

5 THINGS YOU SHOULD NOT DO WHEN SELLING YOUR HOME



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Selling your home is a major financial transaction, and making mistakes can cost you time and money. To ensure a smooth sale and maximize your profits, avoid these five common pitfalls that many sellers encounter.



1

Overpricing Your Home

One of the biggest mistakes sellers make is listing their home at an unrealistic price. Overpricing can deter potential buyers, cause your home to sit on the market longer, and ultimately lead to price reductions that make your listing seem less desirable.

Work with a real estate professional to set a competitive and strategic price based on market conditions.



2

Neglecting Curb Appeal

First impressions matter. If your home's exterior looks uninviting or poorly maintained, buyers may not even step inside. Simple improvements like landscaping, a fresh coat of paint on the front door, and decluttering the yard can make a big difference in attracting buyers.



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3

Ignoring Necessary Repairs

Small issues like leaky faucets, chipped paint, or broken fixtures can give buyers the impression that the home hasn't been well cared for. Addressing minor repairs before listing your home can prevent buyers from using them as negotiation leverage to lower the price.



4

Being Emotionally Attached

Selling a home can be an emotional experience, especially if you've lived there for years. However, becoming too attached can cloud your judgment when it comes to negotiations. Try to approach the sale as a business transaction and be open to feedback and reasonable offers.



5

Skimping on Marketing

Simply listing your home on the MLS isn't enough. High-quality photos, virtual tours, social media promotion, and open houses can significantly increase visibility and attract more potential buyers. A strong marketing strategy can make the difference between a quick sale and a prolonged listing.



Selling your home successfully requires careful planning and the right strategy. By avoiding these five common mistakes, you can streamline the process, attract serious buyers, and secure the best possible deal. If you're ready to sell, consider working with an experienced real estate professional to guide you through the process.