

THE 3 BIGGEST MISTAKES TO AVOID WHEN SELLING

OK! I'm ready to sell my property, what should I be looking out for?

Three little mistakes:

- Challenging the Buyer into defending his position.
- Agreeing with the Buyer on weaknesses of your property.
- Becoming emotionally involved with your home and the Buyer's perception of it's value. "A house is a house is a house" Buyer's shop comparatively!

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The biggest mistake I see people make most often is to take on a project they are not prepared for. Here's the three most common mistakes:

- 1) Not knowing where the home fits into the local market. You need to determine if the price you are asking is on par with the value an "arm's length" Buyer will pay for what they will be getting. Generally people shop for a home just like they would a head of lettuce. Go to the grocery store and watch the shoppers. See how they choose which lettuce to buy.
- 2) Not having good communication/negotiation skills. Many people don't understand the three styles of communication



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tion and how each one can affect the outcome of a negotiation. If you have a Promoter style and the Buyer is an Analytical, how should you present your home?

- 3) Looking for any Buyer, not the right Buyer. The right Buyer is the person that will pay the most money for your property because

it suits them the most. How do you discover if this Buyer is the RIGHT one? Knowing the questions to ask is critical to avoiding looking like you are prying into someone's personal space. Get a good qualification speech made so that you know when you've got a good shot at an even better Buyer.

What could it cost me if I make any of these mistakes?

Firstly it's hard to quantify just how much a Seller could leave on the table. Maybe a Buyer walks completely away from a deal that really could have easily flown but didn't. This means more time, energy, money, payments, people

coming and going through your home at all hours, missed appointments for people that don't show up and a lot of frustration. That's usually the time when Sellers give in and take the next offer that comes their way. That's the

prime time when it costs you the most. Patience is a virtue I'm told but why sit in the dentist's chair any longer than you have to?! If you are going to do all this work, it should benefit your bottom line! Don't give up! There is help available!