



4 Factors That Cause a Home to Sell or Not Sell

Terms

If your terms as a seller are not seen *as reasonable or appealing* to a potential buyer, it can severely impact your ability to sell your property.
This can include contingencies that a seller chooses to insist upon.

Condition

Curb appeal and property condition are two of the most critical elements of a property sale.
Buyers will make judgments about what they cannot see, by what they can see.
The difference is always in the details.

Marketing

How a property is *presented and marketed* is key!
At the very least, a poorly represented and marketed property will cost the seller a lot of money and very well may cause the property to not sell.

Price

In any market condition, **whether a sellers or buyers market**, a property will sell if priced correctly. There are many factors and lots of data available to help sellers determine ***the best approach and method*** to price their property.

Learn the 7 Keys to Sell at The Maximum Price in Any Market Condition.

As both a Certified Luxury Home Marketing Specialist™ and GUILD™ Recognition awardee, you can be confident you're choosing an expert with the training, resources, and proven performance in buying and selling high-end homes when you work with me.

LOCAL Expertise. GLOBAL Reach.