

Tips for Selling

Why hasn't my house sold?

Here are a few reasons and remedies



Reason

Remedy

Overpriced	New market analysis, lower price
Price reductions too little, too late	New market analysis, significantly lower price below the next price break or two
New competition since property listed	New market analysis, lower price, offer incentives
Builder competition	New market analysis, offer upgrades competitive with builder
Difficult to show, not readily accessible	Use lockbox and readjust showing hours if necessary
Glutted or slow market	Adjust pricing and offer incentives
Property has become shopworn	Add new photos, offer incentive, inform area REALTORS®
Many showings but no offers	Reduce price
Offers forthcoming but not consummated	Re-examine counters and adjust to offers
Condition (maintenance problems)	Freshen up and review ways to improve
Condition (major problems)	Rehab as necessary—new carpet, paint
Cosmetic allowances have not enticed offer	Rehab as necessary—remove allowance
Location not desirable	Compensate with price adjustment
Showcased poorly in MLS	Change remarks and photos
REALTORS® not showing property	Create a direct link to property and an e-mail target list, new market analysis, and adjust price if necessary
Pets (odor, soil, and intimidation)	Deodorize carpet, cage pets when not home
Neighbors or neighborhood	Counsel with neighbors regarding interference and condition of their properties
External influence (new highway, etc.)	Adjust price, gather accurate data, and prepare fact sheets



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