

# How to Sell High: Avoid these Three Mistakes When Selling Your Home by Rudy Lira Kusuma

ROSEMEAD, CA, UNITED STATES OF AMERICA, November 1, 2020

/EINPresswire.com/ -- When you decide to sell your home, setting your asking price is one of the most important decisions you will ever make.

Depending on how a buyer is made aware of your home, price is often the first thing he or she sees, and many homes are discarded by prospective buyers as not being in the appropriate price range before they're even given a chance of showing.



Your asking price is often your home's "first impression", and if you want to realize the most money you can for your home, it's imperative that you make a good first impression.

This is not as easy as it sounds, and pricing strategy should not be taken lightly. Pricing too high can be as costly to a homeseller as pricing too low. Taking a look at what homes in your neighborhood have sold for is only a small part of the process, and on its own is not nearly enough to help you make the best decision. A recently study, which compiles 10 years of industry research, has resulted in a new special report entitled "Homesellers: How to Get the Price You Want (and Need)". This report will help you understand pricing strategy from three different angles. When taken together, this information will help you price your home to not only sell, but sell for the price you want.

Homesellers: How to Get the Price You Want (and Need)

When you decide to sell your home, setting your asking price is one of the most important decisions you will ever make. Depending on how a buyer finds your home, price is often the first thing he or she sees, and many homes are discarded by prospective buyers as not being in the

appropriate price range before these homes are given a chance to be shown.

Your asking price is often your home's "first impression", and if you want to realize the most money you can from your home's sale, it is imperative that you make a good first impression.

Because this is not as easy as it sounds, your pricing strategy should not be taken lightly. Pricing too high can be as costly to a home seller as pricing too low. Taking a look at what homes in your neighborhood have sold for is only a small part of the process, and this on it's own is not nearly enough to help you make the best decision.

This report will help you understand some important factors about pricing strategy to help you not only sell your home, but sell it for the price you want.

### Pricing Strategy Starts with Good Information

Before you can begin to know what your home is worth, you should do some research, bearing in mind the following:

- An analysis of what homes have recently sold for in your neighborhood is NOT enough to help you properly price your home.
- A quick scan up and down the street at the prices of homes that have recently sold will give you a starting point. However, this is not nearly enough for you to base your entire pricing strategy on. It is important for you to understand how buyers look for a home.
- Think about how you conducted your house hunting search to find the home you are now thinking of selling. You most likely did not confine your search to a single neighborhood, but perhaps different neighborhoods or towns in order to find a home that best matched your needs and desires.
- The prospective buyers who will be viewing your home, will conduct their searches in a similar manner. That means they will be comparing your home to, for example, brand new development homes, century homes, 10-20 year old homes, etc. They will also consider locations such as homes in established neighborhoods, the middle of town, the suburbs or country properties. Each home will have a different look and feel and it's quite possible that a prospective buyer might consider all of these variables in the search for a home.
- You can see, when you're selling your home, you're not just competing with the home around the corner, but also with all homes in other areas which have the same basic characteristics: i.e. number of rooms, overall living space, etc.

## How Your Asking Price Affects Your Selling Price

There are 4 common strategies that most sellers use to price their homes. It is unwise to assume that a higher asking price will net you a higher selling price. In fact, often this equation works in reverse if you're not paying attention to what the market is telling you. Bear this research in mind when you set your asking price.

### 1. Clearly Overpriced:

Every seller wants to realize the most amount of money they can for their home, and real estate agents know this. If more than one agent is competing for your listing, an easy way to win the battle is to overinflate the value of your home. This is done far too often, with many homes that are priced 10-20% over their true market value.

This is not in your best interest, because in most cases the market won't be fooled. As a result, your home could languish on the market for months, leaving you with a couple of important drawbacks:

a.) Your home is likely to be labeled as a "troubled" house by other agents, leading to a lower than fair market price when an offer is finally made

b.) You have been greatly inconvenienced with having to constantly have your home in "showing" condition . . . for nothing. These homes often expire off the market, forcing you to go through the listing process all over again.

### 2. Somewhat Overpriced:

About 3/4 of the homes on the market are 5-10% overpriced. These homes will also sit on the market longer than you want. There is usually one of two factors at play here: either you believe in your heart that your home is really worth this much despite what the market has indicated (after all, there's a lot of emotion caught up in this issue), OR you've left some room for negotiating. Either way, this strategy will cost you both in terms of time on the market and ultimate price received

### 3. Priced Correctly at Market Value:

Some sellers understand that real estate is part of the capitalistic system of supply and demand and will carefully and realistically price their homes based on a thorough analysis of other homes on the market. These competitively priced homes usually sell within a reasonable time-frame and very close to the asking price.

#### 4. Priced Below the Fair Market Value:

Some sellers are motivated by a quick sale. These homes attract multiple offers and sell fast - usually in a few days - at, or above, the asking price. Be cautious that the agent suggesting this method is doing so with your best interest in mind.

#### Local Agent Buys Homes for Cash

Every month, thousands of homeowners are faced with the stressful dilemma of whether to buy first or sell first. You see, if you buy before selling, you could run the risk of owning two homes. Or, just as bad, if you sell first, you could end up homeless. It's what insiders in the industry call the Real Estate Catch 22, and it's an extremely anxious position to find yourself in.

This financial and emotional tightrope is one you usually have to walk alone because most agents have no way of helping you with this predicament. But one local realtor is using a unique Guaranteed Sale Program which solves this dilemma. This program guarantees the sale of your present home before you take possession of your new one. If your home doesn't sell in 120 days, they will buy it from you themselves for the previously agreed price ensuring that you never get caught in the Real Estate Catch 22. Before you hire any professional, you should research the market to find out who can do the best job for you. When interviewing agents, find out what kind of guarantee they are willing to give you with respect to the selling of your home. Unfortunately, you'll find that most agents simply cannot make such a guarantee.

To help you learn more about this program and how it can make your move less stressful, a FREE special report has been prepared entitled "How to Avoid Getting Stuck with Two Homes".

To order a FREE Special Report, call [Rudy Lira Kusuma](#) at [Your Home Sold Guaranteed Realty](#) 626-789-0159

Get your free special report NOW to find out how to guarantee the cash sale of your home.

Your Home Sold Guaranteed or I'll Buy it!\*

To discuss the sale of your home, call Rudy Kusuma at 626-789-0159 and Start Packing!

\* Homesellers and Rudy Kusuma Must Agree on Price and Time of possession at the time of listing.

Rudy Lira Kusuma

Real Estate Broker license 01820322

RUDY LIRA KUSUMA

YOUR HOME SOLD GUARANTEED REALTY, INC.

626-789-0159

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/529739279>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.