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12 Mistakes Sellers Make

1. **Trying to sell your home without a Realtor®**

87% of all homes are sold by Realtors®. Selling your home without the help of a competent agent is daunting at best. If you lack exposure to MLS, you will be missing the “real” buyers who are seriously looking for homes like yours. Major risks of going the FSBO (For Sale By Owner) route include not selling, improperly pricing your home, ending up with less than fair value, and possible failed sales due because you don’t know how to handle common challenges during the transaction. *If* you succeed, you will *earn* the commission; not *save* it!

2. **Listing with a local real estate company lacking international exposure and relocation referrals**

Most sellers benefit from listing with a company that has its own referral network that allows its agents to refer clients to other fellow agents around the country, or even internationally.

3. **Listing with a discount broker**

Pitfalls include less responsive service, seller does most or all of the work, sales fall through due to lack of experience, and many other issues. In some instances, you may do all the work despite not knowing what to do, and you may get outmaneuvered by a savvy buyer.

Some discount brokers do nothing more than input your listing into MLS, then leave everything else up to you ~ advertising, internet promotion, marketing, negotiating, paperwork, legally-mandated disclosures, financing, closing, etc. ~ you do it all and never even *meet* your listing agent! There are *reasons* why they charge less!

4. Listing with an inexperienced agent

Do you really want to list your most valuable asset with an agent who is undergoing on-the-job training? Or, an agent who has sold only a few homes and lacks the experience to negotiate from a position of strength and guide your complicated transaction to a smooth closing?

5. Listing with a company/agent who doesn't put your home on the internet

80% of all buyer home searches start on the internet ~ if your home isn't on the internet, you are missing 80% of your potential buyers.

6. Listing with a company/agent whose website can't be *found* on the internet

It isn't enough to have your home on the internet, your home must be placed on a website that prospective buyers will *see* on the internet. Website placement is something that many agents do not understand. It is very costly to ensure high search engine rankings.

7. Overpricing

Some sellers think they can start high, then come down. This is not true; accurate pricing is the most important component of marketing your home.

8. Underpricing

Underprice your home and you will be leaving money on the table! A competent agent will research comparable sales and market conditions to help you price your home accurately.

9. Failing to prepare their home for sale

The old saying "You never get a second chance to make a good first impression" was coined for home sellers. A competent agent will advise you on how to remove clutter, spruce up your home for sale, and dress up your home so you can achieve a top-dollar sale.

10.No sign

Many sales begin with someone driving by your home; often because a neighbor has told a friend or co-worker. Not having a sign confuses prospective buyers and agents, makes you look unmotivated, and discourages people who are interested. You can't keep your home a secret if you want to sell it.

11.No lockbox

Buyers want to see your home when *they* want to see it and most will not bother to view your home if their agent cannot gain access with a lockbox. Giving up a little of your privacy is necessary if you want maximum exposure to prospective buyers.

12.No flyers or poor-quality flyers

Competent agents know the power of having attractive, full-color flyers with a high-quality photos of your home in a flyer box on the signpost. Some of your best prospects are those who have driven by your home, taken a flyer, and then arranged to see your home ~ because they have already approved the outside of your home and are ready to see if they like what is inside.