



"Concierge Real Estate Service Provider"

Office: 305-414-6200

1000 West Avenue #CU6 | Miami Beach, FL 33139

SALES | RENTALS | INVESTMENTS | PROPERTY MANAGEMENT

The 5 Biggest Mistake Sellers Make

**TO AVOID WHEN
SELLING YOUR HOME**

Avoid Mistakes:

**Use a PLATINUM PROPERTIES INTL
Real Estate Professional**





INTRODUCTION



Given the popularity of social media and online listing sites, Buyers and Sellers now have more information than ever before. This has led many property owners to try their hand at selling without the help of a Professional Real Estate Agent.

Unfortunately, most sellers are not prepared for all this entails. Without the guidance of a professional, there are many things that can go wrong along the way—resulting in an underwhelming sale price or, worse, no sale at all.

This guide outlines the top five (5) mistakes made by property owners during the selling process, followed by what you should do instead.

We at PLATINUM PROPERTIES INTL take enormous pride at working hard to exceed our clients' expectations. If you are thinking about selling your property, we invite you to contact one of our professional agents.



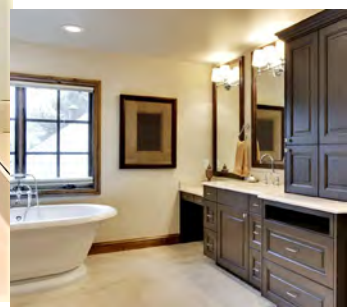
MISTAKE #1

Neglecting Needed Repairs

Buying a property has long been viewed as a great investment. You purchase a property, take good care of it, and then eventually sell it for more than you paid for it.

Unfortunately, many property owners neglect that crucial second step—allowing their homes to fall into a state of disrepair or, failing to make necessary renovations before they sell.

When Buyers find out that your property needs work or expensive renovations and upgrades, they will often make a “low-ball” offer or walk away without making an offer. Neglecting to make needed repairs could cost you on the number of showings and/or not receiving the price you desire.



HOW TO FIX THIS:

Do the work now, so you will not have to do it Later...

If your home needs any updates or renovations, it is often better to make the investment before listing. This will reduce the odds that a qualified buyer will walk away or make an insufficient offer.

- ✓ Make sure all lights and electrical outlets work.
- ✓ Consider updating older bathrooms or kitchens.
- ✓ Address any major structural issues

While some of these projects might be more feasible than others, doing the extra work up front, usually will yield you a higher selling price on your property.





MISTAKE #2

Failing to Properly Stage the Home

When it comes to selling your property, never underestimate the power of a first impression. Buyers are typically viewing many different properties, and, considering they are about to spend their resources, buyers want to be sure they end with the best place.

Sellers often have blind spots regarding how their homes come across to potential buyers. Sure, as a seller, you might love that paint color, those throw pillows, or that giant art print hanging in your living room. However, that does not mean everyone shares your taste in décor. Because buyers are ultimately trying to picture themselves in your home, bold colors and brash accent pieces can do more harm than good. REMEMBER, Stage to Please Buyers.

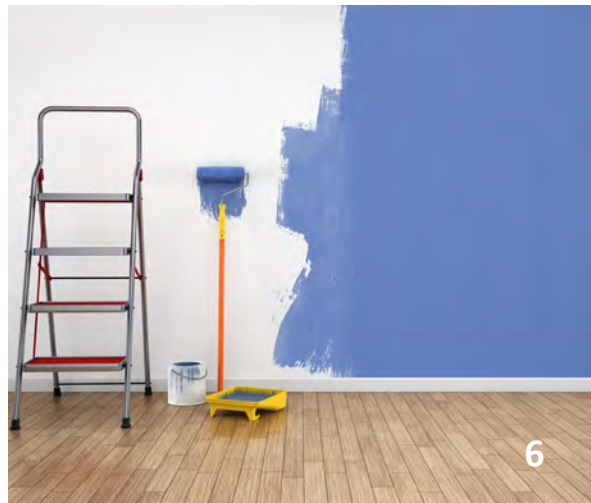


HOW TO FIX THIS:

Make your home feel more welcoming.

Here are a few things you can do to make your property appealing to just about anyone:

- ✓ repaint walls in light or neutral tones.
- ✓ remove some of your furniture to give the impression of space.
- ✓ get rid of any evidence of pets during showings or open houses.
- ✓ PLATINUM PROPERTIES INTL will also have some additional ideas for making your property look its very best for potential buyers.





MISTAKE #3

Asking Too Much or Too Little for the Property

For Buyers and Sellers alike, the negotiation process can often be stressful. Buyers are looking to purchase at a price they can feel good about, and sellers want to be sure they are getting the best possible price for their property.

