

Re: Why your home isn't selling. Three reasons some houses linger on the market.

Your kids graduated from college last year and you decide it's time for a smaller house, so you put your house on the market. But the "For Sale" sign has been on your lawn for ages. Meanwhile, the Jackson's house down the street sold in a week.

Sound familiar? Here are three of the biggest reasons why some homes don't sell and what you can do about it.

The price is at market value.

This seems reasonable--price your house at market value. However, if you want to sell your house right away, experts suggest you actually price it a little below market value. Says John Smith of Smith Realty, "If the market value of your house is 310,00 dollars, price it just under that at 300,000 or even 295,000." He adds, "Remember, houses that remain on the market for months won't get market value."

The first impression doesn't impress.

You have one chance to wow potential buyers, so make it count. Buyers want to imagine themselves living in your home, but if the carpets are stained, dirty clothes are on the floor, or the kitchen is a mess, they're not going to make an offer. "It has to look good, smell good, and feel good," realtor Jay Brown says.

Your agent isn't right for you.

Like you, real estate agents are busy and they have many irons in the fire. Many know your town well, but a few are newcomers. Some will spend time marketing your house, while others will list it and leave it. Which is yours? Does your agent have experience with houses in your area and price range? Ask her. You can also request references. Real estate agent George Green says, "Following up on your agent's references is the best research a serious home seller can do."

Have questions about selling your house? Contact us at Alba Realty for a free consultation.

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