

# Common Listing Mistakes

By JOE SZYNKOWSKI | Green Shoot Media

Making mistakes when listing your home for sale can result in a house sitting on the market for much longer than you desire. Learn how to ensure your property is met with excitement from buyers by avoiding some of common errors sellers make.

Before putting your house up for sale, you can gain a good perspective on its worth by receiving a professional appraisal. The real estate expert you choose will help you set the price you can expect and show you where you can make improvements to raise your home's value.

It's also a great idea to enlist the help of a realty expert who is familiar with the area and can make your listing competitive and appealing.

Use the following tips to set yourself up for a quick sale.

## DE-CLUTTER YOUR SPACE

When a buyer views your home, they envision their lives in the property. If you don't properly clear clutter before a showing, potential purchasers can easily be turned off.

Make sure to declutter areas such as closets, kitchen cabinets and laundry rooms. This will create a welcoming environment for visitors as



they contemplate making the purchase.

## AVOID LISTING AN EMPTY HOUSE

Even if you are no longer living in a property, many experts recommend having the area staged or dressed. An empty house will be less than attrac-

tive to a prospective buyer.

If you don't have extra furniture you can use to make the building seem like it's occupied, invest in the help of a local staging company.

While it may be a small investment, these experts know what sells homes. Ask your agent for a reference. He

likely has relationships with your area's best local stagers.

## CONSIDER ALL OFFERS

Negotiation plays a huge role in the real estate industry. It is important to contemplate each offer with proper consideration.

Your agent will be helpful in

## REAL ESTATE 101

### Days on the Market

We all wish we had the crystal ball that would tell us how long a house will sit on the market. There are no easy answers, however. The listing-to-closing time for a house varies based on myriad factors, according to Realtor.com, from location and price to the season and area inventory. Throw in personal preferences of buyers, such as schools and walkability, and it's easy to see how complicated the topic can be. At Realtor.com, you can use an interactive map to see how long "for sale" signs are staying up on homes in your area.

finding trends in the offers coming in and direct you to the best one. Listen to her advice carefully, and don't let your asking price be the only number you'll accept.

### AWESOME PICTURES

Ninety percent of homebuyers begin their home search online, according to real estate company Trulia. An attractive showcase of your home's highlights will entice prospective buyers into the home to see what else it has to offer.





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We all wish we had the crystal ball that would tell us how long a house will sit on the market. There are no easy answers, however. The length of time it will take to move a house varies based on myriad factors, according to Realtor.com, from location and price to the season and area inventory. Throw in personal preferences of buyers, such as schools and walkability, and it's easy to see how complicated the topic can be. At Realtor.com, you can use an interactive map to see how long "for sale" signs are staying up on homes in your area.

#### HOMEWISSE GLOSSARY

**Commitment fee:** The commitment fee is a fee paid to the lender for processing, underwriting and originating the mortgage. It is also known as an origination fee.

**Compensatory damage:** Compensatory damage is the amount of money actually lost, which will be awarded by a court in case of a breached contract.

SOURCE: Columbia University

## AD SPACE