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REASONS WHY  
YOUR HOME MAY  
BE SITTING IN  
THE *market*





# 01

## OVERPRICING



Overpricing is one typical cause of a home remaining on the market. Potential purchasers could be reluctant to submit offers if the listed price is much greater than the property's value in the current market or the value of nearby comparable properties.

To entice buyers and raise the likelihood of a successful sale, it's critical to set a price that is both reasonable and competitive given the market's circumstances.





02

## POOR PRESENTATION



The marketability of your home can be significantly impacted by how it is presented.

Potential buyers may be turned off by a property's lack of curb appeal, outmoded or unattractive interior décor, or inadequate maintenance. To make your house more appealing to buyers, it's essential to put time and effort into staging, improving its appearance, and making the required repairs.





# 03

## LIMITED MARKET EXPOSURE



Insufficient marketing exposure may be another factor keeping your house off the market. Relying simply on conventional strategies like yard signs and print advertisements may not be sufficient in today's digital world.

A thorough marketing plan that incorporates social media promotion, virtual tours, professional photography, online listings, and internet listings will greatly raise your home's visibility and draw in more potential buyers.

