

Seller Mistakes

When Listing Your Property

1 Pricing Your Home Too High

Your agent can research comparable sales in your area and advise you of the appropriate price range for your property.

2 Taking an Inflexible Position on Financing

Have your agent explain what financing options are available. Flexibility on financing terms may secure a better selling price.

3 Errors in Market Timing

Ask a real estate professional to determine whether the market cycle is poised to net you the most money.

4 Lack of Access for Property Showings

Lock boxes are a great way to make your home most accessible to agents for showing. Appointment only showings are the most restrictive. If your lifestyle is not compatible with frequent showings, your agent will help you determine a solution to suit your needs. Remember, the easier a home is to show, the better the odds are of getting the deal you want.

5 Not Utilizing Current Marketing Technology

Make sure your agent utilizes the latest technology, such as Internet sites that cater to homebuyers. In some areas, cable access advertising is popular. Others use 800-number interactive voice response systems. A good agent will know where you can get the best exposure.

6 Not "Staging" Your Property Correctly

Put some items in storage, create more light, play music or otherwise improve the ambience. Your agent can offer helpful advice to create the right first impression.

7 Pricing Your Property Too Low

A real estate agent will help ensure that no money is left on the table.

8 Believing that Selling Property Is Seasonal

Don't base selling decisions on the seasons. Property sells year round

