

COMMON HOME SELLER MISTAKES

THESE MISSTEPS CAN COST SELLERS HUNDREDS OF THOUSANDS OF DOLLARS—OR THE SALE ALTOGETHER.

1. **Overpricing the Home**

- Leads to extended days on market and lowball offers.

2. **Skipping Home Prep**

- Not decluttering, staging, or handling repairs reduces perceived value.

3. **Using Poor-Quality Photos or Videos**

- First impressions happen online—bad visuals = fewer showings.

4. **Being Home During Showings**

- Makes buyers uncomfortable and rushed. It's best to step out.

5. **Ignoring Curb Appeal**

- If the outside looks neglected, buyers assume the inside is too.

6. **Choosing the Wrong Agent**

- A “yes-man” or discount agent may cost more in the long run.

7. **Not Understanding the Market**

- Pricing and expectations should match current trends, not past wishful thinking.

8. **Overlooking Marketing**

- Relying only on MLS without targeted digital, social, and agent outreach.

9. **Being Emotionally Attached**

- Sellers sometimes reject good offers due to personal bias.

10. **Refusing to Negotiate**

- Digging in on small details can sink a great deal.

