT POINTS THAT WILL GET YOUR PARK OR COMMUNITY SOLD!**



Every Seller Can Boost a Property's Exposure!

1. Use Modern Technology: 1-800 phone information, internet, e-mail and specialized consultants!
2. Create a good first impression: emphasize curb appeal by having a clean, well-maintained entrance, common area and homesites.
3. Have the occupancy as high as possible.

REMEMBER – The next prospect who visits your property may be your buyer– be ready for them!

**2. PRICING**

**Did price work for or against you?**

The "right" price depends on market conditions, competition and the condition of your park or community. Pricing it too low is as dangerous as pricing it too high. If your project doesn't compare favorably with others in the price range you've set, you won't be taken seriously by prospects or agents.

*You'll get the facts when you see the statistics!*

To help you to establish a realistic selling price for your park or community, ask your agent to provide you with an up-to-date competitive market analysis to give you:

- A review of comparable parks or communities that have recently sold or are currently for sale.
- An idea of how long other parks or communities have been listed, in order to calculate an average time in which a project can sell in today's market.
- A review of parks or communities whose listings have expired, to understand what issues were at

**Note:** *There is no mention of how much you paid for your park or community or how much you spent on improvements. Like any other investment, the market value is determined by what a willing buyer will pay and a willing seller will accept.*

**3. CONDITION OF YOUR PARK AND COMMUNITY**

**Are you showcasing quality and cash flow?**

Is your park or community someone else's idea of a reasonable investment property? When buyers inspect the property and financials, are they inspired? Do they think, "This is a great property!" Remember, the decision to buy a park or community is based on condition, cash flow and financing. You need to consider:

- Filling vacancies.
- Having information readily available such as rent rolls and profit & loss statements.
- Lists of capital improvements & cost.
- Information on occupancy trends. Is your occupancy trending up or down & why.

Plus – consider taking care of major items, such as water lines that leak. Offering an allowance to your prospective buyers, so they can have the work completed is not the same as having done it for them. Now, as they're thinking about the new water lines, they may also be discounting the price even further because of the time and hassle involved in getting the work done, and may begin looking harder at their other choices.

**Remember.....**

A park or community that presents well, sells for the best price because it outshines the competition.

