

# Hey . . . Why Didn't My House Sell?

In a market where many homes are still selling quickly . . . for full price or more - this is a question that no one wants to hear.

The good news is . . . that this type of failure can be prevented, so if you are thinking of selling your home in 2023, read on:

- 1). It almost goes without saying; but are you being realistic about the price? An experienced Realtor can help with this; but be careful of the Agent who is suggesting the highest price. He or she may be trying to win your favor in a market where inventory is still very low.
- 2). If you list your property at market value . . . or even a bit below...you have the best chance of generating competitive bids (which is the "ace in the hole" of using a qualified Agent).
- 3). Preparing your home for sale could increase its value . . . and your chances for a positive outcome. Major improvements are not needed but small changes will make a difference.
- 4). Do your research...Hire the best Agent . . . Explain your expectations about communications, scheduling and your goals. Then try not to get in their way. A good Agent won't need too much advice or motivation.
- 5). Choose a Realtor who can afford to spend the money, time and effort to get you the best exposure. It's a busy market . . . but homes don't sell themselves.
- 6). Some properties don't sell because the Owners make showings difficult. Show your home whenever possible and wait for the offers.
- 7). Be open to creativity. Some great Buyers need a flexible schedule in order to buy your home. Avoid taking an intractable stance due to your advantage as a Seller. Owners who advertise "Sale dependent upon Owners relocation" receive fewer showings.
- 8). A "sale and brief lease back" or a "use and occupancy" could solve the challenge of scheduling both sides. We have proven strategies that work in these situations.
- 9). Asking questions can help you to manage your own expectations. Luxury homes generally have a longer selling cycle . . . vacation properties can be impacted by inflation and/or recession. Very unique homes are tough to price due to a lack of comparables. Some towns are simply more popular than others, and the same goes for certain price ranges. Discussing statistics and realistic goals upfront will make the process go more smoothly.

If your listing has EXPIRED unsuccessfully . . . CALL US at (732) 449 0671. Our track record of selling over \$90,000,000 of previously listed properties is among the top Realtors worldwide.

The **BRIAN CHURCH** Group  
732.449.0671 Direct ♦

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