

WHY YOUR HOUSE ISN'T SELLING

WHY DIDN'T MY HOME SELL



YOUR HOME ISN'T SELLING BECAUSE YOU ARE OVERPRICED



The number one reason that a house doesn't sell is the price.



There is no better time to sell your home than the first few days on the market.

There will never be more excitement or interest in listing than the first 30 days.

REAL DATA ISN'T LYING TO YOU

As a seller, you must trust the experts and look at the comparable sold properties and data in an objective manner.



One of the most important pieces of information a good agent will provide is what is called the market absorption rate. The absorption rate is a mathematically calculated formula which shows the rate at which homes in the area are being sold.

YOU'RE LYING TO YOURSELF



You're not being honest with yourself about the comparable properties. You're suddenly seeing your house as the equivalent of bigger, nicer homes.

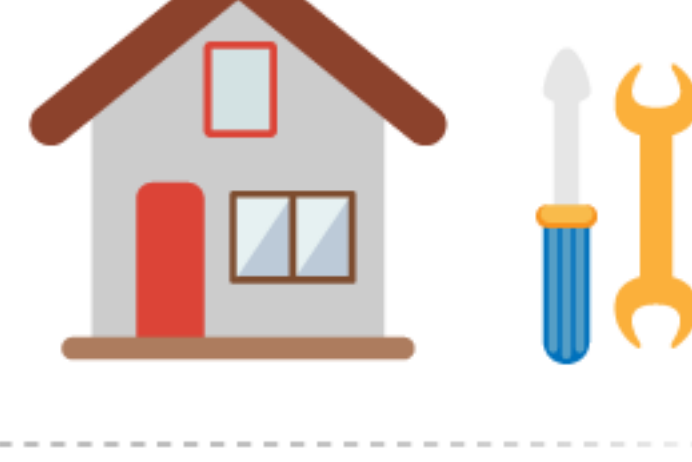
YOU'RE SETTING YOURSELF UP FOR DISAPPOINTMENT



If you price your home too high and you do not receive an offer, you start reducing the price of your home, it invites low-ball offers because a buyer sees you as more "desperate" to get rid of your home.

YOUR HOME DID NOT SELL BECAUSE IT NEEDS TOO MUCH WORK

Improving your home will NEVER hurt your value.



WHEN IT DOESN'T SELL, START LOOKING INWARD



A fresh coat of paint in certain areas may allow you to see nice returns on your money. Use soft, neutral paint tones to attract the largest number of possible buyers.

As a general rule of thumb, buyers are lazy. Fewer than 10% of buyers really want to do much work on a new home.

YOUR HOUSE DIDN'T SELL BECAUSE YOU WEREN'T FLEXIBLE ENOUGH

YOU'RE MAKING IT REALLY HARD ON BUYERS

If you are only showing your house by appointment or at strict, designated times, then you may be damaging your potential to make a sale.



YOU'RE ACTING LIKE YOU DON'T CARE IF IT SELLS



Your house needs to be clean and ready for prospects at all times. Clean your kitchen, put away your products in the bathrooms, don't leave the hairdryer hanging over the sink, fold your towels, make your bed. In essence, your house should look like a luxury hotel room.

YOUR PERSONAL RULES ARE PREVENTING YOUR HOME FROM SELLING

"Do not require the listing agent to be at every showing."

If you require your agent to be at every showing, the buyers will not talk freely with their agent, they will not stay at your home as long, and they will not like the pressured feeling they get just from the listing agent's presence.



YOUR HOME DID NOT SELL BECAUSE IT WASN'T MARKETED WELL

YOUR AGENT MIGHT NOT BE DOING ENOUGH



Nothing hurts your listing like bad photographs. So use professional home and real estate photographers to get professional photographs of your listing prior to putting it on MLS.

YOUR AGENT DIDN'T LEVERAGE SOCIAL MEDIA = HOME NOT SELLING

Social media has become a fantastic way to advertise listings. Using this method, most of the listings are sold within just a few days.



YOUR HOME ISN'T SELLING BECAUSE YOU AREN'T LISTENING TO YOUR AGENT



Your agent is most likely suggesting price reductions to try and get your home sold. Good agents will have data and can present this factual data to you with an explanation as to why the agent feels like a reduction is what is best for you at this point.

YOUR AGENT ISN'T SECRETLY WORKING AGAINST YOU



Don't try and fight/argue with your agent as to why you don't feel the data is correct. When you argue, yet the home isn't selling, your arguments are weak.



Look at the numbers from an impartial mindset and making a rational decision as to how to proceed.

YOUR HOUSE DIDN'T SELL BECAUSE YOUR AGENT DIDN'T TELL YOU THE TRUTH



Agents do not want to lose listings and, moreover, commissions. Therefore, a lot of agents get stuck in the trap of trying to appease the seller to keep the listing, while knowing that there is a good chance the home will not sell at its current price, bad curb appeal, lack of marketing, etc. These listings have a very high percentage of failure.

If you want to be a successful seller, find an agent who presents you with a real plan to sell your home. Address all of the issues above with your potential agent and listen to their answers. Don't be too quick to dismiss the agent who is honest with you. If the agent has hard evidence proving their point, they may just be right.

