

**7 MISTAKES
PEOPLE MAKE
WHEN SELLING A
PROPERTY**

01

Mistake #1: Pricing is too high or too low. One of the most critical steps when selling your property is to set the right price. Pricing too high may result in your property staying on the market for too long, while pricing too low could result in losing money. To avoid this mistake, it's crucial to work with an experienced agent who can help you determine the right price for your property based on the current market trends and comparable properties in the area.

02

Mistake #2: Choosing an agent who is not an expert in the area or often unavailable. The real estate industry is incredibly competitive, and choosing the right agent is essential. An experienced and knowledgeable agent can guide you through the process and ensure that you receive quality service. They should have a deep understanding of the local market, including pricing trends, popular amenities, and community factors. Additionally, they should be available and responsive, answering any questions or concerns you may have in a timely manner.

03

Mistake #3: Poor quality pictures. In today's digital age, photos are one of the most important tools in marketing your property. Poor quality pictures can turn potential buyers away, resulting in less interest and fewer offers. To avoid this mistake, work with an experienced agent who knows how to take high-quality photos or a professional photographer who can showcase your property's best features.

04

Mistake #4: Reducing commission to the buyer's agent. As a seller, it may be tempting to try to save money by reducing the commission paid to the buyer's agent. However, this can result in fewer agents showing your property, as they may be more inclined to show properties with higher commission structures. It's important to work with your agent to understand the commission structure and ensure that it's competitive in the current market.

05

Mistake #5: Agreeing to list the property without understanding how it's going to be marketed. A good marketing plan is essential to ensure that your property is seen by potential buyers. Your agent should have a detailed plan in place to market your property, including online advertising, social media, and open houses. Make sure to ask questions and understand the strategy your agent has in place to promote your property.

06

Mistake #6: Not staging the property or in poor showing condition. Staging your property is an effective way to present it in the best possible light. A well-staged home can help it sell faster and for a higher price. If your property is not in good condition, it's important to work with your agent to develop a plan to maximize its appeal. This may include making necessary repairs, cleaning and decluttering, and updating any outdated fixtures or appliances.

07

Mistake #7: Not being available for most showing requests or your agent is not responsive. Buyers want to see properties at their convenience, so it's important to be flexible and available for showings. If your agent is not responsive or unavailable, it may discourage potential buyers from considering your property. Ensure that your agent is available to answer questions or concerns, and work with them to develop a showing schedule that is convenient for you and potential buyers.

BONUS

Bonus Mistake: Neglecting to disclose known defects or issues with the property. It's essential to be transparent about any known issues with your property. Failing to disclose defects or issues can result in legal problems and damage your reputation. Be honest with your agent and potential buyers about any known issues, and work with your agent to determine how to best address and disclose them.

**SAVE THIS POST IF
YOU FIND IT USEFUL
AND REMEMBER...**

Selling your property can be a stressful process, but by avoiding these common mistakes, you can ensure a successful sale. If you're looking for a reliable and experienced agent in South Florida, contact GetZelling to learn more about how we can help market your property successfully.