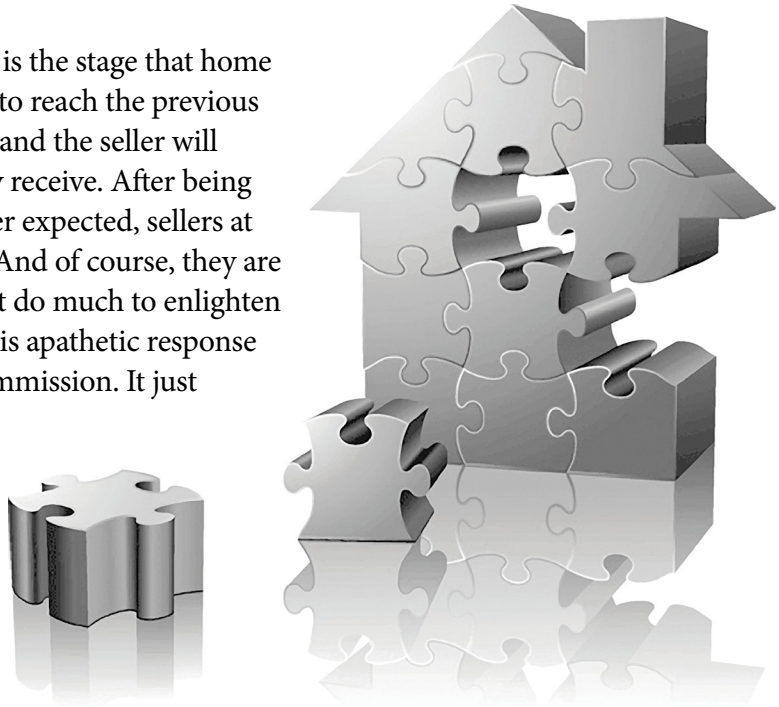
4 BIGGEST
Seller Mistakes

"I Need to Get Serious." When sellers get serious, they have reached the stage in which they have a chance to sell their home. Up to this point, they usually have given the market very little consideration in the pricing and staging of their home. Serious home sellers are focused on what BUYERS are thinking and what options BUYERS have in the market. After all, selling a home does not occur in a vacuum, it happens in a market where supply and demand dictate property values. Real estate prices go up, and real estate prices go down. The only factor the seller controls is whether or not the house will sell. Buyers determine value.

A serious home seller will take a look at the likely value the home will fetch under current market conditions. Factors such as "what I need to buy the next home," and "what it appraised for 2 years ago" are no longer considered, the serious home seller finally "gets it." If this stage is reached soon enough in the home selling process, then the seller either decides to sell, and prices the home accordingly, or the seller chooses one of the three other options.

"It Just Doesn't Matter." Sadly, this is the stage that home sellers reach when they took too long to reach the previous stage. Exhaustion and empathy set-in and the seller will typically accept the first offer that they receive. After being on the market far longer than they ever expected, sellers at this stage often make poor decisions. And of course, they are at this stage with an agent who did not do much to enlighten them, so the agent will only further this apathetic response in the hopes of getting paid a sales commission. It just doesn't have to be this way.



*Not intended to solicit currently listed properties.