

## 10 Reasons

### Why Your Home May Not Be Selling

#### 1. Are you charging too much?

The reality is your home is only worth what someone is willing to pay for it – no more, no less. Every house can sell; it just needs the right price. You may not want to lower the price of your home, which is understandable, but if you need to sell you may be better off lowering the price now to move it than wait months and end up lowering the price anyway. Cash in hand may be better than waiting and having the market go down further.

#### 2. How's your curb appeal?

Imagine your house isn't yours. Remove yourself emotionally. Now go across the street and look at that house that's being sold and ask yourself if the house looks appealing. How is the lawn? Is it green and weed-free? The hedges? Are they cut and neat? How's the paint job? Does it need touching up? Is it weathered and cracked? Does the overall layout of the look of the house make sense? How is the lighting? Look around your neighborhood at houses you love. Go look at some houses that just sold too for good measure. What do they look like? What about them appeals to you? Is that how your house is?

Curb appeal is something that you may be able to spruce up inexpensively and the return could mean selling your house! A good landscaper may be able to suggest a few *inexpensive* touches that could make your house look much better.

#### 3. Is the inside of your home cluttered?

If you are serious about selling your home, do what you can to open it up inside and out. Get rid of as much as you can. All of those knick-knacks you have on the shelves are visual clutter for the potential buyer. Your amazing furniture doesn't allow a buyer to see the layout as *they need to see it*. Go through each room, cabinet and closet and edit, edit, and edit some more. It helps to live like a minimalist when selling your home. If you have to put things in storage then so be it. Make sure your clutter isn't costing you a sale. Open up the place and keep only the bare essentials.

#### 4. Have you had your home professionally cleaned?

Be honest with yourself – is your house clean? Really? Are the appliances clean (I'm talking about your oven and refrigerator shelves)? Is the bathroom spotless? Even in the corners? How about the kitchen? What's in the kitchen sink or the dishwasher? Is there laundry visible *anywhere*?

I know it's hard keeping up with all of the household tasks as it is, but when you are selling a house you *really* have to work to keep things clean. Your house may be awesome but if it's in any way a mess then a potential buyer won't see the awesomeness, they will see the dirty toilet and cobwebbed corners. It is wise to hire a professional cleaning service to scrub your home from top to bottom. A few hundred dollars to sell a house is well-worth it.

#### 5. Could a potential buyer see themselves living in the home?

Your house is full of stuff that is yours. When a buyer visits your home, they want to see it as *their* home. You need a buyer to be able to imagine the place as theirs. You want them to walk around and think about where they will put *their* vacation pictures and mug collection. I know you love your family, but all of your pictures hanging up makes the homebuyer think of you – no good. De-personalize the house as much as possible. Think about what a furniture catalog looks like. Those catalogs are set up in a way that anyone who opens them imagines their life in that room they are looking at. That's what you need to aim for.

#### 6. Are you present when buyers visit?

There's a tendency, when showing a home, for the seller to follow the potential buyer around the house and tell them everything that's great about the place as well as be there to answer any questions. ***Don't do that!!*** That's what the agent's job is. Following the buyer around makes the buyer nervous and they don't get to really look around. They feel rushed, watched, and they can't speak to their family about what they like or hate about the place. When you follow a buyer around you might also be hurting yourself by appearing too eager. Or you might accidentally let out a piece of information that sours the buyer on the house. Give people space to talk about what they like or don't like about the house. Who cares what they say as long as they want to buy it, right?

## **7. Is your agent working diligently to market your home onsite, online, and through the media?**

This one hurts. You hire a real estate agent and you expect them to bust their hump for you and get your house sold. After all, they are getting a commission, right? But not all real estate agents are created equal. Some look to get your listing and hope it sells itself. At Carpenter, we joke that is our competitor's 3 P Marketing Plan: Put a sign in the yard, Put it in the BLC, and Pray it sells! Or perhaps your agent has so many other listings that they can't devote enough time to you. My advice is: Get on the agent's case!! Stay in touch with them and find out what they are doing to move your home. They should be giving you a weekly update on what they have done to get your home sold. Did they hold any Open Houses? How many showings were scheduled this week? Did they bring the agents from their office through the home for a tour? Have they held a Broker's Open? Have they publicized the home in the local newspaper? On how many websites has your home appeared? Make sure your real estate agent is working for you. If not, find a new agent who will.

## **8. Does your home need repair?**

If your place needs work, that's one thing. Every house has its warts. But if there are big problems with your house then you have to understand that will be reflected in the price someone will pay. The problems may not even be major. If the paint job is dull and dirty, a white-wash can do wonders to make the house more attractive and the cost is relatively low.

If you are still doing some major work (or even minor) on the house you have to understand that doesn't look good to a buyer. They are looking at a house that is incomplete in some way. Even if the work sounds like it will be great when completed, they can't be sure it will turn out well. Buyers will also have concerns if YOU are the one doing all the repairs. A buyer wants to know any work is professionally done and up to code. Ideally, all repairs, big or small, should be done prior to putting your house on the market. Go pro, with documentation, or understand that buyers may question the professionalism and quality of the work, and the work may cause issues upon inspection.

## 9. Is your home description accurate?

Being “colorful” or “taking some liberties” in your description is probably something most house listings do, but don’t call your house “mint condition” if it’s far from it. If there is serious work that needs to be done then you have more than a “fixer-upper.”

Here’s the deal, all houses have their warts (trust me, they do). And we all want our house to sell. But when you lie in your description it ticks off the potential buyer. You lose all trust and you waste their time. When a buyer sees a house where the description is way off they ask themselves “what else is hidden and wrong here?” They are going to think the house is much worse than what they see.

## 10. Does your home appeal to the masses or is it “uniquely” you?

I don’t begrudge you having tastes that are out of the norm. There’s nothing wrong with that – until you want to sell your house! If your tastes are more eclectic than most people’s then you may be limiting the audience that you can sell to. Heck, your interior may be genius in some circles but for other people it may mean doing a lot of painting and renovation.

Take a look at your house like it isn’t yours. If you can’t do that, find a friend that will give you an honest opinion. Ask friends and family if they know someone in real estate that will give you an impartial opinion. You have to put yourself in the mind of the buyer and of an appraiser. What would your house appraise at, in comparison with homes around you? Is it above average in the neighborhood or does it look worse than most? What about your home might appeal to the masses? Highlight those things to the best of your ability.

***Finally, if you can’t figure out why your house isn’t selling, call me. Together we will go through this list and develop a plan to get your home sold quickly.***