

## 12 “Don’ts” Every Home Seller Should Know

- 1. Don’t overprice your home. It will cost YOU money!
- 2. Don’t be surprised if the first offer on your property is the best offer you receive.
- 3. Don’t let your property sit on the market too long before making a significant change in price (or it will get stale)
- 4. Don’t think all real estate agents and companies are created equal...they are NOT. Find an agent/company with a great track record and proven home marketing system.
- 5. Don’t list with a real estate agent just because they charge the least or the most. Look for the best VALUE. Consider the company’s track record with sellers & buyers.
- 6. Don’t look just at the price the buyer offers. Analyze the total package including buyer qualifications, contingencies, closing dates, etc.
- 7. Don’t forget buyers will shop around looking for the best buy. You are in competition with other sellers for your buyer’s attention.
- 8. Don’t forget that if real estate agents don’t see your property as a good value, they will take their buyers elsewhere.
- 9. Don’t believe those who tell you newspaper ads sell homes. You need a COMPREHENSIVE marketing plan tailored to your property and your needs.
- 10. Don’t make it difficult for agents and buyers to see your home. Buyers want to look at their convenience.
- 11. Don’t overlook the value of MERCHANDISING your home...make it look its VERY BEST!
- 12. Don’t forget that you control the pricing of your home, how it looks and the overall marketing plan. But it is the BUYERS who control value. If buyers won’t pay your price, the house remains yours.

The above checklist is for informational purposes only & is not a substitute for legal, tax or other professional assistance.

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