

The Zulu Group at Keller Williams
Top Ten Mistakes Sellers Make

#1 The seller does not de-personalize:

What sellers need to do:

- Remove all family photos
- Remove all religious items
- Remove any potentially offensive items/art
- Hide family calendar

#2 The seller does not de-clutter:

What seller needs to do:

- Pre-pack items not necessary in day-to-day life
- Hire a professional stager
- Opposite of decorating
- Simplify, simplify, simplify
- Rent a storage unit



#3 The sellers do not do a pre-inspection on home:

What the seller needs to know:

- Find issues BEFORE the buyer does
- Market the fact that you've done a pre-inspection
- Save having a 2nd round of negotiating
- Ease buyers' concerns over condition at the beginning
- Peace of mind



#4 The sellers emotionally price their home:

What the seller needs to know:

- If you price emotionally, it is usually higher than fair market value
- Memories carry an emotional price tag, but ONLY for the seller
- Buyers do not care about every little thing that's been done to your home
- Prepare yourself to look at the factual date and price home accordingly
- Net more money in long run

#5 The seller is present for showings:

What the seller need to know:

- This will make the buyers & agent uncomfortable
- Buyers will not be able to speak candidly about your home as they go through
- Sometimes a seller could say too much

#6 The seller does not listen to feedback:

What the seller needs to know:

- Take feedback as constructive criticism
- Work with agent to determine what is relevant and ACT on those
- If 2+ buyers say the same thing, it IS a problem

#7 The seller does not prep for each showing:

What the seller needs to do:

- Vacuum house/wash floors for EVERY showing
- Wipe down counters
- Clean bathrooms/closets
- Put away clutter
- Leave a note to buyers
- Bake cookies/leave out water
- Turn on smooth jazz music
- Turn on all lights & open all blinds



#8 The sellers do not make house available for short notice showings:

What the seller needs to know:

- House should be in showing condition all the time
- Buyers could drive by with agent and want to see house immediately
- If they can't see it, they will not buy it
- Some showings are on very short notice

#9 The seller does not work with agent as a team:

What the seller needs to know:

- Selling a house is a team effort
- Work with your agent, not against
- Let them focus on marketing
- Open houses do NOT work 99% of the time
- Marketing requires marketing materials to be in the house & at the street



#10 The seller takes negotiations personally:

What the seller needs to know:

- This is a business transaction
- Buyers do not intentionally try to anger sellers
- The offer is the buyer "feeling" out the seller's position
- Use facts & figures to negotiate & communicate your position
- Try and get down to singular issue (price) quickly