



DO'S & DON'TS

DO'S

- Always start the bidding **at least 30-40% below** market value.
 - Understand the psychology of the 'bidding mentality' and why it is so important to list **at least 30-40% below** market in order to get **over market value** on your listing.
- Staging a home can help it sell for top dollar.
- Get **professional** pictures and video.
 - Post your video on Youtube.com and link to your listing.
- Make sure you put the **correct language** in confidential agent remarks.
 - Including seller disclosures & bidding information.
- Use USAHomebids.com to **increase your close rate**.
- Call on cancelled, expired, and FSBO properties to gain additional listings.
- Get familiar with the **Buyers Premium** and how that benefits everyone - especially FSBOs!
- Take your **off-market binder** to open houses to acquire more clients.
- Hold **at least 5 open houses** during the time of bidding.
- **Utilize leads** generated from your listings.
- Send your Tech Fee Agreement **AT LEAST 1-2 business days before** you plan to go live.

DON'TS

- List on the platform until you are familiar with the **tried and proven process**.
- Submit your listing for review without first sending a **Tech Fee Agreement**.
- Change the process **unless** you have sold 3 properties successfully.
 - Even after your first three, we recommend making **only minor tweaks**.
- Call this an auction or you will need an auctioneer license - **we are not an auction!**
- Set your end of bidding time over the weekend/holiday or earlier than 5pm local time.
- Post unedited photos, or photos that were taken with your phone.
- List on USAHomebids.com and forget to conduct additional marketing strategies.
- Wait until bidding is over to make contact with your bidders.
 - **Send End of Bidding Emails** to keep bidders updated. (See End of Bidding Template).