

**An easy way
to help
make money
when selling your
home...**

Ten Biggest Mistakes Sellers Make:

1. De-clutter your home
2. Hide your pets
3. Be scarce yourself
4. Don't discount the first offer
5. Always negotiate
6. Out with the old
7. Remember curb appeal
8. Depersonalize your home
9. Aim for light and bright
10. Fix anything that's broken



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Ten Biggest Mistakes Sellers Make When Selling Their Home

1 De-clutter your home

Get Rid of as much clutter as possible. Stuffed closets, extraneous furniture, exercise equipment in the living quarters, crowded countertops, overflowing cabinets, and endless knickknacks make homes seem smaller than they are. Consider putting some things in storage.

2 Hide your pets

Hide all evidence that you own animals. Just because your potential buyer loves his own pets doesn't mean he wants a house that reeks of yours. Get rid of pet stains and odors (pay a professional if you have to) and send the four-legged family members to a neighbor's house when you show your home.

3 Be scarce yourself

And, while you are at it, make yourself scarce during home showings. You know how you feel about those annoying salespeople who follow you around the store, making you uncomfortable? That's how potential home buyers will feel about you.

4 Don't discount the first offer

Think carefully before you reject the first offer on your home; studies show it is usually the highest bid you get. And the longer you hold out for a better offer, the lower your chances are of getting it, because people start to think that something must be wrong with a house that's been on the market for so long.

5 Always negotiate

Don't take lowball offers personally, or you will lose a lot of potential buyers. Instead of viewing them as insults, look at them as starting points for negotiation.

To attract the most buyers, list your home a few thousand dollars below a major round number. If you're hoping to get about \$200,000, for example, list it as \$199,000, not \$205,000. You don't want to miss out on buyers who have \$200,000 as their cutoff point.

6 Out with the old

Toss or change anything that makes your home look tired – worn carpeting, old throw rugs, dirty light switch covers. Give every room a fresh coat of paint in a neutral color. Don't let cost deter you; this is truly a case where you have got to spend money to make money.

7 Remember curb appeal

Don't discount the importance of a good first impression from the street. Trim hedges, reseed the lawn, plant some flowers, wash the windows, scrape and repaint the front door and windowsills, and put some oversized potted plants at the entrance.

8 Depersonalize your home

Rid your home of all your treasured personal touches – family photos, the kids' artwork on the fridge, religious artifacts, bowling trophies, your ceramic pig collection, and the shrine to Elvis. They will only make it more difficult for potential buyers to imagine themselves in your home.

9 Aim for light and bright

Because home buyers are nearly unanimously looking for a light, a bright house as opposed to a dark, dreary one will show better. Do what you can to make that happen. Ditch the heavy drapes, take down dark wallpaper, put in high-wattage light bulbs, and get rid of wood paneling.

10 Fix anything that's broken

Fix whatever is broken before you list your home. It is almost always cheaper to do it yourself than to let the buyer use it to bring down the price.