

Why isn't My Home Selling?

In today's active market, many homes are selling quickly. Sometimes, there seems to be a flurry of activity on a newly-listed home, multiple offers and then a quick sale. But this isn't often the case. If your home isn't selling, you need to find out why so that you can take steps to solve the problem.

There are only two usual reasons why your home isn't selling - PRICE and MARKETING - and, of these, price is by far the most common.

In almost every residential real estate sale, buyers will be found to have paid some reasonable approximation of *fair market value*. The price a buyer will pay for your home will approach your listing price only if your home is priced competitively. You don't see multiple offers, or even single offers, on homes that are priced uncompetitively - even in a seller's market.

As a Seller, it is often difficult to be realistic about the *fair market value* of your home because of your pride of ownership and emotional attachment to the property. You may feel, rightly or wrongly, that your home is better than everyone else's in your neighbourhood. But it is always prudent to consult with a Realtor who is knowledgeable about home prices in your neighbourhood before selecting a listing price for your home.

The listing price should be based on an objective examination of comparable sales in your neighbourhood. Any agent can provide you with this information - a knowledgeable one can also tell you how your home compares to the other comparable homes for sale in your area and market range.

Of course, there may be nothing wrong with the listing price of your home. It may be that the agent you have selected has simply not put an effective marketing campaign in place. It doesn't matter how competitively your home is priced if potential purchasers and other agents are unaware of it. Ask your agent how he or she is marketing your home to ensure exposure to the widest number of potential purchasers possible.

What To Do:

Your home is most marketable when it is newly listed for sale. This is when buyers and their agents will be the most interested in your home. If your home is priced uncompetitively, they will quickly lose interest and turn their attention elsewhere.

If your home has been on the market for more than several weeks with no offers and a dwindling number of showings, it may be that your home is considered to be over-priced under existing market conditions. Review the feedback that your agent has been providing to you from other agents who have shown your home. Is there a consensus that your home

Greg Thompson, e-PRO, C-CREC, MVA, Realtor
Royal LePage-Landco Realty, 425 Dundas Street, London, ON N6B 1V9

Every reasonable effort has been made to ensure the accuracy of the information contained on this page. While the author is a Realtor, he may not be YOUR Realtor. Details, market conditions and requirements do sometimes change. You would be well-advised to seek confirmation of any details contained on this page, either from me or from YOUR Realtor, before relying on this information to lay the foundation for any real estate decision.

isn't selling because it is priced too high? If so, you should plan on reducing the price as soon as possible if you are serious about selling.

Sellers who have had a problem pricing their home realistically from the beginning of the listing often, in my experience, have difficulty in reducing the price. You should be aware, however, that the longer a house sits on the market over-priced, the lower the ultimate selling price usually is – if it sells at all.

Once the price has been reduced, your agent should implement a new marketing campaign to make sure that potential purchasers and agents who may have passed on the property initially because of price are made aware of the price reduction.

Greg Thompson, e-PRO, C-CREC, MVA, Realtor
Royal LePage-Landco Realty, 425 Dundas Street, London, ON N6B 1V9

Every reasonable effort has been made to ensure the accuracy of the information contained on this page. While the author is a Realtor, he may not be YOUR Realtor. Details, market conditions and requirements do sometimes change. You would be well-advised to seek confirmation of any details contained on this page, either from me or from YOUR Realtor, before relying on this information to lay the foundation for any real estate decision.

www.LondonCoreResidential.com

www.SoldOnLondon.com