



Maggie Chen & Ted Yang
Toll Free: 1-800-576-8998
www.WindsorDreamHomes.com

10 Common Home Seller's Mistakes

Selling your home can be a nerve racking, exhausting experience. Last minute calls, inconvenient showings, price adjustments, and the uncertainties of being stuck with a house that does not sell for months on end can all take their toll. If you are not completely prepared, you could end up losing thousands of dollars in profit! The difference between a profitable, smooth transaction and a miserable experience is often a fine line. The majority of home selling nightmares are most often caused by a lack of knowledge or inadequate marketing skills. I have prepared this report so that you would be aware of the 10 most common mistakes that could cost you serious money and inconvenience--so that you could avoid them!

- 1. IMPROPER PRICING** - Set the price too high and your home can sit unsold and develop the identity of a problem property, with the accompanying stigma of what real estate agents call a "stale listing." On the other hand, price it too low and you may give away thousands in profit to a total stranger. Either way you lose. Setting the appropriate price involves the evaluation of many, differing factors...and it's critical!
- 2. NOT PROVIDING EASY ACCESS** - Accessibility is a major key to a profitable sale. A lock-box (so that I can show your home when you are not there) is best, while appointment-only showings are most restrictive. The more accessible your home, the more showings, and the better the odds are of finding a person willing to pay top dollar. In today's competitive market, buyers who can't get a viewing often just go on to other homes, and purchase elsewhere.
- 3. BAD HOUSEKEEPING** - The prospective homebuyer's first impression is the most important. An unbelievable number of home sales have been lost to unmowed lawns, cluttered rooms, unsightly stains, dirty kitchens and bathrooms, unpleasant odors, etc. Imagine you are the buyer and clean your home from top to bottom...military style. I can give you a check-list reminder of what you will need to do.
- 4. FAILURE TO MAKE REPAIRS** - Often even minor improvements will yield as much as three to five times the repair cost at the time of sale. There are literally thousands of homes for sale, and buyers buy what they see. Seemingly small fix-up jobs can make the difference between a closed sale at top dollar and a home that languishes on the market for months on end. When I go through your house with you, I will guide you as to which repair items need attention as opposed to those that are not really significant.
- 5. POOR SHOWING TECHNIQUES** - Your home should be neat and clean, but that's just the beginning. There are lots of little details that make a big difference. And knowing exactly what to say and do when buyers come through your home is crucial.
- 6. RELYING ONLY ON TRADITIONAL SALES METHODS** - Innovative sellers who are willing to offer new strategies of attracting homebuyers always outperform those who rely only on traditional methods. Today's market demands around-the-clock advertising exposure, and response-generating marketing. I work out a unique sales strategy for every property I sell, because that's what it takes to get the best results.
- 7. MAKING SELLING DECISIONS BASED ON EMOTION** - You must realize that selling your home is a dollars and cents business transaction. Don't let your emotional ties to your home affect your judgment. Remember, purchasers are not buying your home, they are buying a house to make into their home.
- 8. FAILURE TO UNDERSTAND MARKET CONDITIONS** - Just like the stock market, market conditions for houses are determined by supply and demand. Many buyers shop dozens of homes comparing values, so it is very difficult to find a buyer willing to pay more than current market value. No single person, firm, or agent has any control over the market! For these reasons you will need to be tuned into the market on an ongoing basis (which is one of my key activities, every day).
- 9. WASTING TIME WITH UNQUALIFIED PROSPECTS** - Countless hours of valuable time can be wasted showing and negotiating with "buyers" who can't buy no matter how much they might want to. Buyers should be pre-approved for a loan before you begin dealing with them. And the people commonly referred to as dire kickers should be identified and prevented from wasting your time and energy.
- 10. PICKING THE WRONG REAL ESTATE AGENT** - The vast majority of all homes are sold by real estate agents, but all agents are not the same - not even close! The agent's experience, knowledge, and marketing plan can have a huge impact on your success. Signing up with the right agent can make all the difference in the world. This is why I suggest that we meet, so that you can evaluate my capabilities and whether we would make a good team, working together. And I can tell you about the great results I have been able to achieve for my clients through hard work and total attention to detail and follow-through.