



Four Reasons Your House Isn't Selling...

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If you are already working with an agent, this is not meant as a solicitation for that business.

If you're trying to sell your home but people pass it by, then it's time to face facts. It's highly likely that one or more of the following four factors is to blame:

It's simply priced too high.

Sorry to burst your bubble, but the truth is that the current market simply may not support the value you believe your house has. Real estate, just like the stock market, is based on supply and demand. Houses sell for more money when there are more buyers in the marketplace. Three years ago, we had many more buyers than we do now—so prices across the board have gone down. Unfortunately, this may be affecting the price you can get for your home.

Ask your agent to show you the market statistics for your area. Look at prices where they are now as opposed to five years ago. Armed with this knowledge, you may see that you need to adjust your price downward to match the current market.

You're not making it easy enough for buyers to get in.

Perhaps you have restrictions on showing your property. These could include restrictions on the times agents can show, too much notice required for an agent to show, or a demand that both the listing and showing agents be present for all showings. Or perhaps you won't allow your agent to hold open houses.

If you make it difficult – or even *inconvenient* – for potential buyers to see your home, then they might go see another home that's available that moment and completely miss out on your home as a result. You have a product to sell. Make it easy for people to see it.

Your house has no curb appeal.

Like a marquee over a theater, your yard is what gets people to notice your home when driving by. If your lawn isn't cut or if you have weeds growing wildly between your flowers, buyers will assume the inside is similarly maintained.

First impressions count. Walk outside and ask yourself what might be sending people away. Then, figure out what you could do to make your exterior more enticing and inviting.

There's something wrong on the inside.


Often, sellers are unaware of interior problems that turn off potential buyers just for the very fact that they live in the house. When you are exposed to something every day, you tend to not notice things that an outsider picks up on immediately.

An example is odor. Pets, smoke, mildew, and food all create smells that many find offensive. You may not notice them. Don't be offended if your agent suggests that you purify the air in your house. It's not a reflection on you—it's just practical home selling.

Perhaps you have a lot of furniture. This creates a closed-in feeling that is not helpful when selling a home. The rule is *less is more*.

Here's the great thing about all these issues: every one of them is something you can identify and correct! So keep these factors in mind. One or more of them may be the reason that nobody has made an offer on your home yet.

Want more ideas to speed up the sale of your home? Just give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. I know how to get your home sold *fast*.

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Excelling in the Impossible[®]