

Deadly Mistakes Home Sellers Make

Complacent marketing when selling a home

When selling your home there are no guarantees that the ultimate buyer of your home will have simply walked through the front door. In many cases you may have to bring your home to the buyer. Effective marketing will help ensure that your property receives maximum exposure to attract a ready, willing and able buyer in the shortest period of time. Ask your Agent to list for you all of the ways they intend to market your home and on what time-line. Also, be sure to talk about the various marketing campaigns you can select including internet advertising.

Taking for granted the “street appeal” of your home

When you're preparing your house for sale, remember the importance of first impressions. A buyer's first impression can make or break whether they even want to go inside for a look. It is estimated that more than half of all houses are sold before the buyers even get out of their cars. With that in mind, be sure to stand outside of your home and take a realistic “fresh look” and then ask yourself what can be done to make the “street appeal” improve. Also ask your Agent's opinion as to how to improve the street appeal. It could make a huge difference in your final sale price.

Forgetting what you would want to see if you were the buyer of your home

Remember that although people can be different in personality, they tend to be the same when it comes to expectations at someone else's expense. In other words, a prospective buyer would probably like to see a perfect home from top to bottom, inside and out, when it comes to your home. Try to do as many of the following items as possible to improve the likelihood of your home sale in an expedient way.

On the outside

- Sweep front walkway.
- Remove newspapers, bikes and toys.
- Park extra cars away from the property.
- Trim back the shrubs.
- Apply fresh, clean paint throughout.
- Clean windows and window coverings throughout.
- Keep plumbing and all appliances in working order.
- Maintain all sealant (window, bath, shower, sink, etc.) in good condition.
- Make sure roof and gutters are clean and in good condition.
- Mow the lawn frequently and plant flowers.
- Keep pet areas clean and odor free.

On the inside

- The kitchen and bathroom should shine.
- Quick once-over with the vacuum; carpets should be clean.
- Place fresh flowers in the main rooms.
- Put dishes away, unless setting a formal display for decoration.
- Make all beds and put all clothes away.
- Open curtains or blinds for a brighter feel.
- Straighten wardrobes and cupboards.
- Put toys away.

- Turn off television.
- Play soft music on the radio/stereo.
- Keep pets out of the way.
- Secure jewellery, cash, prescription medication and other valuables.
- Enhance the spaciousness of each room by packing away unnecessary items.
- Remove personal photographs so the buyers can imagine your home as their own.

Thinking you need to be in the home to explain things to a prospective buyer

You will be better served if you allow your Agent to do their job without you there. Most potential buyers usually feel more comfortable if they can speak freely to the real estate agent without the owners being present. If people unaccompanied by an agent request to see your property, you should refer them to your real estate agent for an appointment.

Try to leave the house 10 minutes prior to an inspection or Open Home and return 10 minutes after the inspection is due to end.

Not knowing how to price your home to sell

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

Listing the home too high can be as bad as too low. If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't even come in, because the buyers who would be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.

The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving - both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends - often even to a greater extent than appraisers, who typically focus on what a property sold for in the recent past. This information can quickly become out of date.

Not planning your move earlier enough

Many sellers simply don't plan their move early enough and then feel totally overwhelmed at the time of moving out of the house. If you are able to move at any time of the year, don't wait until summer, the peak-moving season. Consider also that the first and last few days of the month are extra busy. If you plan to sell your house, get it on the market as soon as possible.

Using a "convenient" Agent rather than using an experienced Agent

When working with a real estate agent, it's critical that you have full confidence in that agent's experience and education. A skilled, knowledgeable agent should be able to explain to you exactly why your home needs to be priced at a certain level - compared to recent listings and sales of homes similar to yours.

Experienced agents also know exactly what the current pool of buyers is looking for in relation to particular styles and price ranges of properties.

A skilled agent can recommend changes that will enhance the saleability of your home, thus increasing the price - and/or decreasing the length of time before a sale.

Disclaimer: Where advice is given it is given in good faith and based on information that we believe is reliable. However, it is the recipient's responsibility to check the information before they rely on it or use it to ensure that it is suitable for the purpose they intend. TracyRoberts Real Estate accepts no liability to any person or entity for the advice given.