



## TIPS FOR SELLING

# WHY HASN'T MY HOUSE SOLD?

Here are a few reasons and remedies for why your house may not be selling:

<b>Reason</b>	<b>Remedy</b>
<b>Overpriced</b>	New market analysis, lower price
<b>Price reductions too little, too late</b>	New market analysis, significantly lower price below the next price break or two
<b>New competition since property listed</b>	New market analysis, lower price, offer incentives
<b>Builder competition</b>	New market analysis, offer upgrades competitive with builder
<b>Difficult to show/not readily accessible</b>	Use lockbox and readjust showing hours if necessary
<b>Glutted or slow market</b>	Adjust pricing and offer incentives
<b>Property has become shopworn</b>	Add new photos, offer incentive, inform area REALTORS®
<b>Many showings but no offers</b>	Reduce price
<b>Offers forthcoming but not consummated</b>	Re-examine counters and adjust to offers
<b>Condition (maintenance problems)</b>	Freshen up and review your ways to improve
<b>Condition (major problems)</b>	Rehab as necessary—new carpet, paint
<b>Cosmetic allowances have not enticed offer</b>	Rehab as necessary—remove allowance
<b>Location not desirable</b>	Compensate with price adjustment
<b>Showcased poorly in MLS</b>	Change remarks and photos
<b>REALTORS® not showing property</b>	Create a direct link to property and an e-mail target list, new market analysis, and adjust price if necessary
<b>Pets (odor, soil, and intimidation)</b>	Deodorize carpet, cage pets when not home
<b>Price range not moving</b>	Offer incentives, create a direct link to property, and create an e-mail list to target
<b>Neighbors or neighborhood</b>	Counsel with neighbors regarding interference and condition of their properties
<b>External influence (new highway, etc.)</b>	Adjust price, gather accurate data, and prepare fact sheets