

MANY HOMES DON'T SELL ON THE FIRST TRY

4 MISTAKES THAT CAN COST YOU THOUSANDS!

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1. Overpriced

This is probably the biggest mistake any homeowner can make. Most people understandably love their home and it's very common to hear the reasons why it's "worth more than any other in the neighbourhood". Although we appreciate the features you mention, realtors typically give you an unbiased professional evaluation. It's often in your best interest to take a good realtor's advice! Otherwise, you may get caught having to reduce your price and sit on the market for long periods of time. If you're ok with that possibility, then we can support you and give it a shot.





2. Bad photos

This is the worst and easiest mistake to correct. You're doing yourself a HUGE disservice to have photos taken on a cell phone and posted on the MLS. Your agent should be hiring a professional photographer and virtual tour company. It will make all the difference to the majority of buyers shopping online. Many people will avoid seeing a home if the photos are dark and unclear.

3. Bad timing

Some months are better than others. As we know, the spring is the hottest time of the year for real estate purposes. There are also times that are not so hot. For example, August is typically a bit slower because many people are vacationing. In addition, parents may be preoccupied getting their kids settled for school.

4. No staging/uncleanliness

It's unbelievable what a few simple things can do to your selling price. Having a spotless home (including the front and backyard), patching and painting if required, cleaning the bathrooms, wiping down the dust, tightening loose cabinet doors etc. Also, changing the bedding, pillow cases, putting white towels, hanging up a few modern pieces of artwork can really showcase your home! It may sound overwhelming, but a realtor can help you identify a list of priorities. I usually partner with a stager to provide you a complimentary professional consultation.

As a way to give back to this amazing community, we're offering a free "staging opinion" of your home.. During this time, we will advise you on the little things you can do that can save you thousands. To take us up on this offer, all you have to do is **send an email to info@elmteam.ca with the subject "OOV"**. Reach out now! We look forward to hearing from you.