

# REASONS WHY YOUR HOME MAY NOT SELL

*...even in a Seller's Market*

You've been told again and again that we're in the hottest seller's market in years. All the people around you seem to be selling their homes at ridiculous prices at the snap of a finger. But, it's not working out for you. That's going to change today, if you continue reading that is. Here are several pitfalls that explain why your home isn't selling in a seller's market.

## OVERCONFIDENCE

Forgetting the basics of home selling 101 will cost you in the grand scheme of things. Don't just list your home on Zillow or Trulia and call it a day. Work with an agent who takes the time to stage your home and take professional-level photos. Formulate a strategy and accept that your precious home might linger on the market for a couple of days. Even in a seller's market, it's a good idea to work with a licensed real estate agent to sell fast and properly.

## NOT PAMPERING YOUR HOME ENOUGH

Paying for home improvements that you won't even use – sounds like a waste, right? Let's think of it another way. By pampering your home with up-to-par appliances and improvements, you'll see a huge shift in attitude from potential buyers. Even in a seller's market, retail buyers still want to get the most value out of what they buy. If people perceive your pampered house as valuable, they'll want to reach out as soon as possible.

## PRICING YOUR HOME TOO HIGH

You might be thinking, duh, but hear us out. A seller's market means there's high demand and low supply. But that doesn't mean you can list your home at any amount. Do your best to research and analyze similar houses on the market. Then, plan accordingly to appropriately price your home or reach out to me for expert advice on how to price your home right.

## UNRESOLVED TITLE ISSUES

When we talk about "titles," we're referring to legal titles that show ownership. Title issues can misinform potential buyers which ends up spooking them. For instance, your title could communicate that a paid-off mortgage is yet to be paid off. Or conveyance without a recorded deed may also be wrongly communicated. If your home isn't selling, it's a good idea to contact your title company and work with them to fix anything.



Feeling a little overwhelmed?

A real estate agent can be your best friend.

If you're struggling to sell your home despite the seller's market – don't fret. There's no need to sell your house cheap. I can help you assess the situation so you can make the most informed decision.

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# FIND OUT HOW MUCH YOUR HOUSE IS WORTH IN TODAY'S MARKET.

If you're going to sell your house in the next 6-12 months, what you do right now to prepare for the sale could make a difference of thousands of dollars.

The first thing you'll need to know is how much your house is worth compared to other homes in today's market. It's easy to find out.

Now you can get a FREE list of homes for sale and sold in your neighborhood in the last 12 months

so you have a good idea of what homes like yours are selling for in your neighborhood.

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