

[TIPS FOR SELLERS]

Reasons and Remedies for a Slow Sale

REASON

REMEDY

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|---|---|
| > Overpriced for current market | > New market analysis; lower price |
| > New competition since property listed | > New market analysis; lower price; offer incentives |
| > Not readily accessible; missing showing opportunities | > Use lockbox; open up more showing hours |
| > Glutted market—lots of similar properties for sale | > Highlight something special about property; adjust pricing; offer incentives |
| > Property has become shopworn | > Add new photos and description to ads; special mailing to area Realtors; offer incentives |
| > Many showings but no serious offers | > Reduce price |
| > Offers come but not consummated | > Increase seller's acceptance price range |
| > Contracts signed but no closings | > Raise pre-qualification standard for buyers |
| > Condition unacceptable to buyers | > Rehab as needed: clean up, repair, repaint |
| > Location not desirable | > Compensate with price incentive |
| > Neighboring property in bad condition | > Offer to help neighbor upgrade his place |