

5 Reasons Your Home Hasn't Sold Yet

When you first put your property on the market, you were probably full of anticipation and hope that you'd get lots of viewings and even an early offer. But now it's a few weeks or even months down the line, and the few viewings you had have all but dried up and your agent is on the phone listing all the reasons why you should drop your asking price. So what has gone wrong? Here are my top 5 reasons why you haven't sold so far, and what you can do about it:

1. You launched at the wrong time of year – each home has a buyer, and each buyer has their own preferred time of the year to move. For example, retirees tend to plan for a summer move, whereas lots of families move in spring or autumn. Launch at the best time of year for your buyer, not for yourself, and you have a better chance of getting viewings.

2. You chose the wrong estate agent – does your agent actually like your house? Or you, for that matter?! Agents are only human, after all, and if they don't like you, they aren't exactly going to be motivated to help you move on. Keep them onside, work hard to make sure your house always looks great, and the result will be a happy, motivated agent.

3. Your house isn't ready for viewings – take a long, hard look at your house – is it really ready to go public? Or would it benefit from a little tidying up, de-cluttering and perhaps even a lick of paint? Be honest with yourself, and give viewers a well-presented home that they can actually imagine themselves living in.

4. Your photography is unflattering – take a look at the properties on Rightmove – which images catch your eye? Is it the dark, amateurish ones? Or is it the brightly lit, well-composed shots that make you want to keep looking? Unflattering photographs will deter buyers from even looking at your advert, never mind booking a viewing. Invest in good quality, professional photography and show your home at its very best online.

5. You put it on the market at too high a price – were you swayed by an eager agent, filling you full of tales about how much he could get for your house, despite the precedential evidence to the contrary? The problem with launching to the market at too high a price is that the interest you get in those first few weeks is directly correlated to the price you will ultimately achieve. Get it wrong, and you risk putting those important buyers off, and perhaps

losing them for good. Price your property right, right from the start, and you'll get the interest – and offer – you deserve.

If you have read this and believe you haven't made any of these mistakes, and your house still hasn't sold then why not get in touch? I'll let you know what I think, honestly and without obligation.

The Home Property Consultant.