



# THE 9 MOST COSTLY MISTAKES

*Even Smart People Make When Selling a Home*



A quick, no-nonsense guide to help you sell smarter and avoid costly surprises.

*Courtesy of*

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# 9 Costly Mistakes

Part 1 of 2 — Mistakes 1–5

1



## Pricing Too High

An overpriced home sits on the market while buyers wonder what's wrong with it. The longer it lingers, the more leverage buyers gain — often forcing a price cut that nets less than pricing it right from day one.

2



## Pricing Too Low

Underpricing can spark multiple offers, but it can just as easily signal a problem or simply leave money on the table. A REALTOR® prices from real market data, not guesswork, so you capture full value.

3



## Skipping Repairs & Prep

Small issues left unaddressed become buyer leverage during negotiations or inspection. A pre-listing walkthrough with your agent flags what's worth fixing now — and what isn't.

4



## Poor Curb Appeal & Staging

Buyers form an opinion within seconds of walking up. Cluttered rooms and a neglected exterior make it hard for buyers to picture themselves living there — and can cost you real dollars at closing.

5



## Weak Marketing & Photography

The vast majority of buyers start their search online. Dark, blurry, or amateur photos get scrolled past, no matter how great the home looks in person.

# 9 Costly Mistakes

Part 2 of 2 — Mistakes 6–9

6



## Being Present at Showings

Buyers linger, open closets, and speak candidly when sellers aren't hovering nearby. Your presence — however well-intentioned — can shorten visits and quiet honest buyer feedback.

7



## Failing to Disclose Issues

Undisclosed defects can unravel a sale, trigger a lawsuit, or cost you the deal after closing. Full, honest disclosure protects you legally and builds trust with buyers.

8



## Limiting Showing Access

A rigid, hard-to-book schedule means serious buyers simply move on to the next listing. The more flexible and available your home is, the faster — and higher — it tends to sell.

9



## Not Using the Right REALTOR®

Homes sold without professional representation typically net less once you factor in pricing, exposure, and negotiation. Choose an experienced advocate who works for you from list to close.

# It's Your Home. It's Your Money.

*Make your next move with an agent who protects your interests every step of the way.*



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*Over 20 Years of Experience to Help!*

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