



4 REASONS YOUR HOME DIDN'T SELL



BENCHMARK



You were so excited when you listed your home for sale because the agent you hired made tons of promises about how their marketing was going to get you a contract in no time at all. Unfortunately, it didn't pan out that way.

We know what a let down it can be when your home doesn't sell!

Now that your listing contract has expired with that person, you can get serious about interviewing agents with real marketing experience and a proven system to sell homes in our area.

So the real question is: *why didn't my home sell?*

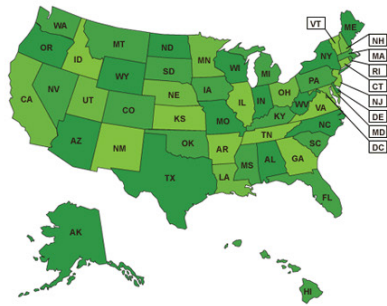
Here are 4 possible reasons no one bought your home even if you did everything right:

1. Lack of Pictures/Information on the MLS.

There is only one place Realtors go to find homes for their buyers and that is the Multiple Listing service, or MLS. As agents are scrolling through the available homes, they are looking for lots of pictures and details about the unique features of your home.

If your last agent did not have sufficient photos online or did not include many details for other agents to read, there is a great chance your home was skipped over and not even shown to their buyers.

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MLS.com is a free MLS search to find real estate MLS listings for sale by Realtors® and other realty professionals that are members of your local MLS Multiple Listing Service. MLS.com also features real estate news, common real estate questions and answers, real estate classes, mortgage information and a mortgage calculator. Find homes for sale, new homes and resale homes, new construction, acreage, lots, land, commercial property and investment property.

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2. It Was Too Hard for Buyers to Get Information.

We are in an information age and people expect easy access to it. If a buyer stops in front of your home, they should be able to get instant access to the details of your home. We use a “text for information” system that sends a mobile website to the buyer (or a text message for older phones) and they will have all the information on your home.



3. Limited Online Exposure.

Did your home have its own website?

We create single property websites for all our properties with tons of photos and details about your home and direct buyers to this website in all our marketing efforts.



4. Your Home Got “Stale” on the Market.

When a new home comes on the market for sale, it often gets a fast blitz of Realtors bringing buyers to see the newest listings. You might have experienced this for the first 2-3 weeks. If you don't receive an offer in this period, your home may get stale on the market.

We review our marketing plan and pricing strategies with our sellers frequently to ensure your home does not become stale or unattractive to Realtors.





Did you know there are 3 people that have to “BUY” your home?

1. The Realtor: If they don't like it online or in person they won't show your home to a buyer.
2. The Buyer: If they don't like the home, they won't write an offer.
3. The Appraiser: They have to agree that the home is worth what the buyer is willing to pay for your home.



**WANT TO LEARN MORE?
TALK TO A LOAN OFFICER TODAY.**



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