

SOUND OFF

Q: What are the most common mistakes sellers make when listing a home?

A: Pricing and presentation are the two most common mistakes sellers tend to make. As other Realtors have



Collins

said, some in response to similar questions in this column, pricing a home correctly is essential in these economic times.

Sellers need to understand that today's buyers are not only fewer, but they are better educated, pickier and generally more savvy than a few years ago. Trust that your Realtor has a firm grasp of the market and has shared the relevant facts as to how your home fits into the neighborhood.

To make sure your home is priced correctly and stands out, it is important that it is staged properly. Time and effort (not money), need to be expended to make your home dazzle from the driveway to the attic.

Our firm, Anderson Associates, has a useful guide on staging with helpful low-cost/no-cost suggestions. Leading the list for the inside of the house is to declutter. The outside is often overlooked, so walk your property like it's the first time and declutter.

A home that is priced correctly and is crisply staged will have activity and sell! Good luck.

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