



Common Mistakes Home Sellers Often Make

- Choosing an Agent based strictly on who suggests the highest list price
Ask to see a thorough current Market Evaluation
The market may not always be fair, but it's never wrong
- Choosing an Agent who offers the lowest marketing fee
Are they truly strong enough to negotiate your largest single investment?
- Selling the home in "as is" condition
You only get one opportunity to make a first impression
Present your home in top condition for those all important marketing photos
A home with obvious maintenance issues implies hidden defects
- Selecting the wrong listing price for the home
Qualified agents and buyers who know the market will not view your home
Homes priced too high usually help sell their neighbour's home
- Testing the marketplace for a month
Market conditions change from month to month
- Being inflexible with showings
Buyers may only be available certain days of the week or times of the day
Ensure your home is as accessible as possible
- Staying home during showings
Buyers need to feel comfortable and not rushed when viewing your home,
don't infringe on their sense of privacy
- Not taking the first offer seriously
Although your home may have been on the market for only a short time,
the buyer may have been looking for months
- Taking offence at a low initial offer
Not all buyers offer full price or come in with their best offer first
Buyers from some cultures thrive on negotiating
Consider every offer and respond with a realistic counter offer to spark negotiation