

# Avoid these Selling Mistakes

Selling your home can be a challenging experience, especially when the market is down due to circumstances outside of your control.

Not only are there the cost barriers during the home-selling process — you have to find the right buyer at the right price — but there can be emotional challenges, as well. You may hear criticisms from potential buyers about certain remodeling decisions you made.

Decorations and paint colors are one thing, but criticisms levied by potential buyers about the quality of the neighborhood or school system can be downright tough to overcome.

Fortunately, there are some things you can specifically do to make sure you give your home a fighting chance in a competitive market.

## STAY FOCUSED ON THE BUSINESS SIDE OF THINGS

Keeping your emotions in check when hearing some of the aforementioned feedback around your beloved home



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## REAL ESTATE 101

### Fixed to Sell

It can be difficult to decide which home repair projects you should complete before putting a house on the market. Some repairs are essential in order to preserve your home's value on the market. Work with your real estate agent to make the decision. Inman offers a list of 7 home fixes that are a must before selling. They include structural and mechanical issues, exterior problems that could ruin a first impression, overgrown landscaping and more. Read the list at [bit.ly/3e3argx](https://bit.ly/3e3argx).

can be a difficult task.

Working closely with a local agent can help keep things in perspective. It is their job to deliver feedback in a constructive manner, so listen to their guidance. Remember,

they are here to help you sell a home in the quickest, most efficient way possible.

Try to remember how you felt when you were shopping for the home you are now selling. You were likely in an emo-

tional state of mind, afraid to let it stay on the market because of the potential for it to be scooped up by another buyer.

You were also likely focused on finding the best deal possi-

ble. Fielding requests from potential buyers to change out a door or fix a sump pump before the transaction is complete is a normal occurrence in the real estate world.

Take this feedback with a level head and make the best decisions that help you sell the home quickly without having to handle a lot of maintenance issues in the process.

### HEAD OFF TROUBLE

Speaking of maintenance, take a realistic assessment of problem areas in your home before putting it on the market.

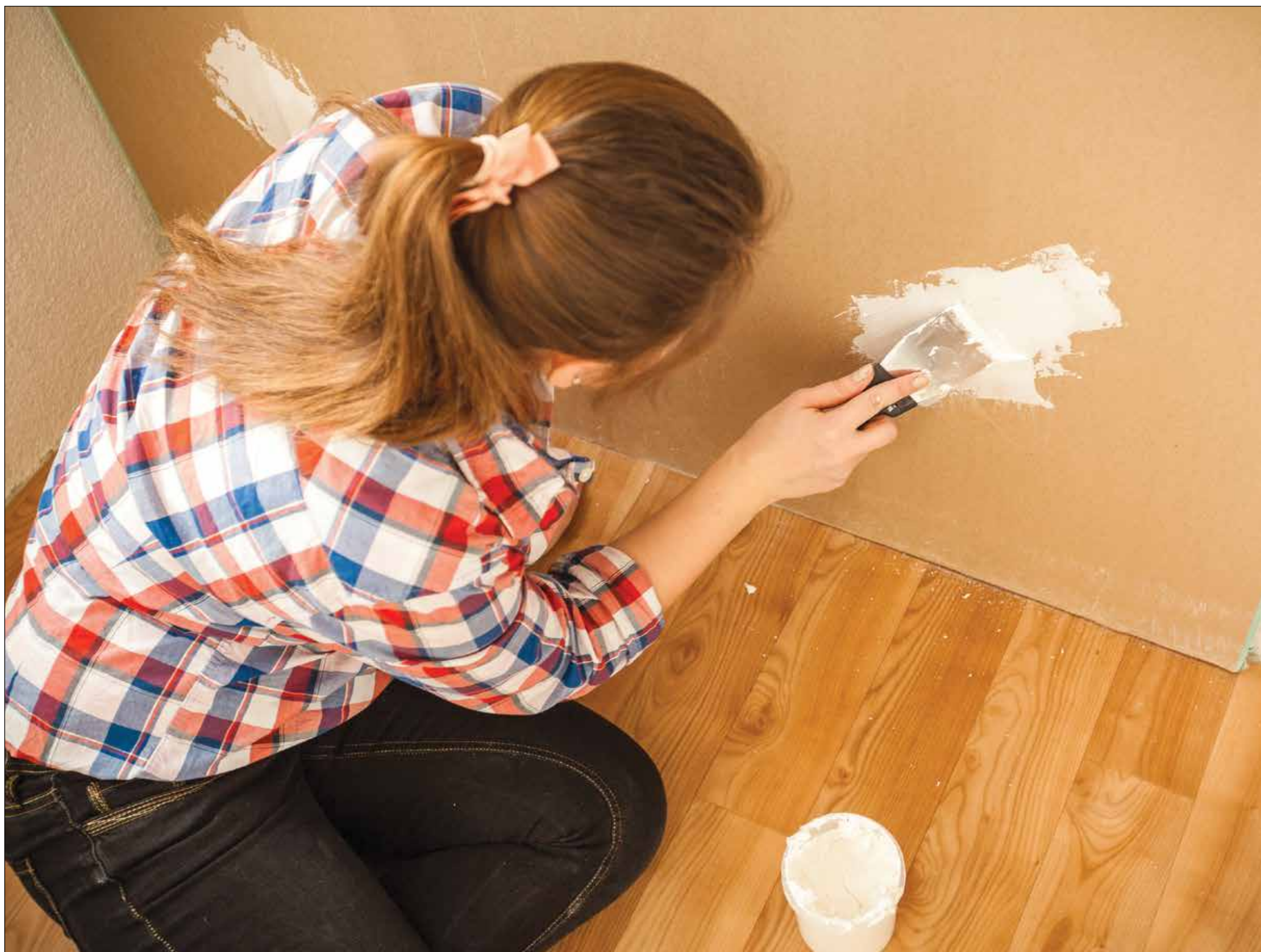
It may be worth it now to fix some of the smaller aesthetic problems that may convince a buyer not to go through with their purchase.

Things like holes in the dry-wall or chipping paint on the front porch can easily be fixed to give your home an attractive update.

Think back to some of the main selling points for you when you bought the home and make sure they are still a focal point now.

Ask your agent for an honest, straightforward assessment of your home, including some of the potential issues buyers may have. Guard against getting too emotional with the feedback and get to work on making them right.





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### HOMEWISSE GLOSSARY

**Capital gain:** the profit that comes from selling an investment for more than you paid for it.

SOURCE: Consumer Financial Protection Bureau

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