



7 Home Seller Mistakes Report

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Real Broker, LLC

Here are 7 common mistakes we see homeowners in make when selling their homes. These 7 mistakes are costly and can cause a homeowner to leave \$10,000....\$25,000 or even more on the table when selling.

These mistakes can be easily avoided if you are aware of them and know what to do.

My passion is working with both buyers and sellers here in Southwest Florida. Please do not hesitate to reach out to set up a time to discuss your goals in selling your Home.

**I work Night and Day for my clients so contact me anytime.
Call, text, or email...whatever it takes!**

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SELLING YOUR HOME DOES NOT NEED TO BE STRESSFUL!

www.SellitStressFREE.com

Mistake #1 - Relying just on comps to sell

Buyers don't buy on data alone, they buy on what they see. Think about it, how do humans buy when there are multiple options? We SHOP & COMPARE, right?

What is a buyer comparing your home to? Other homes selling at the same time... and similar homes that have sold recently. You have to know what else is selling, and how your house compares...

This is one of the key factors that will show you what to focus on when prepping your home to sell. We use our agent-only MLS access to look at all the details of your competition and create a plan that will ensure your home is the "Best Buy On The Block"

Mistake #2 - Pricing the home too high

Remember this Golden Rule:

"Homes that sell fast, sell for top dollar"

If you're on the market too long and have to make a price reduction, this can invite a frenzy of low-ball offers and bottom-feeders because they sense "weakness" or "desperation" to sell. The typical way we see homeowners in the area fall into this trap is by doing what's called, "Chasing the Market"

Instead, what we've found works very well is to find the "Goldilocks Price" so that you attract good buyers immediately and create a bidding war.

Get buyers to see competition - this creates FOMO and gets the buyers to bid higher.

Mistake #3 - Waiting too long to prep for selling

**If you're selling in the next 3-12 months, what you do right now could mean a difference of thousands of dollars...
Especially if you're buying another home...**

What you do in the months before you put your house on the market will determine...

- how long your house will take to sell...**
- How much money you will get for your house...**
- And how easy (or difficult) your selling experience will be...**

Things always end up taking longer than you expect, you don't want to be selling from "must-sell now" desperation.

We follow a process to create a step-by-step plan for prepping your home without being overwhelmed or anxious.

As a rule of thumb, you want to start prepping 60-90 days before you go on the market. This way you have plenty of time to deal with unexpected delays, snags, or issues.

Waiting until a couple of weeks before going on the market is a recipe for stress, overwhelm, and anxiety.

Mistake #4 - Losing money on costly remodeling

When selling your home, focusing on the "Lipstick" will do more for the sellability factor of your home than expensive remodeling projects.

The last thing you need is to sink money into expensive remodeling or upgrade projects that don't raise your homes' selling value.

Know what the competition is providing, and focus on where you can win. Besides the “Lipstick”, you want to focus on “Curb Appeal” - I can’t tell you how many times buyers have already decided against a home while still on the street because the house didn’t pass “curb appeal”.

We follow a unique process to discover

- 1. where we need to make your home competitive**
- 2. where the “Gaps” are in the competition so we can really make your home shine and be seen as the “Best Buy On The Block”.**

If you’ve not yet seen my Home Seller Checklist, email me at Dan@DanielBussard.com and ask for a copy of the Home Seller Checklist.

Mistake #5 - Not removing personal items

Your home is a place of warmth, comfort, and memories... BUT, those are YOUR memories...

Buyers don’t want to feel like they’re “invading” someone’s private space. They need to easily “see themselves living there”. If your home is filled with personal items, you’ll make it harder for the buyer to imagine living in the space.

If a buyer is to ever make an offer on your home, they’ll first have to imagine themselves living in it. So be sure to remove this invisible hurdle to getting good offers on your home.

An easy start to staging your home right is to remove:

- **Majority of personal items and replace them (if needed) with neutral items**
- **Clutter - especially your kitchen countertops, bathroom countertops, door entry area, etc.**

You don't want it to appear too hot (personal) or too cold (empty), but just right ("Goldilocks Temperature"). We use the idea of mimicking the "Ikea Showroom" to make your home feel "Move-In Ready"

Mistake #6 - Using lousy photos

Before a buyer can ever compare your home to other homes in person, guess where they're going to compare it?

If you guessed ONLINE, you're right.

I've seen so many homes that looked lousy in pictures - but when I ended up visiting them, they were incredible homes.

This one little detail will make a massive difference in how many buyers decide to visit your home...

...and a buyer has to visit your home before they decide, right?

Don't lose out during the "Picture Shopping" buyers do online. We make sure the proper lighting, angles, and photos are showcasing your home well online.

Mistake #7 - Being present during showings

Or even during Open Houses...

Buyers are easily frank, open, and honest with a real estate agent because it's not "personal" for the agent...

So they'll give an agent honest feedback, which can be very helpful in selling your home quickly for top dollar.

But with a homeowner, they feel it's personal, because it's your private home, and buyers will be hesitant and hurried, which can kill interest quickly.

We always advise the client to not be present so that potential buyers will take their time, ask questions, provide feedback, be frank, and get engaged.

An engaged, unhurried buyer is much more likely to take a real interest in your home and make an offer.

BONUS Mistake #8 - Failing to plan

As the proverb goes, "If you fail to plan, you plan to fail".

This couldn't be more true in real estate.

If you've not heard of our FREE "Selling Matrix" evaluation, then here's the scoop:

This is our FREE service we offer homeowners in Southwest Florida. A "Selling Matrix" evaluation is basically like a soft credit pull ... you get to find out where you stand without ding your credit score.

With a “Selling Matrix” evaluation you get to find out how your home compares to the competition before you go on the market ... so you don’t become a stale listing, get lowball offers, and lose \$10,000, \$25,000, or more on your home.

And so you know exactly what you need to do specifically for your house so it’s seen as the best buy on the block.

We make “Selling Matrix” evaluations available on a first-come, first-serve basis for homeowners in Southwest Florida.

They’re completely free and no sales pressure - my only ask is when you decide to put your home on the market, you give us a call and a chance to interview for the job.

To schedule your FREE “Selling Matrix” evaluation, visit www.Home239.com/SellingMatrix.

If you have any questions or have trouble booking a “Selling Matrix” evaluation, call or text me at 239-450-5786 or email Dan@DanielBussard.com and let me know.



SELL IT STRESS-FREE

**If you found these tips helpful, contact me today to
set up your FREE "Selling Matrix"
Evaluation Appointment".**

**Selling your home doesn't need to be stressful!
My goal is to help you get the best possible outcome
from selling your house. I look forward to meeting you
soon!**



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