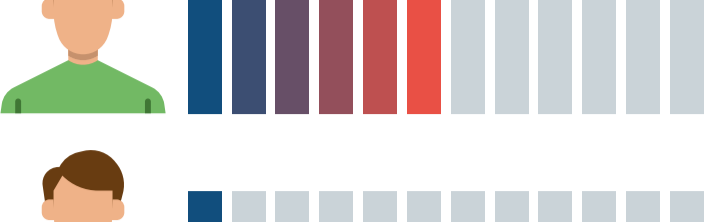


7 MISTAKES WHEN SELLING YOUR HOME

1 Sale by Owner

Did you know **you can sell your own home?** Yes, but **it can take up to 6+ months to sell.**



Why?

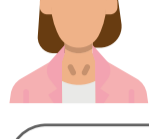
There are a lot of things you need to know about when selling a home:

- Marketing
- Open homes
- Buyer offers
- Sale negotiation
- Building reports, etc

To save yourself a 2-3% commission is it worth a **6-12 month sale process?** For me the answer is no, **get an expert in.**

2 Not marketing Online

Let's be honest, in this day in age everyone's best friend is **Google**



You want something? **Google.**



You want to go somewhere? **Google.**



You want a house? **Google.**



If your home does not come up on Google, it doesn't exist.

A lot of agents are now listing your home on Facebook and Instagram to get more exposure now too. These days you only need a digital marketing strategy for selling your home.

3 Not knowing which buyer to attract

There are many reasons to buy a home, so this means **there are many types of buyers.**

We can put them in 3 categories:



Do you know which one you want to sell your home to?

4 What does a real estate agent do?

An agent's sole purpose is **to find a buyer for your home.**



They do this with marketing, open homes, calling potential buyers, etc. Agents will also have contracts for local tradespeople and stylists for staging the home. They may suggest to you to put your personal effects away, declutter, clean and fix.

If you don't, it affects the sale price and how long the home is on the market for. This is up to you.

The Agent won't do it for you, sorry!



5 Present a show home



...and the #1 reason a buyer did not make an offer on a home is:



The home was dirty, untidy and they felt like a guest in someone else's home.

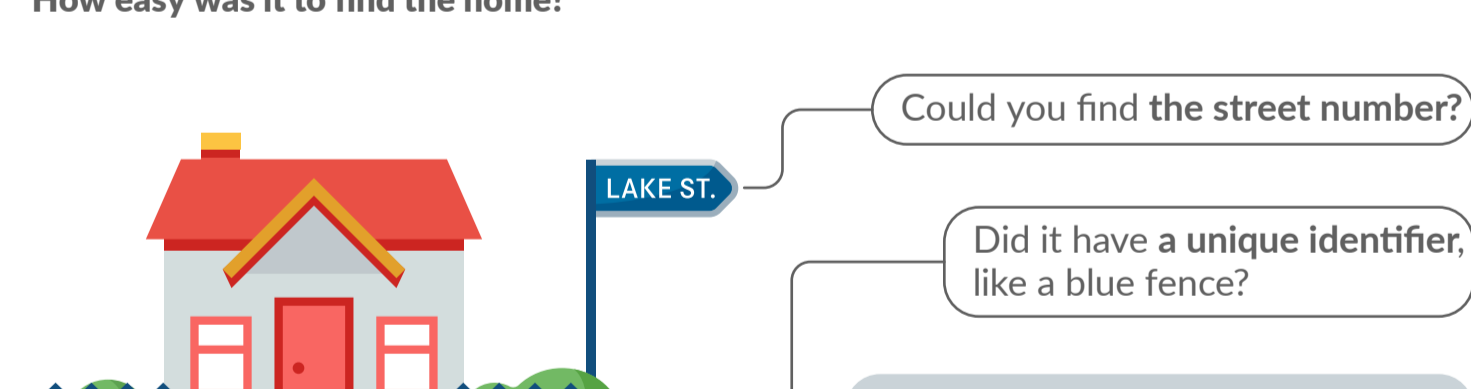


Buyers appreciate a professional clean inside and out. When you move out, you have to clean it anyway, so why not use the clean to help sell the home too.

****Survey results from 2019 still has the #1 reason to not make an offer was a dirty home**

6 No street appeal

Remember when you had to go to someone's home, and had never been there before? **How easy was it to find the home?**



... you need to create an inviting home right from the street. Why would someone want to come into your home?

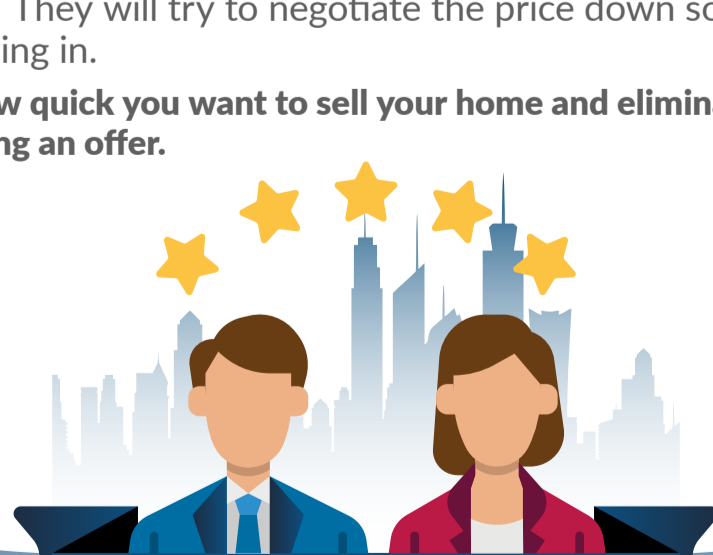
7 Present a low maintenance home

Our market research also told us...



... that a home that needs work, will change a buyer who will pay top dollar for your home into a bargain hunter. They will try to negotiate the price down so that they can renovate the home before moving in.

You need to decide how quick you want to sell your home and eliminate what would stop a buyer from not making an offer.



There are many other factors you need to consider when selling your home. **These are just the top 7.**

If you want to sell your home for top dollar and/or break the street sale price, **then you need to have a show home that will do it.**

Need some help?

1. Visit our website
2. Sign up for easy online training
3. Email us with the heading **"Get my home sold, now"**

