

Pitfall #10: Over Improving

While it's important to invest a little time and money in preparing your house for market, don't go overboard. Be conservative when replacing high dollar items such as countertops or flooring, and only make improvements that are absolutely necessary. Keep in mind that you will not recoup all of the cost. Follow the standard set by homes in your area. If all comparable homes have granite, then it may be necessary. But if laminate countertops are widely acceptable, choose those instead. Rather than overhaul an entire room, update minor elements such as lighting fixtures, faucets, and cabinet hardware. Subtle changes can make a big difference to a room, with little impact on your wallet.




**BECAUSE WE'VE
BEEN DOWN THIS
ROAD BEFORE,
we know *all* the pitfalls and
bumps.
If you have any questions,
please give us a call.**


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Selling Your Home?



Avoid These Top 10 Seller Pitfalls

Top 10 Seller Pitfalls *and How You Can Avoid Them*

Selling your home can be an intimidating prospect, especially when you see other houses in your area sitting on the market. But there's good news- by sidestepping the 10 major pitfalls of home sellers, you can avoid being one of those "languishing listings," stand out from the competition, and command the price you deserve!

Pitfall #1: Mispricing

Choosing the right price is key to a quick sale. If a home's asking price is more than 5% over that of comparable properties in the area, a buyer will pass it by. An inflated price tag tells buyers that a seller is inexperienced or unreasonable. Most buyers shop within a firm budget, often set by their lender. Overpricing excludes these buyers as they will assume your home is out of their reach. By listing at a fair price from the start, you'll set realistic expectations and attract a broader market.

Pitfall #2: Curb *Un-Appeal*

Don't let your home's first impression be a buyer's last. Buyers judge a house immediately by its exterior. If they don't like what they see on the outside, they won't be interested in viewing the inside. Pep up your property with a tidy lawn and garden, clean walkways, flowers, and tasteful seasonal décor. Pique a buyer's interest with a well lit, inviting entrance and they'll be eager to see what's inside!

Pitfall #3: Cluttered Cave

Dark and cluttered rooms are an instant buyer turn off. Draw focus to the selling features of the home with neutral colors, lots of natural light and clean surfaces. Money spent on painting and replacing dingy carpet will never be in vain. Air out your rooms and clean your windows to allow more light in. Pack away figurines, pictures and knickknacks. Rooms should be open, airy, and simply decorated to offer maximum appeal.

Remember that closets and cabinets will be inspected. Keep them tidy and free from surprises! Clear and store all garage contents. The empty space will make it feel larger. Buyers want to see a clean garage that fits two cars and displays a few basic tools.



Pitfall #4: Selling As-Is

Listing a home as-is with no repairs or upgrades will undercut your profit, as few buyers are interested in starting from someone else's scratch. Those that are interested are often bargain hunters with unreasonable expectations. As-is listings may also exclude a large portion of the market that are financing with low down payment mortgages and first-time homebuyer programs, which often carry strict terms on property condition and repairs.

Pitfall #5 Feeling Dirty

A dirty home is hard to look at objectively. It gives the impression of being badly cared for, which will make potential buyers wonder what else has been neglected. People judge the cleanliness of a home by the wet rooms so ensure all toilets are clean and fresh towels are displayed. Inspect the walls, cabinets, and floors around your toilet area for unsightly splatters. Polish door handles and light switches and don't overlook the doors themselves. Clean off fingerprints, spills, and smudges. Give extra grimy doors a new coat of paint.

Make sure your kitchen sparkles. Clean your oven and run a cleaning agent through an empty dishwashing cycle. Remove items from the countertops and tidy your cupboards to show off their spaciousness (even if this means putting some items in storage). Bake a frozen pie and brew a pot of coffee before a scheduled showing to fill the home with an inviting aroma.

Pitfall #6: No Incentives or Concessions

Every buyer wants to feel they've gotten a good deal. Consider offering paint or carpet allowances, paid closing costs, appliances or other tempting incentives. Avoid being inflexible with financing terms as this will keep many buyers at bay. Openly welcome FHA and VA buyers, and, for a real competitive edge, consider offering seller financing.



Pitfall #7 Poor Photographs

Marketing your property is very important. Your house may be the best on the market, but if you cannot convince anyone to view it, you won't sell it. When listing your house online or in the paper, always provide quality photographs that showcase your home's winning features. Take a picture of the front of your home when the lighting is at its best (no shadows). Crop the photos so that no cars, curbs or neighboring houses are visible.

When possible, offer pictures of the inside, showing the kitchen, master bedroom and living room. Stage rooms before photographing, and make sure pictures are free of people or animals.

Pitfall #8: No Property Flyers

Never miss an opportunity to appeal to a buyer. Flyers are an effective marketing tool because most buyers prefer to get a glimpse of a home before contacting the seller. Create simple flyers that offer photos and basic property specs. Place them in a brochure box attached to the *for sale* sign and display a few on the kitchen counter. Provide additional information on major property features such as a new pool, a steam room, energy efficient windows, et cetera. Such reports help illustrate value to the potential buyer and send a message that the home has been well run and cared for.

Pitfall #9: Lurking

Always leave before the buyers arrive for a showing. You want buyers to be able visualize themselves living in the home. This is difficult to do when the homeowner meets them at the door. Avoid the temptation to lurk- just leave. Buyers will be more comfortable looking in closets and cabinets and openly discussing the strengths and weaknesses of the home. If you are selling the house yourself, let them know they are free to open doors, then give them plenty of space as they tour the rooms.

