

The Top 7 Reasons Homes Don't Sell

Nothing is more frustrating than having a home that seems to remain on the market forever. As days and weeks go by without a sale or even an interested real estate buyer, you may wonder if you're doing something wrong. This article takes a look at the top reasons homes don't sell, and offers advice on fixing the problems that can be fixed.

1. **Overpricing**

Experts agree that the number one reason most homes don't sell is because they are overpriced. Take an honest, emotion-free look at what you are asking for your home. Is it reasonable given the condition of your home and your neighborhood? Are similar homes in your area selling for the same price? If not, you may need to come down on your pricing to get your home to sell.

2. **Poor Showing**

Is your lawn overgrown and filled with weeds? Is the inside of your house cluttered and dirty? If so, your home doesn't show well. Potential buyers don't want to imagine themselves living there. Take a little time to spruce things up, and see if your home doesn't start to generate more interest.

3. **Location**

Is your home located in a declining neighborhood or close to a noisy airport or freeway? If so, these factors may explain why it's not selling. You can't do much about your home's location, but perhaps you can come down a bit on the price or ask your agent to stress the positives about your home (e.g., new roof, freshly painted, etc.).

4. **Limited Accessibility**

Does it take you a long time to get your home ready to show? Buyers don't have much patience when it comes to waiting to see a home they're interested in. If you make them wait too long to see your home, chances are they'll turn their attention elsewhere. When you're selling your house, try to make sure that it's ready to show at a moment's notice so you can catch buyers at that first heady moment of interest.

5. **Bad Photo in Listing Pictures**

If the picture of your home in listings is not flattering, buyers may be scared away. Ask your agent to take a better photograph and try again.

6. **House Not in Good Condition**

Let's face it, if your house has a backed up septic system, cracks around the foundation, and walls that bulge like something out of the Amityville Horror, buyers are going to stay away in droves. Exaggeration? Well, yes, but are there little ceiling cracks you've gotten used to, or windows that stick, or fingerprints all over the front door? You may need to invest some time and money in fixing up your home before trying to sell it.

7. **Unenthusiastic Agent**

Your agent may just not be that wild about your house and may neglect to point out its strongest selling points. If that's the case, you'll probably need to go with another agent who can see the strengths in the real estate you're selling.

If your home has been on the market for a while and isn't selling, perhaps it's time to take another look and see if any of these seven factors apply to the piece of real estate you're trying to sell. A few changes may make all the difference.