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HOUSE 2 HOME  
PROPERTY GROUP



## COMMON SELLING ERRORS



# STEPS TO SUCCESS



DEDICATION | COMMUNICATION  
INTEGRITY | RESPECT



SAMANTHA FENN



DRE# 01397669

# HELLO

Hello and welcome, as the owner of House 2 Home Property Group I sincerely thank you for taking the time to look over my Sellers Guide. With over 20 years of experience in the real estate industry, I have sold everything from new home neighborhoods, resale to mid-rise condominiums. I also had the privilege to serve as the Broker of Record for a national home builder. As a San Diego Native and long time local realtor I have a unique perspective and extensive knowledge of the real estate market.

My commitment to my clients is unwavering. I deeply respect the time and investment, I take the time to truly understand my clients unique needs. I'm dedicated to providing the highest level of attention, respect, and professionalism to everyone.



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# WE'RE HERE TO HELP YOU

When selling your home, it's crucial to approach the process strategically to avoid common pitfalls that can delay or hinder your sale. By setting a realistic price based on thorough market research rather than personal valuation, you'll attract serious buyers and expedite the sale. Addressing necessary repairs and enhancing curb appeal ensures your home appeals to potential buyers looking for move-in ready properties. Effective marketing strategies, such as professional staging and high-quality photography, will enhance your home's presentation and attract a wider audience. We're here to support you every step of the way and can develop a tailored strategic plan to navigate legal and financial considerations, ensuring a smooth and successful sale. This approach not only increases your chances of selling quickly but also ensures you steer clear of the common pitfalls outlined in our guide.



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*DISCLAIMER:* Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!

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# COMMON SELLING ERRORS

## Overpricing the Home

- Leads to reduced interest from potential buyers, resulting in fewer showings and offers.
- May cause the home to remain on the market for an extended period, which can lead to price reductions and stigma

## Neglecting Curb Appeal

- Deteriorates first impressions as the exterior is the first thing potential buyers see.
- Simple improvements like landscaping, painting, and clean entryways can significantly boost appeal.

## Poor Home Staging

- A cluttered or poorly arranged home can make spaces look smaller and less inviting.
- Proper staging can highlight the home's strengths and help buyers visualize living there.

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## Ignoring Necessary Repairs

- Buyers may perceive the home as poorly maintained and worry about hidden issues.
- Investing in repairs can increase the home's value and reduce buyer concerns.

## Being Inflexible with Showings

- Restrictive showing schedules can limit buyer access and reduce the number of interested parties.
- Flexibility can increase opportunities for showings and potentially faster sales.

## Not Depersonalizing the Home

- Personal items and clutter can distract buyers and make it difficult for them to see themselves in the space.
- Neutralizing the décor helps create a more inviting and versatile atmosphere.

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## Failing to Market Effectively

- Relying only on traditional methods like yard signs, broker caravans and open houses are outdated and may miss broader audiences.
- Utilizing digital marketing, social media, and professional networks can reach more potential buyers.

## Ignoring Professional Advice

- Rejecting agent recommendations on pricing, staging, or marketing strategies can lead to suboptimal results.
- Professionals have experience and market knowledge that can guide more effective decisions.

## . Getting Emotional

- Personal attachments can cloud judgment, leading to resistance in negotiations or unrealistic expectations.
- Viewing the sale as a business transaction helps focus on objective decisions.

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## Being Rigid on the Price

- Refusing to negotiate can deter buyers and prolong the time the home stays on the market.
- Flexibility in negotiations can lead to a quicker sale and satisfactory outcomes for both parties.

## Overlooking the Competition

- Failing to compare similar homes can lead to unrealistic pricing and expectations.
- Analyzing competing listings helps position the home more competitively in the market.

## Not Having a Clear Selling Strategy

- A lack of planning can result in ineffective marketing, poor showings, and missed opportunities.
- Developing a strategy helps set clear goals and outlines steps for a successful sale.

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TO GIVE REAL SERVICE,  
YOU MUST ADD  
SOMETHING WHICH  
CANNOT BE BOUGHT OR  
MEASURED WITH MONEY,  
AND THAT IS SINCERITY  
AND INTEGRITY



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# FINDING A GREAT AGENT



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Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

I look forward to meeting you soon - At your Service



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