

## Why Hasn't My House Sold?

Selling your property successfully depends on many things, including the market. When your property is out there for an extended period, and there are very few interested lookers, it's easy to become frustrated.

Eventually you may begin to wonder what you are doing wrong or what can be done to improve the chance that your home will sell quickly. Keep in mind that there are many things you can do to help your sales professional.

First of all, review your home with an unbiased eye. Would you pay your asking price? Think about what your home has to offer and what other homes in your market offer and compare them. If your home doesn't stand up to the competition, you should consider lowering your asking price.

To make your home more appealing, offer a home warranty to the buyer. A warranty covers any problems or breakdowns that may occur during the first year of homeownership. Providing it will give your home the competitive edge you strive for when selling.

Although it's your sales professional's job to bring buyers to your house, it's your job to "sell" your property. Get your house in shape to be sold. Don't spend the time and money on an entire remodeling job, but make sure your property is clean and uncluttered.

Prepare your entire home.

Exterior:

Cut the lawn

Trim the hedges

Sweep the sidewalk

Plant flowers

Shovel the driveway

Clean the garage

Interior:

Make sure your home is clutter free. Rent a storage space and bring everything you don't need to that space.

Remove personal items such as pictures so lookers are able to imagine their own belongings in that space.

Clean out the closets so the appearance of space is more prevalent.

Make sure everything is in working order, especially lights, water heater, and the garage door opener.

Before buyers arrive for their tour, ensure satisfaction by:

Opening all window coverings

Turning on all lights and lighting candles

Vacuuuming and sweeping the floors

Picking up all extra clutter

Putting out fresh flowers

Opening windows for fresh air, if weather permits

Most importantly, disappear. Take the dog and kids for a walk while the sales professional shows your home.

Help your sales professional. By working together, you'll find more people are interested in your home.