

# The Most Deadly Mistakes You Can Make When Selling Your House

When you're getting ready to put your property on the market, there are a myriad of things to think about, to prepare and to organize for. Here's a short list of some of the pitfalls to watch out for!

## Pricing Incorrectly

Every seller wants to realize as much money as possible when they sell their home. But a listing price that is too high often gets the seller less than a price that is at market value. If your house is not priced competitively, people looking in your price range will reject your house, and will not see it because it's priced over their heads. Overpricing usually increases time on the market, and that adds to the carrying cost. Ultimately, many overpriced properties sell below market values.

To help avoid this, I offer my experience and knowledge of the real estate market in your neighbourhood. I will prepare an accurate market analysis, free of charge, and then will personally consult with you to discuss my findings. With this free consultation, you will learn:

- Whether or not you should select an agent based on selling price.
- The difference between cost and selling price: this affects you if you have invested a lot of money in your home.
- What is meant by Market Value?
- How the Asking Price is set.
- Whether or not it is a good idea to "try it for a while" at a higher than Market Value price.
- Plus many other insider secrets!

Once you learn these principles, you will know how to sell your house for the best price. Not only that, you'll know how to avoid paying too much for any house you buy for the rest of your life! Just call my office and ask for me to set up a time for your free personal consultation.

## **Failing to “Show Case” your home**

Buyers look for homes, not houses, and they buy the home in which they would like to live. Owners who fail to make necessary repairs, who don't spruce up the house inside and out, touch up the paint and landscaping, and keep it clean and neat, chase buyers away as rapidly as Realtors can bring them in.

*If you were selling a car, you would wash it, or may even detail it to get the highest possible price. Houses are no different. Take the time to go through my checklist “Preparing your home for Showings”. Call me for advice. My experience with buyers has taught me what buyers are looking for.*

## **Using the “Hard Sell” during showings**

Buying a house is an emotional decision. People like to “*try on*” a house to see if it is comfortable for them. It's difficult for them to do that if you follow them around pointing out every improvement that you have made. It may even have the opposite effect you want, by making them feel they are intruding on your private space, or by your mistakenly pointing out something this particular buyer would consider a negative. Resist the temptation to talk the entire time a buyer is there... let them discover things on their own. Try a tasteful sign posted on a door or wall to point out some hidden amenity that they might miss.

## **Mistaking Lookers for Buyers**

“For Sale by Owners” occasionally get more activity than houses listed with an agent. Realtors will only bring qualified buyers, and these may be fewer than if you opened your front door to anyone walking down your street, or calling on your ad. A qualified buyer is one who is ready, willing and able to buy your home. We find that most people who go looking at “For Sale by Owners” are just starting to think about moving. They may be good buyers, but they are several months away from being ready. They don't want to bother an agent yet, so they call the “**By Owner**” ads to get a feel for what is available. Many potential buyers may have a house to sell first, or may need to save money, or may have credit problems. When everything is in place, then they go looking for a Realtor.

## **Not Knowing Your Rights and Obligations**

Real estate law is extensive and complex. The contract for purchase and sale is a legally binding document. An improperly written contract can cause the sale to fall through or cost you thousands for repair, inspections and remedies, for items included or excluded in the offer. You must be certain which repairs and closing costs you are responsible for. You must know whether the property can legally be sold “as is”, and how deed restriction and local zoning will affect the transaction. If there are defects in your title or if your property is in conflict with

local restrictions you or your Realtor must remedy them or you might have to pay substantial damages.

Hiring a professional real estate company like Right at Home Realty to represent you can alleviate many of these concerns. We will take the time to discuss possible problems which may occur and will work to remedy those problems with little or no hassle to you.

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