

The 5 Mistakes That Home Sellers Make That Drastically Reduce Their Selling Price

1. **Not properly researching what comparable homes are going for in the market place.**

In order to find out what price your home should be selling at, you need to know what other houses in your neighborhood are selling for. This will help you to know what buyers are currently paying more for. Are they more interested in hardwood floors or granite countertops? What do the highest selling homes have in common? The research will help you decide whether you should be replacing your faucets, repainting the interior, or replacing your light fixtures.

2. **Not fixing aesthetic issues.**

If you have marks on the walls, a fresh coat of paint will make a big difference in the degree of appeal for the buyer. A buyer will instantly form opinions about the overall condition of the house based on the look of the house. If the first impression they get is that it is a run-down house, you can be sure you will get a run-down price. You can avoid this by making sure things are in good repair and in good condition.

3. **Not properly cleaning the house.**

This is a sure way to decrease your sale price. It reflects on the overall care that you take of the house and adds to the general impression of the house. In order to get top dollar for your house, you want the home buyer to feel emotionally attached. You want

them to be able to think: “This is the one!” If they have to trip over junk on the way through the house, that is going to build negative feelings about the overall experience. When it comes to sales, every little improvement helps so ignore this one at your own peril.

4. Not upgrading outdated light fixtures/fans.

If your home has very outdated light fixtures or fans, you may want to have them replaced before selling. It depends on the situation, but in certain situations the outdated look of the house will decrease the selling price. To know whether you should leave them or upgrade them, find a competent realtor who can guide you through that process. There are certain house investments that will instantly add value to the sale price, some that will break even, and some that will lose money. This also goes back to the first mistake: not doing your research. If all the homes in your area that are selling well have a modern design, it may be worth doing a few upgrades to match the competition.

5. Choosing an inexperienced real estate agent.

You will need a real estate agent who has some experience selling a home. Getting a rookie real estate agent who has never sold a home before will offer a different level of expertise than someone who has experience in the marketplace. With the right real estate, they can advise you on what repairs to make, which ones to leave, and will be able to do the research on your behalf to price your home correctly.