

Selling Your Home? Discover How to Avoid Costly Mistakes

With a little information and attention, expensive mistakes for the homeowner can be avoided.

Price

The single biggest mistake people make is setting the asking price too high. An amount suited both to the home and to the market conditions attracts the greatest number of prequalified buyers, increasing the likelihood that you'll get a higher price in the end.

Home Staging

Houses not shown at their best are another source of lost profit. Act on any advice you are given about cosmetic changes and minor repairs.

A clean, tidy and sweet-smelling home goes without saying.

- Set viewing hours for the greatest accessibility to buyers. In a competitive market, people can easily go elsewhere and fall in love with another house.
- Don't be home during the showings. Prospective buyers feel more comfortable raising concerns and poking about when the current owners are not present.
- Remove as many personal items as possible. The things that mark the house as yours interfere with the buyers' abilities to imagine it as theirs.

Other Considerations

Sell before you buy to avoid loss of negotiating position at both ends. Plan for the move early, and pack as much as you can as soon as possible.

This information was presented by:



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