

## **Avoid Mistakes That Could Cost You Thousands**

Selling your home can be an exhausting experience. If you are not completely prepared, you could lose hundreds - even thousands - in profit.

The difference between a profitable, smooth transaction and a break-even, miserable experience is often a fine line. By utilizing the knowledge of a well trained Realtor<sup>®</sup>, you can help ensure the quick, profitable sale of your home.

### **Common Mistakes that Cost Sellers Serious Money**

#### **1. Refusing to Make Profit-Inducing Repairs**

Keep in mind that more times than not it costs you money to sell a home “as is.” Even minor improvements will often yield as much as three to five times the repair cost. Your Realtor<sup>®</sup> will be able to point out what repairs will significantly increase the value of your home. Even small fix-up jobs can have a large impact on the sale of your home.

#### **2. Not Providing Easy Access for Showings**

Accessibility is a major key to profit. The more accessible your home is, the better the odds of finding a person willing to pay your price. You never know if the one that couldn't get a viewing was the one that got away.

#### **3. Priced Too Low/Priced Too High**

One critical reason to hire a Realtor<sup>®</sup> is to make sure the property is priced appropriately for a timely and profitable sale. If the property is too high, it will sit too long and lose money. If priced too low, it could cost you considerable profits.

#### **4. Relying Solely on Traditional Methods To Sell Your Home**

A Realtor<sup>®</sup> who is innovative and willing to offer new strategies will outperform those who rely on traditional methods. Hire a Realtor<sup>®</sup> that advertises themselves as well as your home, a Realtor<sup>®</sup> that stands out in the real estate market and a Realtor<sup>®</sup> that is available when you or the buyer needs them.

#### **5. Market Timing/Seasonal Selling**

As Realtors<sup>®</sup> we continually follow the real estate market trends. Avoid believing that property sales are seasonal ... property is always selling.

**6. Refusing to Make Cosmetic Changes**

The prospective home buyer's first impression is the most important. Many home sales have been lost due to unkempt lawns, cluttered rooms, bad stains and unpleasant odors. Imagine you were the home buyer and clean your house from top to bottom.

**7. Wasting Time with An Unqualified Buyer**

You can instruct your Realtor® to show your home to only qualified buyers. You can also instruct your Realtor® to place a message in the MLS Service that you will require a loan prequalification letter to accompany every offer.

**8. Believing All Realtors® are the Same**

Your home sale is a time consuming, difficult task. You should maximize your profit by using a Realtor®. With all the critical decisions to be made concerning the sale of your home, an experienced full time Realtor® is the best decision you can make.

The information listed above is the opinion of Deborah Burton of Deborah Burton Realty, LLC and are to be used as an informational tool only.