

## Tips for Selling

# Why hasn't my house sold?

Here are a few reasons and remedies



### Reason

**Overpriced**

**Price reductions too little, too late**

**New competition since property listed**

**Builder competition**

**Difficult to show, not readily accessible**

**Glutted or slow market**

**Property has become shopworn**

**Many showings but no offers**

**Offers forthcoming but not consummated**

**Condition (maintenance problems)**

**Condition (major problems)**

**Cosmetic allowances have not enticed offer**

**Location not desirable**

**Property showcased poorly**

**Property not being shown**

**Pets (odor, soil, and intimidation)**

**Neighbors or neighborhood**

**External influence (new highway, etc.)**

### Remedy

New market analysis, lower price

New market analysis, significantly lower price below the next price break or two

New market analysis, lower price, offer incentives

New market analysis, offer upgrades competitive with builder

Use lockbox and readjust showing hours if necessary

Adjust pricing and offer incentives

Add new photos, offer incentive, inform area REALTORS®

Reduce price

Re-examine counters and adjust to offers

Freshen up and review ways to improve

Rehab as necessary—new carpet, paint

Rehab as necessary—remove allowance

Compensate with price adjustment

Hire staging professional or ask REALTOR® for suggestions

Make property more accessible with lockbox

Deodorize carpet, cage pets when not home

Counsel with neighbors regarding interference and condition of their properties

Adjust price, gather accurate data, and prepare fact sheets

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