

AVOID THESE MISTAKES

7 Deadly Home Seller Mistakes &
The 9 Step System to Get Your Home Sold Fast and For Top Dollar



YOURHOME SOLD
GUARANTEED REALTY®

Our Name is Our Promise
Heritage Oaks



The 7 Deadly Mistakes Most Home Sellers Make

Most homes that don't sell fast—or don't sell for top dollar—fail for the same predictable reasons. These mistakes quietly cost sellers thousands (sometimes tens of thousands) of dollars.

Mistake #1: Overpricing the Home

This is the most expensive mistake of all.

- Sellers often price based on emotion, Zillow, or “what they hope to get”
- Overpriced homes sit longer, attract fewer buyers, and end up with price reductions
- The longer a home sits, the more buyers assume something is wrong

 Reality: The market always determines value—not the seller or the agent.

Mistake #2: Making a Bad First Impression

Buyers decide how they feel about a home within seconds.

- Poor photos
- Clutter or deferred maintenance
- Homes not staged or prepared properly

 Reality: You never get a second chance at a first showing—especially online.

Mistake #3: Weak or Limited Marketing

Many agents simply:

- Put the home in MLS
- Add a few photos
- Wait and hope

 Reality: Homes don't sell because they're listed—they sell because they're marketed aggressively and exposed to the right buyers.

Mistake #4: Not Creating Buyer Demand

Without demand, you have no leverage.

- No urgency
- No competition
- No strong offers

 Reality: Top dollar only happens when buyers feel they might lose the home.

Mistake #5: Poor Negotiation

Accepting the first offer—or the wrong offer—can be costly.

- Focusing only on price instead of terms
- Giving away repairs or concessions unnecessarily
- Choosing weak buyers who can't close

 Reality: The highest offer is not always the best offer.

Mistake #6: Letting Emotions Drive Decisions

Selling a home is emotional—but buyers aren't buying your memories.

- Rejecting good offers out of pride
- Overreacting to feedback
- Making price changes too late

 Reality: Emotional decisions almost always cost money.

Mistake #7: Hiring the Wrong Agent

This mistake multiplies every other mistake.

- Agents who lack systems
- Agents who don't negotiate aggressively
- Agents who "list and wait"

 Reality: The agent you choose matters more than the market you're in.

 The Big Takeaway

Most homes don't fail because of the market. They fail because of preventable mistakes. That's why successful sellers don't rely on luck—they follow a proven system designed to eliminate these mistakes before they happen.

 **This is where the 9-Step Home Selling System comes in.**

The 9-Step System to Get Your Home Sold Fast & for Top Dollar

This system is intentional, structured, and proven. Every step exists to directly counter the mistakes most sellers make.

Step 1: Strategic Pricing (Eliminates Overpricing)

We don't "test the market."

What we do:

- Analyze sold data, buyer demand, and active competition
- Identify the price range that attracts the most buyers
- Position your home to create urgency—not stagnation

 Homes priced right from Day 1 sell faster and for more.

Step 2: Pre-Market Preparation Plan (Eliminates Poor Presentation)

Most sellers skip this—and it costs them.

What we do:

- Identify high-impact, low-cost improvements
- Eliminate buyer objections before showings begin
- Make your home stand out online and in person

 Buyers pay more for homes that feel "move-in ready."

Step 3: Certified Awesome Home Program

This is where preparation meets credibility.

What this includes:

- Professional photos & video
- Marketing readiness certification
- Quality-control checklist completed before launch

 Buyer agents prioritize homes that are clearly well-prepared.

Step 4: Aggressive Multi-Channel Marketing Launch

We don't "list" homes — we launch them.

Your home is marketed through:

- MLS + all major consumer platforms
- Social media and digital campaigns
- Direct agent-to-agent promotion
- Email blasts to our active buyer pool

 More exposure = more buyers = stronger offers.

Step 5: Leverage Our Buyer Database (Eliminates Low Demand)

Most agents rely on strangers.

We rely on buyers already looking.

What this means for you:

- Thousands of buyers notified immediately
- Many homes receive showings right away
- Early interest creates leverage

 Demand is what drives top dollar—not luck.



Step 6: Strategic Showing & Feedback Control

Every showing gives us data.

We track:

- Buyer reactions
- Agent feedback
- Traffic vs pricing signals

 We adjust intelligently—never emotionally.

Step 7: Offer Strategy & Negotiation (Eliminates Leaving Money on the Table)

Price is only one part of the deal.

We negotiate:

- Price
- Terms
- Repairs
- Closing costs
- Timelines
- Buyer strength

 The best offer is the one that actually closes—and nets you the most.

Step 8: Contract-to-Close Protection (Eliminates Deals Falling Apart)

Many deals fail after going under contract.

We manage:

- Inspection negotiations
- Appraisal strategy
- Buyer performance
- Deadlines and contingencies

 Protecting the sale is just as important as getting the offer.

Step 9: Seller Guarantees & Certainty

This is where risk is removed.

Depending on your situation, this may include:

- Guaranteed Sale options
- Clear exit strategies
- Defined timelines and expectations

 You deserve certainty—not stress.

***OUR REALITY BASED SELLING
PRICE RANGE GUARANTEE***
***Your Home Will Sell within the Next
90 Days Or We'll Pay You \$100,000 for
Each Week it Remains Unsold!****
