



Mistakes Sellers Make.....

Sometimes, even the best properties don't sell. When property doesn't sell, it is extremely frustrating. But, don't be discouraged. The reason your real estate isn't selling may have nothing to do with your property itself. In reality, it may be one of the more desirable properties on the market. There are all sorts of factors that go into the timely selling of real estate. When you're educated on all those factors and completely understand what's going on around you, it's much less stressful.

1. **Pricing Home Too High** - Have a professional determine comparable sales - which can include checking recent sales of homes in your area, their condition, the percentage of listing price to actual sold price, and prices of properties that expired or were withdrawn because of lack of interest from the market. All this will help determine the most accurate list price.
2. **Staging Your Property Correctly** - Can you put items in storage? Create more light or music? A real estate agent who is experienced in staging or has their professional staging accreditation can add thousands of dollars to your final sale price.
3. **Minor Repairs** - Have a professional give you low-cost solutions to minor repairs that will yield big profits.
4. **Not Considering Other Financing Terms (Besides Cash)** - Have a professional give you options that may be better than cash.
5. **Market Timing** - Have a professional determine if the market cycle is poised to net you the most money.
6. **Providing Easy Access for Showings** - There are many ways to show a home. "Appointment only" is the most restrictive, lock boxes are the least restrictive. Have a professional determine which is best for your lifestyle.
7. **Choosing the Right Realtor** - there are some probing questions you should always ask your Realtor. Call me for a list of 10 questions every real estate agent should be asked before you entrust your most valuable asset to their care.
8. **Believing that Selling Property is Seasonal** - Don't base selling decisions on the seasons. Property is always selling.
9. **Pricing Home Too Low** - One reason to hire a professional is to make sure that no money is left on the table.
10. **Not using Current Marketing Technology** - Make sure your agent is on the "Information Highway".
11. **Re-Evaluating the Marketing Plan Every 10 Days** - The market, you, and your real estate agent require intuitive changes to the market and buyers.
12. **Believing the Agent is Not Doing the Job When There Aren't Any Offers** - Did you know that 80% of your buyer activity comes from the MLS and yard signs? Even the most mediocre agent does that! If you have showing problems . . . look at the price first.
13. **Ignoring First Impressions From the Buyer** - Sales have been blown by unkept lawns, cluttered closets, unpainted front doors, hard to work locks, dead light bulbs, bad colors, stains, unlit areas, and bad smells. Spend time on the little things, double up on your gardener, keep things cleaner than usual, and "marshall" the pets.
14. **Not Giving the Sales Effort Enough Time** - You should never give too little time to something which is inherently a long process. Estimate the time you have to sell and then add some time so that you are never put in the position of having to do something based on deadlines.
15. **Dealing With Unqualified or Unsavory Characters** - One of the best reasons to hire a real estate professional is that they have the ability to pre-qualify a prospect financially before valuable negotiation time is lost. And more important, they have the tools to discover if a prospect's motivation may be other than purchasing a house.
16. **Believing You Are Powerless to Make a Difference** - The top agents in the industry report that sellers themselves are responsible for 1 out of 10 sales! You can network with your business and personal friends, hand out flyers to your Personnel Department, and keep the house "ready to move into." Your professional real estate agent should be ready to hand out all sorts of assignments to make the "team effort" successful.
17. **Testing the Market** - *Never* put your property on the market unless you really want to sell! A great agent will have a very professional sales push prepared for your home. If your plan harbors some indecision, however, be prepared for frustration because success is the agent's objective.

If you want a professional evaluation of why your property didn't sell, contact me today at 610-207-0172! Your property deserves a second chance. I'll design a customized marketing program for you that will obtain the most money in the shortest possible time for your house. I offer professional home staging, expert real estate photography & marketing skills, maximum exposure advertising, honest market analysis, and many specialized programs including a Performance Guarantee and an Easy Exit Listing Agreement. Pick up the phone now and visualize your property SOLD!



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