

Tips for Selling: Why hasn't my house sold?



Here are a few reasons and remedies for why your home may not be selling.

Reason	Remedy
Overpriced	New market analysis, lower price
Price reductions too little, too late	New market analysis, significantly lower price below the next price break or two
New competition since property listed	New market analysis, lower price, offer incentives
Builder competition	New market analysis, offer upgrades competitive with builder
Difficult to show/not readily accessible	Use lockbox and readjust showing hours if necessary
Glutted or slow market	Adjust pricing and offer incentives
Property has become shopworn	Re-enter into MLS, adjust price, add new photos, offer incentive, inform area REALTORS®
Many showings but no offers	Reduce price
Offers forthcoming but not consummated	Re-examine counters and adjust to offers
Condition (maintenance problems)	Freshen up and review your ways to improve
Condition (major problems)	Rehab as necessary—new carpet, paint
Cosmetic allowances have not enticed offer	Rehab as necessary—remove allowance
Location not desirable	Compensate with price adjustment
Showcased poorly in MLS	Re-enter in MLS—change remarks and photos
REALTORS® not showing property	Create a direct link to property and an e-mail target list, new market analysis, and adjust price if necessary
Pets (odor, soil, and intimidation)	Deodorize carpet, cage pets when not home
Price range not moving	Offer incentives, create a direct link to property, and create an e-mail list to target
Neighbors or neighborhood	Counsel with neighbors regarding interference and condition of their properties
External influence (new highway, etc.)	Adjust price, gather accurate data, and prepare fact sheets

LINDA MOORE, ABR, GPA
Heritage Texas Properties
14340 Memorial
Houston, Texas 77079

281-582-3986