

# 9 Common Mistakes

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When it comes to selling your home, there are nine common mistakes home sellers often make. I've listed them here so we can work together to avoid them!

## Unclear Motivation

Are you selling to upgrade to a larger home? Or are you selling to relocate, either your vacation or full-time residence? If you know why you're selling and how quickly you want to move, it will help us better target your initial list price.

## Not Preparing the Home for Sale

Dirty, disorganized and dark are not the words you want prospective buyers to use to describe your home. To properly prepare your home for sale, clear out the clutter and get the home into a nearly pristine state...and keep it that way! Make your home as light and bright as possible. If necessary, paint, wash windows and cut back overgrown landscape or have trees "trimmed up" to provide a sense of solid maintenance.

## Choosing the Wrong Broker

If you want to sell quickly, choose an aggressive agent who has demonstrated knowledge and expertise in the area, with whom you are able to develop a relationship built on trust. The most valuable agent is one who offers insight with honesty, in order to best serve your needs.

## Overpricing Your Home

In a balanced market, where there are roughly an equal number of buyers and homes for sale, it can take months to sell your home. Don't compound a weak market by overpricing; no one will even show up to take a look!

## Hanging Around During Showings

The last thing buyers want is to have the owner of the property watching their every move as they open your linen closets! We want buyers to feel free to share comments and make themselves "at home" – the best possible buying sign. So, make yourself scarce during showings.

## Trying to Sell a Smelly House

If you have pets or small children, if you smoke or cook with strong ingredients, your house probably has developed an odor that you don't notice. Unless you're willing to offer your home for sale at below-market pricing, you'll need to make some changes.

*Pam Fernandez*

"I am here to assist you before, during and after every transaction."