

April 22

## **HAVING TROUBLE SELLING?**

Home has been on the market for months? No one has made an offer. Should you take your home off the market and try again in a month or so? Before you take this step, consider that this is the Spring market. Review the feedback and the reasons given why your home hasn't sold. Is your list price too high for the market? What criticisms have prospective buyers and their sales representatives made about the property? Are there any cosmetic improvements that might help the property sell? What condition does the home present? Can it use a bit of decluttering to improve appearance and traffic flow? Next, consider your motivation for selling. If you're only willing to sell if you can get a certain price, and that price is not attainable in the current market, you're not highly motivated. Sellers who are highly motivated, that is, who need to sell as soon as possible, need to carefully plan their marketing strategy. If the home has been on the market for some time without offers, several factors are responsible. These are; Price, Condition and Location. It is that simple. Every home will attract a buyer, but, these factors need to be on your side.