

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 |
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| 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 |

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