

HOW TO AVOID 10 CRITICAL MISTAKES THAT COULD COST YOU THOUSANDS OF DOLLARS

(or... How To Sell Your Home At The Highest Possible Price)

Making a mistake in selling a home can cost you hundreds or thousands of dollars in lost profit. Often home sellers make the same mistakes over and over. Avoiding these mistakes is easy and takes little time and effort on your part. Take the time with your home sale and follow the guidelines in this report.

1. UNDER PRICING YOUR HOME

Do you know that many agents and sellers only consider sold data when pricing a home? This means that you will not take advantage of an appreciating market. Pricing the home right means getting it sold for top dollar within your time frame.

2. DISTRESS SELLING

At times having to sell quickly is unavoidable. That's when knowing the right techniques to sell your home, without looking desperate and making yourself a target for low bidders, really pays off. Be sure you know all there is to know about your market before listing and work hand in hand with your agent.

3. THINKING YOUR HOME IS THE BEST IN THE NEIGHBORHOOD

Your home is one of your most personal possessions. Don't be blind to flaws and needed cosmetic improvements. This will cause overvaluing of the home, hurting its chances to be sold. Listing with an agent who knows the market gives you a well-informed third eye that will help you price your home at a fair market price.

4. ALLOWING ONLY LIMITED HOME VIEWING

Buyers want to view a home on their own time schedule. Unfortunately their time schedule does not always coincide with *your* time schedule. Have a lockbox and key with your agent so your home can be shown when you are not around.

5. MAKING EMOTIONAL DECISIONS

Don't allow a few hundred dollars that will mean very little to you in the long run ruin a sale. Take a look at the big picture and react rationally. Use sound business judgment!

6. NOT MAKING COSMETIC IMPROVEMENTS

Prospects make up their minds within the first ten minutes. First impressions can make all the difference in selling your home. Spending \$1,200 on new carpet might add another \$4,000 to the price of your home. Get an objective point of view from your agent. He or she can provide you with a list of items that will maximize the profitability of your home sale.

7. NOT DISCLOSING PROPERTY FLAWS

Property disclosure laws require sellers to list any flaws. If you are unaware of flaws or worse, attempt to cover them up, you risk losing the sale and finding yourself in court. Get professional assistance from home inspectors and others and ensure the smooth sale of your home.



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8. GOING "FOR SALE BY OWNER"

Most homeowners who decide to sell their own home do so because they believe they can save the commission paid to the real estate agent. Everything has a price, and selling a home carries a high one. The enormous amount of time and effort required to sell a home often surprises the For Sale By Owner. Furthermore, many costly mistakes can be avoided with the right guidance.

9. ACCEPTING A LONG-TERM LISTING AGREEMENT WITHOUT AN ESCAPE CLAUSE

A listing agreement is a contract and the terms are binding on both broker and client. We advise home sellers to never accept a long-term listing agreement without a clause allowing unilateral withdrawal for lack of performance. There is a lot more to selling a home than just putting a sign on the lawn, an ad in the paper, holding an open house, and waiting for buyers to come. Unfortunately, that's the norm in the industry, not the exception. And if your broker is not producing results, you should have every right to withdraw from the agreement and find another broker who will.

10. CHOOSING A REALTOR BASED ON PERSONAL RELATIONSHIPS

Home sellers often pick a friend or family member as their agent. Choose an agent with a strong track record and aggressive marketing plan. Scott knows this market well and can generate many buyers. Selling your home is one of the most important decisions you'll ever make! Base it on good, sound business sense and the rewards will add up.

We sincerely hope these tips and ideas are of value to you. If there is any way we can be of service, please e-mail Scott Lyle or call at 760-778-6200 for a *FREE, no-obligation* consultation.



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