If you list your home for too much, it is more likely to sit on the market for months without attracting any serious offers. When this happens, buyers who see your listing may question why your property has not sold or question why the property is still on the market.

Conversely, undervaluing your home price is equally not to your advantage. What should you do as a seller? **Ask a PLATINUM PROPERTIES INTL Realtor, he/she can help you.**

*“ Price It RIGHT, it Sells in fewer NIGHTS
Price it WRONG, it Stays Listed Too LONG ”*





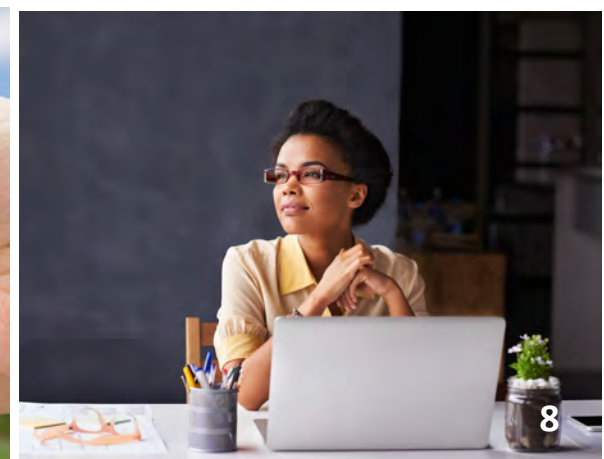
HOW TO FIX THIS:

Do What The Market Dictates

While online sites allow buyers to seemingly be more educated than ever, your professional realtor is your best asset when dealing with buyers and other agents. Your PLATINUM PROPERTIES INTL Realtor will help you:

- ✓ find out how much similar homes in your area have sold for in recent months.
- ✓ view your home from the buyer's perspective.
- ✓ make reasonable market pricing decisions and price adjustments.

When you work with a knowledgeable agent, you will have the benefit of their expertise. Agents know what people are willing to pay for a property like yours and can help you get the highest and best price.





MISTAKE #4

Selling to the First/Highest Bidder

When your home has been on the market for a while, it can be tempting to accept the first offer you're given. Or, if you're given multiple offers, you'll probably be inclined to go with the highest one. While these decisions might seem sensible at first, either one can be a bad move.

Just because someone has made an offer doesn't mean you cannot get a better offer from another buyer. Similarly, accepting a higher bid isn't always the best idea, because there are often conditions built into those offers—for example, the buyer might want help with closing costs, or they might insist on a certain upgrade being made. These conditions can often leave you worse off than you would've been accepting a "lower" bid from another Buyer.



HOW TO FIX THIS:

Seek the Guidance of a Qualified Real Estate Agent...

When you are not sure whether an offer is reasonable, you can always ask your agent. Your agent can:

- ✓ provide a “big picture” overview of what an offer means for you (i.e., the estimated proceeds from the sale).
- ✓ analyze the local market to determine whether an offer is fair or if you might be able to get a better deal from another buyer.
- ✓ negotiate with the buyer’s agent on your behalf.

Remember: agents do this for a living, and it is in your and their best interest to get you the best price possible for your property.





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PLATINUM PROPERTIES INTL, #1 Mirador 1000 Real Estate Team . . . We Get Results

**Work with US & You Could Be Next in
Easily Avoiding Mistake #5**



MISTAKE #5

Not Working with the Right Agent

When you choose to work with an agent, you will be guided by a professional who has been through many situations before, and who will be able to offer valuable insights. In addition to the services mentioned above, an exceptional agent will market your home extensively and arrange showings so that you may sell your property. Your Realtor will also serve as a liaison between you and the buyer's agent.

A **PLATINUM PROPERTIES INTL** Realtor will be your advocate through every step of the selling process—eliminating headaches and providing a level of security that you simply will not get on your own. Your Realtor will help you by putting together all the necessary paperwork, which is something that can be particularly stressful for many sellers.

Of course, not all agents are created equal. Choose a Realtor with a proven track record of selling properties. An agent with results, will easily be able to speak about her successes and provide references from previous clients.

