

## 5 Common Mistakes Sellers Make When Selling Their Home.

Selling your home can be a very stressful, complex process. It's extremely important that you do your research and consult with a knowledgeable realtor. From pricing your home right to making sure it shows well, there are many things to consider in today's market when selling that will determine whether you have a quick, successful sale.

1. **PRICING YOUR HOME** The most common mistake among sellers is pricing too high. It's EXTREMELY important that you're realistic about what you price your home at to begin with. Have your realtor send you a list of homes that are currently listed and that have sold recently. While looking at your competition make sure you consider how many homes listed in your neighborhood are similar to yours. If your home is priced at the top of the market, buyers sometimes won't even consider looking at it because your neighbor has the same house for a better deal. You risk letting your home sit on the market for too long and having to reduce the price. Buyers will start to wonder what's wrong with your house.
2. **REJECTING OFFERS.** Sellers often assume that receiving a decent offer almost immediately after putting it on the market means buyers with higher offers are on their way. So you reject it, however this might not be a risk worth taking. You might not receive a more competitive offer than the first one, instead respond to the offer and negotiate. Once a house has offers, other buyers considering your home are pressured to submit theirs. Responding to offers and entering a negotiation also buys you time without immediately rejecting the first one, in the case that you do end up receiving a higher offer.
3. **PERSONALIZED HOME.** A personalized home is much harder to sell than a neutral one. When potential buyers see your home, they try to picture themselves living there. You do not want them to walk in and think "wow we would definitely have to paint over these turquoise walls" or "we will really have to replace these crazy light fixtures". It seems silly but cosmetic features are often deal breakers for buyers, so it's certainly a good idea to invest a little time and money in making your home neutral and likeable to everyone.
4. **LIGHTING.** Sellers often don't take having the correct lighting into consideration. I know, here in the desert we like to block out every beam of sunlight that comes through to keep our homes cool, however buyers don't like to walk into a dark house. Low lighting can hide important highlights of your home and this is the opposite of what you want when a potential buyer steps into your house. So, open up those shutters and make your home fresh, bright and inviting.
5. **HOVERING.** Do not hover and bombard buyers during showings! It's very uncomfortable and awkward for them. They want to be able to communicate freely and honestly with their agent and they certainly do not want to do that with the seller there. Let the possible buyers roam your house and picture living there in comfort.

These are just a few of the many circumstances to be aware of when selling your home. So before listing your home make sure you do your research and choose a knowledgeable realtor that can guide you through the in's and out's of a successful sale. It is my first priority to help you with a smooth, stress free transaction, while getting the most money for your home.

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\*Based on 2011 closed transactions. Source: CREA and RE/MAX.