

Top 6 Reasons Why A House Won't Sell

Price it Right - Your home is overpriced. Your home should be priced at market value. For example, if you have a house that really should be priced at \$300 000 but you've got it listed at \$360 000 then you are trying to compete with homes that are really worth close to \$400,000 and all of a sudden your home cannot compete.

Curb Appeal - Your home does not show well. First and foremost, you need to look good from the outside. If the exterior is not inviting, then buyers may not even take the time to look inside. In addition, tired paint, dirty carpets, fixtures in need of repair inside gives a bad taste in the mouth of a prospective buyer. Lots of natural light, a fresh, clean aroma in the home is very appealing.

Location, location, location - Unfortunately it's not something you can do much about but it makes you work harder at accentuating your homes positive points.

Get a Great Agent - A good agent will advise you to list your home at market value, will screen qualified buyers, acts in your best interest and keeps you in the loop.

The Right Market - Obviously, try to sell in a "hot" market. In a "flat" seller's market, you're competing against vacant new construction or rentals.

Image is everything – Have the best photo you can manage in the MLS. A lot of research for home buying is now done over the internet. It's the first impression!

