



# The 5 Dumbest Mistakes *Smart* People Make When Selling A Home – And How To Avoid Them!

Compliments of Tim and Pat Buffham

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## **MISTAKE #1 - Basing their asking price on needs or emotion rather than market value.**

Many times people determine the price of their home based on how much they paid or how much they have invested into the home. This can be an expensive mistake. Overpriced homes take longer to sell and eventually net the Seller less money. Buyers are wary of underpriced homes (yes, homes can be underpriced) – they want to know what is wrong with the home and generally pass it by assuming there is a problem. Real Estate Consultants are up to date on information about the market value of a home. They can assist you in pricing your home correctly from the beginning.

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## **MISTAKE #2 - Failing to “showcase” their home.**

First impressions are the most important. Experience shows that for every \$100 in repairs that your home needs, a Buyer will deduct \$500-\$800 from their offer. Thoroughly clean, prepare and make repairs to your home before you put it on the market if you want top dollar.

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## **MISTAKE #3 - Signing a listing contract with no way out.**

Most traditional Real Estate Agents want you to sign a listing contract with no way out. When you list your home with us, you can cancel your listing at any time, no questions asked.

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## **MISTAKE #4 - Choosing the wrong agent or choosing them for the wrong reasons.**

Many Sellers list their home with an Agent who works for the biggest company, or is a friend or relative (usually without a lot of experience). Choose an Agent that you can call your partner (after all, selling your home is a partnership), one who you feel has the best marketing plan and knowledge of your neighborhood.

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## **MISTAKE #5 - Not knowing all of their legal rights and obligations.**

Real estate law is complex. The contract that you will sign when selling your home is legally binding. Small items that are neglected in a contract can wind up costing you thousands of dollars.

You need to consult a knowledgeable, professional who understands the in's and out's of a real estate contract.

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**\* Contact The Buffham Team for assistance with all of your real estate needs.  
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