

Tips for Home Sellers

Top 10 Sins of Selling



1. Not hiring a professional to sell your house

Trying to sell your home by yourself is sheer madness. You need the expertise of a professional. Home sellers who do it themselves often end up selling for far less.



2. Neglecting necessary repairs prior to sale

You will lose money if you don't take care of repairs before the house goes on the market.



3. Refusing to remove your clutter and junk prior to the sale

Clutter eats equity and kills deals.



4. Selling your house empty

Selling an empty house makes buyers feel the same way—empty. Be sure you “dress” your house for sale. If you need help, talk to your agent about options for staging.



5. Mis-pricing your home

Over-pricing or under-pricing your house is a huge money-losing mistake. Be sure to ask your agent to guide and explain “the right price.” It's about more than your gut feeling and needs.



6. Not setting the stage for sale day

You must create a showplace for your buyers on sale day. Buyers purchase with their hearts and not their heads. Remember that when you're staging and helping prepare for your open houses.



7. Letting your ego get in the way when negotiating

Too many sellers take negotiating personally and lose out on creating a win-win deal.



8. Neglecting to complete a full set of disclosures prior to closing

I've watched too many home sellers pay out big bucks because they didn't “reveal it all.” Ask your agent to be sure you're telling all you need to tell.



9. The sale for maximum tax benefits

Even one day mis-timed can cost you tens of thousands in extra taxes. Don't be left a day late and many dollars short. Learn your taxes and timing issues from your agent, the local market expert.



10. Overlooking junk fees and extra expenses at closing

Home sellers throw thousands away by not requesting and confirming a list of fees and expenses long before closing day. Make sure you ask your agent which fees to pay and which ones you should refute.

Face it, you can't afford to lose money either through your neglect, indifference, or ignorance of the selling process. So make sure you sit down with your agent to address these issues and pave the way for the smoothest, quickest sale possible.



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