

This time around...

Partner with an agent that has proven experience in your area. Be wary of agents that don't return your calls or promise you the moon.

Ask an agent to come view your home and give their honest assessment about why it did not sell. Once you have chosen an agent, trust their experience. Commit to the process, take their advice and make showings a priority by always being prepared. Even the best agents will have trouble moving a listing when a seller is uncooperative.

Was the home well marketed?

Were property flyers made available for drive-by shoppers? Was the home listed in the paper and on major real estate websites? Were your neighbors involved?

This time around...

Make sure that your agent offers professional property flyers in a box attached to the sign that compel drive-by buyers to schedule a viewing. Provide your agent with a copy of your recent appraisal, a copy of a favorable inspection (if one has been done), and any literature on selling features such as energy efficient windows.

Create, or ask your agent to create, a sales packet that includes all these things as well as

flattering pictures of the interior and exterior and a well-written property description that motivates buyers.

Enlist the help of your neighbors by sending them a note informing them of your listing, improvements that have been made and your new asking price. Include a flyer or two and invite them to pass them on to friends they would like to have as neighbors. Remember that it is also in their best interest for your home to sell quickly and for top dollar!

Be comforted by the knowledge that the right buyer is out there looking for a home like yours! So dust yourself off, change tack, and, together with your agent, get your house sold!

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EXPIRED LISTING



WHY YOUR HOME DIDN'T SELL

AND HOW TO MAKE SURE IT DOES THIS TIME AROUND!

Why Your Home Didn't Sell

and How to Make Sure It Does This Time Around!

It's disheartening and frustrating when you've endured the full term of your listing agreement with no sale. "What's wrong with my house?" you may be asking. "Don't people see how great it is?" The answer is often hidden in the details.

Was the home well priced?

How did you arrive at your asking price? Was it competitive with comparable listings in your immediate neighborhood?

Experience shows that if a home is more than 5 percent above the asking price of competing listings, most buyers won't even consider it!

This time around...

Have the property appraised by a licensed and respected appraiser that specializes in your neighborhood and knows the market well.

Not only will an appraisal confirm the accurate value of your home, but an appraiser can suggest inexpensive improvements that will bring your house up to neighborhood standards and give your property value a boost.

Best of all, appraisals justify the price to potential buyers and illustrate the home's

valuable features. They are a compelling sales tool that can be included in the marketing packet.

Was the home prepared for showing?

How did your home's interior compare to that of the competition? Did you showcase winning features or were buyers distracted by dirty carpet and outdated décor? If you have pets, were they present during showings?

Because the buying process is emotional, value must be perceived. You may have a structural sound home with updated appliances and energy efficient windows, but the buyer judges value by the things they see such as granite countertops and new flooring.

This time around...

Before re-listing, make some budget-friendly improvements that add a wow factor to the exterior and interior of your home.

- New front door
- Fresh paint inside and out
- Clean and green lawn and potted flowers
- Updated lighting fixtures
- New cabinet hardware

- New or professionally cleaned carpets

Consider inviting trusted friends and family members for a test open house. Ask them to tour the home as buyers and make honest notes of its strengths and weaknesses. Openly consider each note.

Go through each room and de-clutter with reckless abandon. Put décor items family pictures in storage so that rooms are simple and tidy. Scale down furniture, storing large pieces. Rearrange main pieces around the focal point in each room, such as the fireplace in the living room or the bed in bedrooms. Take your dining room table down to its smallest size to open up the room. Let in plenty of natural light.

Did you have a trusted partner in your listing agent?

Do you feel that your agent took the time to understand your specific needs? Did they scout competing homes on the market and make realistic suggestions to bring your home up to market standard? Did they stick with you throughout the process, regularly assessing your home's activity and re-evaluating the sales strategy? Or do you feel they lost interest when the house didn't sell right away?

