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## Five Critical Mistakes Often Made When Selling a Home

### Choosing the Wrong Representation

- The sale of your home could be the most important financial transaction you make. Choosing the right professional to represent you is critical.
- Choose a REALTOR® who knows the current market conditions, knows how to position your home effectively against the competition and understands your personal and financial goals.

### Incorrect Pricing

- Overpricing a home increases market time and could result in your home selling for under market value.
- Correct pricing is determined by knowing the current market conditions, the current competition and comparable properties that have recently sold.

### Less than Perfect Presentation of Your Home

- Showcase your home inside and out. You only get one chance to make a good first impression. If a buyer does not like what they see, they will not be back for a second look, much less an offer.
- Get a pre-sale home inspection so there are no surprises once an offer is received.

### Limiting Exposure to your Home

- When your home is on the market, you want to be sure everyone who is interested gets to see it. Taking advantage of every opportunity to show and promote your home will attract the most potential buyers.
- Make showings as easy as possible.
- Do not be at the home while it is being shown. Buyers are more at ease without the homeowners present.

### Selling Without a REALTOR®

- 85% of those who look at "For Sale by Owner" properties are just starting to look and are usually at least 6 to 9 months away from purchasing. Another 10% are not even in the price range which they are shopping. The ones who are ready, willing and able are savvy and will deduct realtor fees from their offer.
- Properties represented by a professional REALTOR® sell for 20% more than properties sold directly by owners. Effective negotiations require professional expertise.