

[TIPS FOR SELLERS]

**Reasons and Remedies for a Slow Sale**

**REASON**

**REMEDY**

- |   |   |
|---|---|
| > Overpriced for current market                         | > New market analysis; lower price  |
| > New competition since property listed                 | > New market analysis; lower price; offer incentives  |
| > Not readily accessible; missing showing opportunities | > Use lockbox; open up more showing hours   |
| > Glutted market—lots of similar properties for sale    | > Highlight something special about property; adjust pricing; offer incentives              |
| > Property has become shopworn                          | > Add new photos and description to ads; special mailing to area Realtors; offer incentives |
| > Many showings but no serious offers                   | > Reduce price  |
| > Offers come but not consummated                       | > Increase seller's acceptance price range  |
| > Contracts signed but no closings                      | > Raise pre-qualification standard for buyers   |
| > Condition unacceptable to buyers                      | > Rehab as needed: clean up, repair, repaint  |
| > Location not desirable                                | > Compensate with price incentive   |
| > Neighboring property in bad condition                 | > Offer to help neighbor upgrade his place  |