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There are only three reasons why a property does not sell

Selling a property in a changing market can be a challenge. You need to get your presentation just right, keep your home tidy, be ready for viewings and put your plans on hold until the right buyer falls in love with your home.

Sometimes, even after doing everything right, houses just don't sell. So, the question naturally becomes, "What is going on?"

If a property isn't selling, it generally comes down to one of three reasons: **presentation, promotion, or price.**

Your **presentation** needs to be as good as can be. Repairs and maintenance should be completed where possible to maximise your chances of passing any building inspections. Outstanding building consent issues should be addressed plus every room needs to be clean and decluttered.

But the best presentation doesn't mean much unless your **promotion** is right. You can have the most stunning house in the world, but if buyers don't know it is for sale, they cannot buy it.

Every potential buyer in your market should be aware that your home is for sale, so the advertising needs to be compelling and inspire action.

Your real estate agent should also have a plan to reach buyers within the right budget who might not have considered your home or location directly.

Above all though, the most important factor is **price**. You can have the best presentation in the world and the best marketing money can buy, but still struggle to sell if your price expectation is too high and buyers don't see value at your price level.

It is important that your real estate agent provides you with sales data of comparable properties that have recently sold, so that you can make an informed pricing decision.

If you have been on the market for a while and you need a second opinion, remember I am here to help.