

## Tips for Selling Your Trailer

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***Understand that in order to sell your membership quickly you should consider the following:***



- The listed price - Are you including the \$12,000 membership? (This is technically an intangible object. We have lost many sales because banks do not finance something that cannot be used as collateral.)
- How does it in comparison to the other sites posted online? Should it be power washed, could the yard be raked, should you have removed the items that are not staying with the trailer?
- Are there known defects that can be fixed for less than \$500?

If you answered “yes” to any of the above questions, I strongly recommend that we set up a meeting to discuss having these items correct as soon as possible.

***Some memberships have sold in record time, while others have been for sale for years... Use the following tips to revamp & freshen up your site!***

(I would be more than happy to offer my assistance & retake pictures to better capture your site’s beauty.)



- ✓ Throw in some “extras”
- ✓ Get light curtains or shades to brighten the rooms
- ✓ Empty out closets, clear off tables & counter tops – clutter destroys the character of any trailer
- ✓ Wood polish, clean windows & sparkling appliances (even if older) will dazzle in photos
- ✓ FEBREEZE, FEBREEZE, FEBREEZE
- ✓ A little paint can really change the whole perception, especially on dark, wood paneling
- ✓ Put your personal items away & keep food & liquor out of sight
- ✓ Keep your trailer neutral & appealing to all life styles – some people have small children & others do not like animals

### ***Think like a buyer -***

- Why did they let this place go over the years... had it been maintained it would sell.
- Why didn’t they fix this? We want a turn-key unit, we don’t want to work right off the bat!
- Do these people even come up here anymore!?... there are cobwebs.
- Whats that smell??!!
- Is that mold!! Yuck, no way... I’m out of here...
- How much are they asking for this place??!! No way...

### ***People who did a Little Extra Got These Responses:***

- Wow, it's was really taken care of
- Oooh, look how cute this is (Beds made w/ nice throws & decorative pillows)
- I would never have guessed it was this spacious from the outside
- This is all included?! That's nice of them.
- This definitely move-in ready
- You could eat off this floor

### ***Please Keep These in Mind as You Wait for Your Site to Sell:***

- ✓ If the money that you will spend to clean or repair your unit will make it sell, why not spend it?!? Most times you have to spend money to make money...
- ✓ The longer a site sits, the MORE room potential buyers expect to negotiate
- ✓ Would YOU buy your site looking like that?!
- ✓ If the shed or deck is falling apart or is hazardous, just remove it & give the buyers a credit to put up a new one
- ✓ Nasty sheds really have a way of deterring people when all they see are spiders & cob webs



- ✓ If you make a dramatic price drop – you will open the possibility to more prospective buyers who never even considered your site because it was out of their budget
- ✓ Remember that price reductions are not a loss because you will be saving: Membership Dues, Electric Assessment payment, monthly electricity bills, gas, food & your priceless time...

### ***Final Notes:***

Previous information on selling your site said to never discuss why you're selling, what your bottom dollar is or if you might throw in extras... based on my experience this is completely FALSE!

In real estate, buyers want to know the sellers & their intentions. It gives them a piece of mind when buying. Please discuss the following with the Selling Manager:

- Why you want to sell
- What your absolute bottom dollar is
- If you can include addition items to "sweeten the deal"
- How motivated you are to sell
- If you're open to negotiations

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