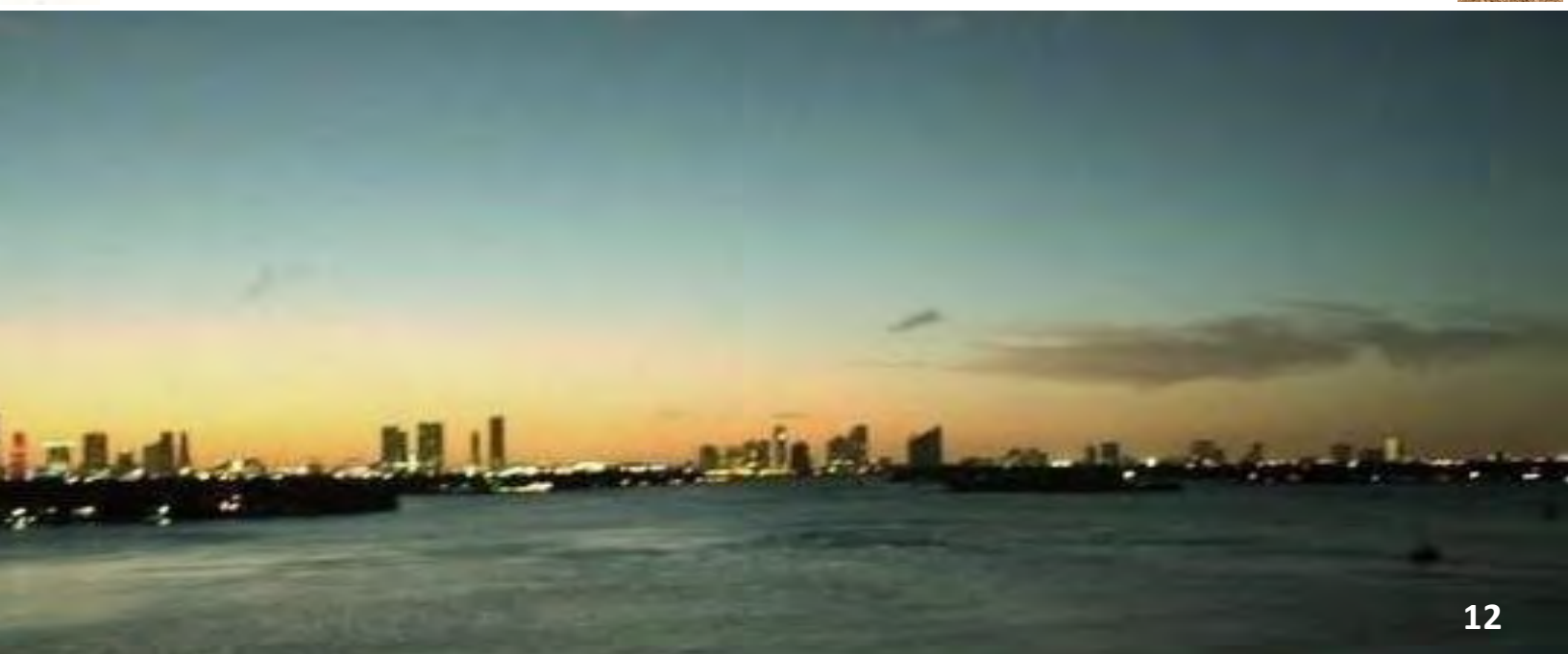


HOW TO FIX THIS:

Connect with The Platinum Properties Team, Realtors You Can Trust...

How do you know you are working with the right agent? You can ask about other listings they have sold in your area, or even see whether they have any references. **Our Realtors have represented many Buyers and Sellers and have proven results with references.**

Is this person giving you honest and valuable information right out of the gate? Will they work hard to make sure you get the best possible offer on your property? Do you feel like you can trust them? **You can trust a PLATINUM PROPERTIES INTL Realtor and know your best interests will be represented.**





PLATINUM PROPERTIES, Getting Results

MIRADOR 1000 RECENT TRANSACTIONS



#216	PENDING TRANSACTION	Seller Representation
#604	CLOSED TRANSACTION	Seller & Buyer Representation
#618	CLOSED TRANSACTION	Seller Representation
#714	CLOSED TRANSACTION	Seller Representation
#1024	CLOSED TRANSACTION	Buyer Representation
#1216	CLOSED TRANSACTION	Seller Representation
#PH10	CLOSED TRANSACTION	Buyer Representation
... and more!		

The PLATINUM PROPERTIES INTL Team @ the Mirador 1000
Located at the Lobby Level Adjacent to the Passenger Elevators



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CONCLUSION

Hopefully, this guide has left you feeling more informed and more confident in your decision to sell your unit. As with anything else which is worth doing, this will take some effort. However it does not have to be painful. **PLATINUM PROPERTIES INTL Realtors are Here to Help You.**

The guidance of a knowledgeable real estate agent, like a **PLATINUM PROPERTIES INTL** professional assures you will get attentive service, valuable expertise, and the best possible return on your investment.

Want More Information: **305-414-6200**
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