

16 Mistakes

Sellers May Make When Listing Their Home and How to Avoid Them

- 1. Pricing Your Home Too High**

A Real Estate Agent can research comparable sales in your area and advise you of the appropriate price range of your property.
- 2. Taking an Inflexible Position on Financing**

Have your Agent explain what financing options are available. Being flexible on financing terms may secure a better selling price, with other advantages as well.
- 3. Errors in Marketing Timing**

Ask your Agent to determine whether the market cycle is poised to net you the most money.
- 4. Not Providing Easy Access for Showings**

There are many ways to show a home. "Appointment Only" is the most restrictive. Lock boxes (key safes) are the most accessible. If your home is easy for agents to show, more prospective buyers will see it, improving your odds of getting the deal you want; however, your specific lifestyle may not be compatible with frequent showings. Your Agent will help you determine a solution that will best fit your situation.
- 5. Not Utilizing Current Marketing Technology**

Make sure your Agent is up with the latest technology, such as internet sites that cater to home buyers. Check around to see what technology is being used in your specific area. A good agent will know where you can get the best exposure.
- 6. Not "Staging" Your Property Correctly**

Put some items in storage, create more light, play music or otherwise improve the ambience. Your Agent can provide useful information to provide the right first impression.
- 7. Believing that Selling Property is Seasonal**

Don't base selling decisions on the seasons. Property sells year around.
- 8. Pricing Your Property Too Low**

One reason to have an Agent is to make sure that no money is left on the table.
- 9. Not Re-evaluating the Market Plan**

Re-evaluate your Agent's marketing plan every 10 days. You and your Agent may need to make intuitive changes based on the current market.
- 10. Believing your Agent is Not Doing the Job When There Aren't Any Offers**

Most sellers are unaware that 80% of all buyer activity comes from the sign and MLS. Any Agent can provide that. So, if you don't have a problem showing the home, but it hasn't generated any interested buyers, it may be time to re-evaluate the price.
- 11. Ignoring the Importance of First Impressions**

Sales have been blown by unkept lawns, cluttered closets, unpainted front doors, hard-to-work locks, blown light bulbs, bad colors, stains, unlit areas and bad smells. Spend time on the little things and keep things cleaner than usual.
- 12. Not making the Right Kind of Repairs**

Don't be tempted to make improvements prior to listing without consulting your Agent. Some upgrades will not yield any real increase in value, while others may increase property value substantially.
- 13. Not Giving the Sales Effort Enough Time**

You should never give too little time to what is inherently a long process. A home may take 3-6 months to sell in any market. Estimate how much time you have to sell and then plan ahead to allow extra time.
- 14. Not Screening Prospects Adequately**

One of the best reasons for hiring an Agent is his ability to pre-qualify a prospect financially before valuable negotiating time is lost.
- 15. Believing that You Can't Make the Difference**

The top agents in the industry report that the sellers themselves are responsible for at least one out of 10 sales! You can network your business and personal friends, hand out fliers at your business and elsewhere and keep the house in "move-in condition". You and your Agent should make the "team effort" successful.
- 16. Testing the Market**

Never put your property on the market, unless you really want a sale. Get ready for a professional sales push when you list with a great agent.

