

Parker's Selling Team

105 E Pennsylvania Ave Southern Pines, NC 28387

How to Avoid the Top 10 Selling Mistakes!

1. **POOR CURB APPEAL:** Most buyers will drive by a home before scheduling an appointment. If your home looks attractive from the outside, it will invite more buyers to take the time to come inside. More showing equals a greater chance of a sale!
2. **POOR CONDITION:** A home in poor condition does not excite or motivate buyers. You don't want buyers to remember your home as the money pit or the one needing all that work. Having a home in good showing condition improves your chances of a top-dollar sale.
3. **DON'T OVER IMPROVE:** Get your home in good showing condition but approach it wisely. Some improvements will garner you more than the cost and others will not improve your saleability at all. An experienced agent can help you invest in your home.
4. **DARK OR DREARY HOMES DON'T SELL:** Buyers like updated homes that show well. Dark carpets, paint, cabinets and curtains make a home feel closed in. Go through your home and remove the clutter. Open the curtain and let the sunlight in. Remove odors.
5. **PRICING TOO HIGH:** It's no secret, price is everything! Your price will do more to discourage buyers than anything else. They won't even pull up the home to drive-by, much less make an appointment. When you overprice, you put your home in competition with newer and larger homes. Don't help others sell their home by making them look good!
6. **BE FINACABLE:** Homes that need structural updating are often hard if not impossible to get financed. Appraisals can be affected. Bottom line, make sure you can sell!
7. **GET GOOD ADVICE AND MARKET EXPOSURE:** Hiring a professional agent who can assist you in pricing, staging, repairs etc. is very important. Not all agents are created equal. Make sure you are working with someone with the skills and background that you need.
8. **DON'T BE PRESENT DURING SHOWINGS:** Go for a drive, a walk, or run errands. Just don't be at home. Buyers will not get the chance to see it as "their" home if they can only see it as "your" home!
9. **LET YOUR AGENT DO THE NEGOTIATING;** If there is ever a good reason to have a veteran agent working for you. A good experienced negotiator can mean thousands of dollars to you.
10. **ACT FAST WITH OFFERS:** When you get an offer, act fast. Acting while the buyers are excited and committed is in everyone's best interest and your best chance at a better selling price and terms.

I "MATCH" Buyers and Sellers!



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