Selling the Family Home...
AVOID THESE PRICEY MISTAKES

Letting go of a longtime home is rarely simple, and missteps during the process can cost more than just money. Whether you're downsizing, moving closer to family, or transitioning to Senior Living, it pays to plan ahead and avoid these common mistakes.

TRYING TO TIME THE MARKET

- Waiting for the “perfect” time to sell is a gamble
- Markets shift, and personal circumstances, like health or family needs, often matter more than timing trends
- Home prices and mortgage rates can make significant changes causing delays in the sale
- Choose YOUR ideal sales timeline

SETTING AN UNREALISTIC PRICE

- Overpricing is one of the biggest pitfalls sellers make, often due to emotional attachment or outdated assumptions
- Buyers won’t pay a premium for sentiment, and overpriced homes tend to sit longer and sell for less
- A trusted agent can help you set a competitive, realistic price from the start

IGNORING REPAIRS OR SAFETY CONCERNS

- Small issues like leaky faucets, loose railings, or cracked windows can raise red flags
- Addressing basic maintenance and safety concerns before listing not only improves Buyer confidence—it can help prevent hiccups during inspections and negotiations

SKIPPING PRE-SALE PREPARATION

- You don’t need a full renovation, but basic updates matter
- A clean, decluttered, and well-maintained home creates a strong first impression and often leads to faster, better offers
- Unattended minor repairs leave the Buyers wondering, “what else is wrong”

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AVOID THESE PRICEY MISTAKES

NEGLECTING STAGING & PROFESSIONAL PHOTOGRAPHY

- Buyers shop with their eyes first
- Poor photos or a cluttered interior can reduce interest before they even visit
- Strategic staging can help Buyers envision themselves in the space and create emotional connection

EVALUATING OFFERS BASED ON EMOTIONS & PRICE INSTEAD OF STRATEGY

- The highest offer isn’t always the best
- Contingencies, financing terms, and Buyer reliability all matter
- It’s easy to let emotions drive decisions, especially when selling a home filled with memories
- But emotional responses, like overpricing, rejecting fair offers, or overreacting to feedback can sabotage your success

FORGETTING TO PLAN WHAT’S NEXT

- Selling the home is just one piece of the puzzle. Where you will go next is important to research and understand
- Planning your next chapter early can reduce stress and help the entire transition feel more empowering
- Consider help with packing, moving, or setting up your new space

IN CONCLUSION

Selling a family home is a major milestone. With thoughtful planning and the right support, you can avoid these costly mistakes, protect your equity, and move forward with confidence. Whether you're actively preparing or just starting to explore your options, now is a great time to connect with a trusted real estate professional who can guide ...not pressure ... you through the process.

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