

When Your House Isn't Selling

Home sales have been through the roof in your market, while a for sale sign remains in the front yard. There are a variety of reasons why your house might not be selling.

GENERAL APPEARANCE

Small details matter, so clean up, straighten up and fix up anything that might trip up a potential purchase. Replace dated furniture or items that are too modern. Pay close attention to odors from smoking or family pets, since that's one of the main turn offs for buyers. If you think the job might be too big, or just want to make sure it's done at a pro level, consider hiring commercial home and carpet cleaners, or a staging professional.

LIGHTING AND LAYOUT

Open curtains and blinds to make sure there is plenty of natural light. Switch on the home's light fixtures too. That gives the space a warmer glow, while showing off its best features. Consider a prospective buyer's preferences when evaluating awkward room layouts or low ceilings. You may have to do bit of ren-



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REAL ESTATE 101

Historically Low Interest Rates

Interest rates reached an all-time low in early 2021, as new 30-year fixed-rate loans after less than 3%. Those rates are expected to tick upward over the course of 2022 to an expected average of at least 3.5%. Learn more at bit.ly/3DYGDzY.

ovation to break the log jam.

STRUCTURAL/ ENVIRONMENTAL ISSUES

Be on the look out for any

structural issues, like ceiling or walls cracks and uneven floors. That could point to bigger problems that most buyers would rather avoid.

Infestations of mold, pests and asbestos will eventually be revealed during the home inspection process, so you may as well take care of them

in advance. Otherwise, you're unlikely to sell the home.

LOCATION AND PRICE

You can control price, so focus first on making sure your asking number is in line with area comparables. If the price is right, even homes in poor condition can often find the right buyer. Location, of course, is a different matter. You may have a very difficult time offloading a property that's near a busy interstate, a flood zone or airport. In that case, pay close attention to the details, like decor and curb appeal.

BE PATIENT THROUGH SHOWINGS

You'll have to remain patient through constant showings, keeping your home in tip-top condition at all times in case new faces decide to stop by.

Keep in mind that even in a seller's market, some houses simply stay on the market longer than some of their counterparts. That's because there are so many factors involved.

Experts say not to worry until there have been at least six showings without a contract offer. Then it's time to re-evaluate your property — and perhaps the timing and other market forces — to determine the next step.



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HOMESWISE GLOSSARY

Investment property: A property that is not occupied by the owner as their primary residence but is instead used to produce income, depreciation for tax benefits or future gains by appreciation. SOURCE: MLS.com

AD SPACE