



# The 5 Reasons Homes Don't Sell

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Most people believe there are lots of reasons why a home doesn't sell. However, there are actually only five. If you address these five common mistakes, then you will never have a problem getting your home sold.



Question  
Discussion  
Information  
Document

## #1 OVER PRICING AND SPECULATING

We all wish we could ask whatever we wanted for our homes, but unfortunately price is set by comparable properties and market conditions. If you are priced above either of these, then your home will sit for a long time.

Looking at the price of homes currently listed for sale in your neighborhood only tells part of the story. You must research how much homes are actually selling for, and price your home accordingly. Your home will only sell for what buyers are willing to pay for it.

## #2 EXPOSURE

Even a well priced property can't sell, if no one knows about it. If you are not marketing your home where the buyers are looking, then you will not sell it. The greater the percentage of your target market that sees your home, the better chance you have of

selling.

More and more, people are using the Internet as their primary source of research. Be sure your home is easy to find in the most common places that people look.

## #3 POOR MARKETING

You have to make buyers WANT to look at your home. If your marketing makes your property look like every other listing, then you are simply "rolling the dice" and hoping for the best. Is your marketing truly compelling?

A great question to ask is... Why should someone buy my home, versus any other home in the neighborhood or city? If you don't believe that you have a compelling reason, then the buyer won't either.

## #4 PRESENTATION

So now you've got someone to look at your home, but it's a mess, smells bad, or simply shows poorly. If a

buyer doesn't feel comfortable in your home, you can forget about the sale.

If you can, don't be around during showings, keep the house clean, and do some research on staging your home for selling. A small investment can make, or save you thousands.

## #5

### LACK OF BUYER CONFIDENCE

Purchases fall through every day, because sellers cannot confidently answer the buyer's questions, provide accurate paperwork, or verify important details. If you are not organized before you sell, then you may watch all of your hard work go to waste, as a potential buyer walks away due to a lack of confidence.

## #6

### DO YOUR HOMEWORK

You need to be very realistic with your goals when you are selling and you must do your homework. As the marketplace changes, so must your strategy. Too many people spend thousands of dollars, hours of their time (not to mention stress) and miss the best opportunities to sell because they don't have the proper information to make a sale possible.

**“Get the advice of experts when you can.”**

Gather all of the information that you need and get the advice of experts when you can. At the end of the day, hiring a professional to ensure your sale is handled properly may be one of the best investments you can make.