

WHY IS MY HOME NOT SELLING?



AN ESSENTIAL GUIDE
FROM PURPLEBRICKS



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There can be many reasons why your property may not be attracting potential buyers and you will often find that if you are honest with yourself, you do have an idea why it's not selling.



Have you done your own research into property prices in the local area? Do you feel your property looks expensive? Does your property advert look appealing to buyers? How is your property presented when you have a viewing? These are all important things that you need to ask yourself. If you aren't getting viewings then something needs to change. Be honest with yourself and critical when you ask yourself these questions. Remove the emotion and think as a buyer would, not a seller.

The usual reasons as to why a property hasn't sold are price, suitability and presentation. So how can you address this?

Step 1

Review the asking price and discuss with your agent if it's realistic. Has the agent over valued the property?

It is essential to establish the true value that the market will pay, as this will generate much more interest from purchasers.

Ask your estate agent to justify their fee. Ask them for comparable evidence of properties that have sold nearby and establish how they have arrived at their estimate. If you put your property on at the right price you will generate more interest and have a much greater chance of achieving a price in excess of the asking price.

Ask your agent to put the property on at offers over a certain price. This is a smart way of generating greater interest and for obtaining a price in excess of the amount that it is being advertised for.

Remember that if you put your property on the market for more than the market is willing to pay experience suggests that you will often get less for the property three months down the line than you would have at the time you put the property on the market.

In the long run it won't help you sell if you over inflate your asking price.

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Step 2

Search Rightmove for similar properties to yours and review the list that comes up in detail. When looking at the other properties be honest about where your property would rank in the list and whether it's priced appropriately.

Ask your friends and family to do the same too and be honest with you about how your property compares. This will really help you to understand why your property might not be selling.

Step 3

Invite your agent back to your home to create a fresh advert. Discuss your properties strengths and highlight these in your advert. Whatever you have previously highlighted isn't a draw so review this. Ask friends and family what they see the benefits of your home being and focus on this, don't just focus on what *you* like.

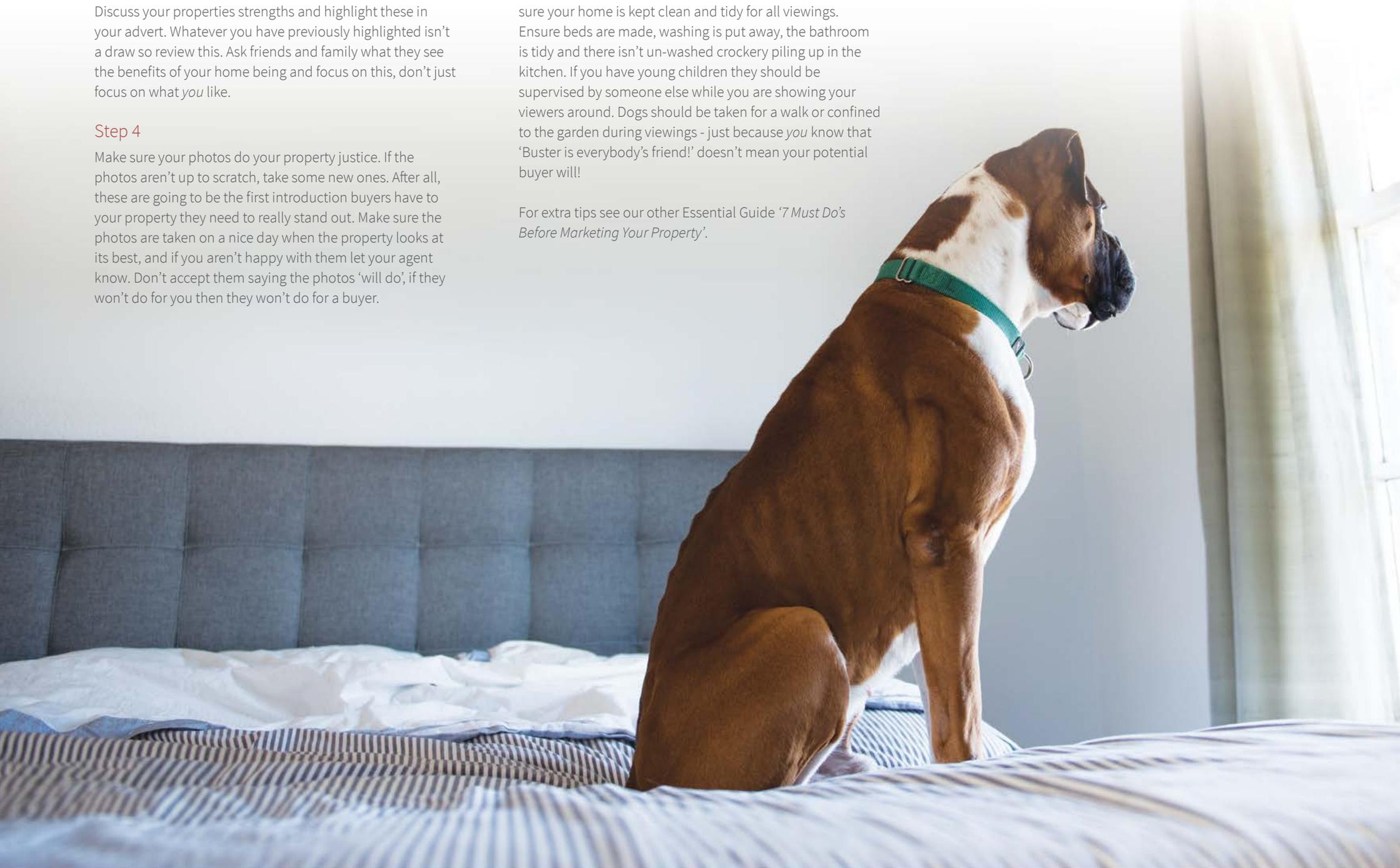
Step 4

Make sure your photos do your property justice. If the photos aren't up to scratch, take some new ones. After all, these are going to be the first introduction buyers have to your property they need to really stand out. Make sure the photos are taken on a nice day when the property looks at its best, and if you aren't happy with them let your agent know. Don't accept them saying the photos 'will do', if they won't do for you then they won't do for a buyer.

Step 5

Always be prepared. Each viewing could be a sale so make sure your home is kept clean and tidy for all viewings. Ensure beds are made, washing is put away, the bathroom is tidy and there isn't un-washed crockery piling up in the kitchen. If you have young children they should be supervised by someone else while you are showing your viewers around. Dogs should be taken for a walk or confined to the garden during viewings - just because *you* know that 'Buster is everybody's friend!' doesn't mean your potential buyer will!

For extra tips see our other Essential Guide '*7 Must Do's Before Marketing Your Property*'.





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