

Selling Mistakes to Avoid

Recently a couple came into my office and spoke to me about selling their house. As they asked me questions, I knew they had been misinformed about several aspects. As a real estate professional with years of experience, I shared with them the following mistakes to avoid.

- **Pricing Your Property Too High:** Of course every seller wants the most they can get for their house. The best way to do this is NOT to list your house too high. A listing price too high can cause some potential buyers to lose interest before they even see the property. As a result, overpriced properties tend to take longer to sell and then they end up being sold at the lower price.
- **Mistaking Refinance Appraisals for the Market Value:** Often, lenders estimate the value of your property to be higher than it actually is in order to encourage refinancing. The market value of your house could be lower. Your best bet is to ask your REALTOR® for the most recent information regarding house sales in your area. This will give you an up-to-date and factually accurate estimate of your property value.
- **Forgetting to “Showcase Your House”:** When selling your house, do not forget to make your house as pleasant as possible. Make necessary repairs. Clean. Make sure everything is in normal working order and looks presentable. A poorly kept house that is in need of repair will probably lower the selling price and will even turn away some buyers.
- **Trying to Sell to Non-qualified Buyers:** Your REALTOR® should be able to distinguish realistic buyers from lookers. REALTORS® should find out if a buyer has been pre-qualified by a professional lender, and whether or not certain criteria has to be met such as: does the buyer have to sell a house before they are able to purchase a house?
- **Not Knowing Your Rights & Responsibilities:** It is extremely important that you are well-informed of the details in your real estate contract. Real Estate contracts are legal and binding documents, and they can be complex and confusing. Not being aware of the terms of your contract could cost you hundreds or worse thousands of dollars for repairs and inspections. Know what you are responsible for before you sign the contract.
- **Limiting the Marketing and Advertising:** Your REALTOR® should employ a wide variety of marketing techniques. Your REALTOR®

should also be committed to selling your property; he or she should be available for all potential buyers. Most calls are received during normal business hours so make sure your REALTOR® is working on selling your home during the same hours.

If you would like to receive a “Room to Room Selling Check List” packet contact Deborah at dburton@dburtonrealty.com or 256-259-5800.

(This article is to be used as an informational tool only and does not guarantee the sale of your property.)