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18 MISTAKES SELLERS MAKE
WHEN PUTTING THEIR INVESTMENT PROPERTY ON THE
MARKET
AND HOW TO AVOID THEM
OR
18 REASONS WHY A PROPERTY MAY NOT SELL

1. Pricing property too high – have a professional perform a comparable market analysis based on comparable sales.
2. Small repairs bring big profits and fast sales -- have a professional give you low-cost solutions to minor repairs that will yield big profits.
3. Not considering other financing terms (besides cash) -- have a professional give you options that may be better than cash for you, the property owner.
4. Market Timing -- have a professional determine if the market cycle is poised to net you the most money. At least, ask to be shown how you make profits in a down market.
5. Providing easy access for showings -- there are many ways to show a property. Appointment only is the most restrictive; lock boxes are the least restrictive -- have a professional help you determine which is best for you and your tenants.
6. Staging your property correctly -- can you put items in storage? Creatively eliminate the appearance of deferred maintenance? We can help you!



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7. Choosing the right real estate agent – your real estate agent unfortunately can't tell you how to solve this, but you can call us for a list of probing interview questions to ask each one.
8. Believing that selling property is seasonal -- don't base selling decisions on the seasons. Property is always selling. In fact, in the traditional "off times" there is less inventory, and, therefore, more activity on the remaining property!
9. Pricing property too low -- one reason to hire us to make sure that no money is left on the table.
10. Not using current marketing technology -- make sure your agent is on the "Information Highway" with web sites, search engine technology, and the latest in buyer/seller communications.
11. Re-evaluating the marketing plan every 10 days -- the market, you, and your real estate require intuitive changes to the market and buyers on a regular basis. That is why we schedule a meeting with our clients every 10 working days.
12. Believing the agent is not doing the job -- when there aren't any offers did you know that 80% of your buyer activity comes from signs and the MLS? Even the most mediocre agent does that! If you have lack of showing problems, look at the price.



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13. Ignoring first impressions from the buyer -- sales have been hampered by unkept landscaping, cluttered common areas, unpainted buildings, hard-to-work locks, dead light bulbs, bad colors, stains, unlit areas, and bad odors. Spend time on the little things, double up on your gardener, keep things cleaner than usual.
14. Not giving the sales effort enough time -- you should never give too little time to something that is inherently a long process. Estimate the time you have to sell and then add some time so that you are never put in the position of having to do something based on deadlines. We can help you with the average time on market in your area and price range.
15. Dealing with unqualified or unsavory characters -- one of the best reasons to hire a real estate professional is that they have the ability to pre-qualify a prospect, financially, before valuable negotiation time is lost. More importantly, they have the tools to discover if a prospect's motivation to see your property may be other than purchasing investment property.



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16. Believing you are powerless to make a difference -- the top agents in the industry report that sellers themselves are responsible for 1 out of 10 sales! You can network with your business and personal friends, hand out flyers to your vendors, and keep the property "ready to acquire." Your professional real estate agent should be ready to hand out all sorts of easy assignments to make the "team effort" successful.
17. Testing the market -- never put your property on the market unless you really want to sell! Get ready for a professional sales push if you list with a great agent. If your plan harbors some indecision, be prepared for frustration because success is our objective.
18. Not setting up expectations with your agent – your agent needs to guarantee how fast the return phone calls are made, how many websites your property will be on, numbers of showings, and a myriad of other goals – all in writing!