

5 PITFALLS OF SELLING YOUR PROPERTY

Proven mistakes most sellers do

AVOID PIRATES!

Not Hiring a Professional To Sell Your Home

Trying to sell your home by yourself is sheer madness, so it is hiring an unprofessional pirate working from the boot of their car. You need the expertise of a professional, home sellers who sell through a "cheap" unreliable self-entitled agent results in a longer process and end up selling for far less than homeowners who work with a professional agency.

THE RIGHT PRICE!

Mis-Pricing Your Home

Over-Pricing or under-pricing is a huge money-losing mistake. It's VERY critical to know your market and get familiar with the area you sell at to understand exactly what price tag your home needs.

EGO IS THE ENEMY!

Letting Your Ego Get In The Way When Negotiating

Too many sellers take negotiating personally and lose out on creating a win-win deal. Remember, this is a business transaction - perhaps the biggest one of your life. Take your ego out of the equation and put your head back into it.

PICTURES ARE KEY!

Using Lousy Photographies

More than 90% of all buyers start their home search online, so you'd better make sure you and your agent nail your home's close up. You won't ever get a second chance to make the perfect first impression.

EXCLUSIVITY!

Hiring tens of agencies to do the same work

Having several agencies advertising your property in the same portals, sometimes with contradictory prices and descriptions will not only reduce it's perceived value, but also make you look desperate, making the sale process longer and the sale price lower.

