

Sellers! Beware of Some Common Mistakes

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It's difficult enough to sell your home in a down market. Buyers rule right now and sellers must avoid some common mistakes when they want to sell:

- 1) When pricing your home, don't rely only on sold properties to arrive at your price. Look at the competitive listed properties in your neighborhood, also. You may even want to take a tour of some in your area to see how your home stacks up against the competition.
- 2) Choose your agent carefully. You want an agent who's well-versed in all types of marketing: print, online, and social networking sites.
- 3) Use high-resolution photos, and lots of them when marketing your home. The more the merrier.
- 4) When your home is being shown, try to be away from the house, if possible. And if you must be there, let the buyers and their agent have privacy to talk about issues or plusses about the home. And don't engage in conversation with them, unless it's to talk about the beautiful day. Don't ever say anything that could come back to bite you.

Remember, it's a tough market, and you need all the help you can get, so keep the above in mind, and let your agent help you with other do's and don'ts on marketing in your particular area.