



5 MONSTERS THAT DEVOUR YOUR HOME'S EQUITY



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Few things are as frustrating as listing your home only to have it sit on the market and receive no or disappointing offers.

Unfortunately, this happens all too often. Homeowners want to sell their home for a price that reflects all the hard work they put into it, but instead, they only receive offers well below the market price—or no offers at all.

Their home is not the problem. It is what goes on behind the scenes. Mistakes made in the selling process are like monsters chomping away at your home's full equity, keeping you from selling at the best possible price.

Bad offers should not happen to good homes! By identifying and avoiding these five monsters, you can sell your home faster and for its full market value.

1. MEDIOCRE PHOTOGRAPHS

2. POOR STAGING

3. LISTING TOO HIGH FROM THE GET-GO

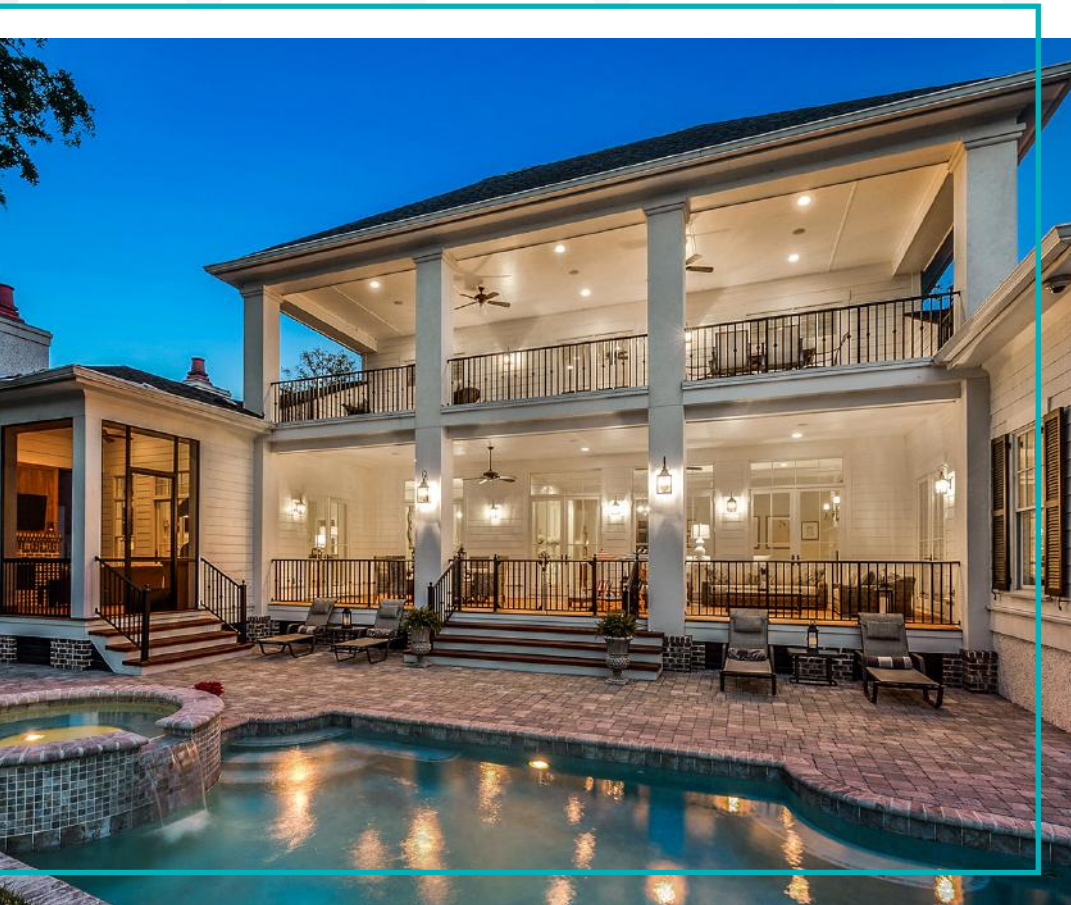
4. INEXPERIENCED REALTOR®

5. LISTING WITHOUT A PLATFORM

1. MEDIOCRE PHOTOGRAPHS

The life of your listing begins online, but many sellers fail to put their best photo forward. You have seen them: home photos that look closer to mug shots. Awkward angles, bad lighting, messy backgrounds—even the most beautiful home cannot compensate for less-than-stellar photography.

Once inside the listing, a homebuyer is going to click through the photos to decide if they are interested in seeing the home in person. If those online photos do not deliver the right experience—one that invokes positive feelings of wonder and excitement, they will be turned off and move on — a missed buyer for that seller.



A picture is worth a thousand words—and your best market price. So do not settle for anything less than the best. Mediocre photographs are the enemy of your home's equity.



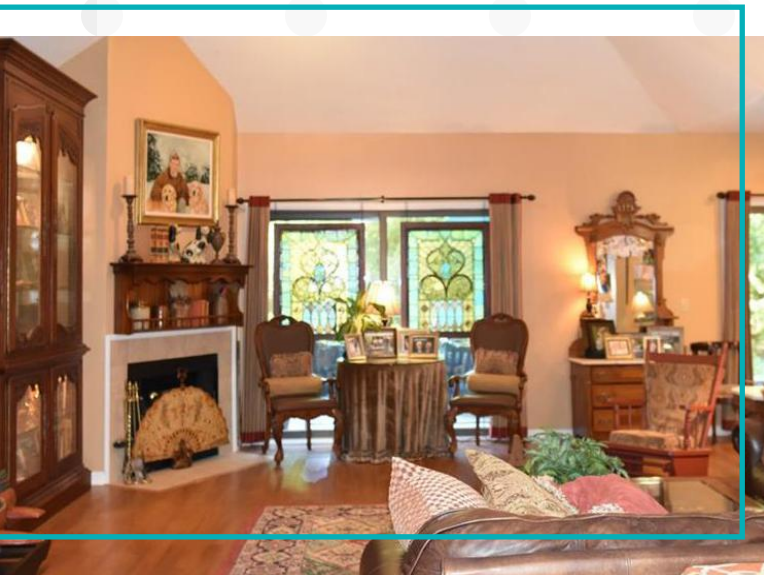


2. POOR STAGING

The quality of your photos is monumental, but what the photos are of is also critically important. Listing your home is like entering it into a “beauty pageant.” Literally thousands of buyers every day are combing through local listings—you want yours to jump off the screen. Remember, the job of online listings and photos is to convince buyers that they need to see your home in person. You want them to be excited to walk through your door.

Stories abound of sellers who had their home on the market for a year or more, who then hired an experienced “staging Realtor®” and subsequently sold in short order. No matter how beautiful your home is, do not underestimate the incredible power of staging. The way we live in our home day-to-day is very different than the way we need to present it to sell.

Staging does not stop at your front door. Landscaping and outdoor staging are key—especially in the Hilton Head Island-Bluffton area where outdoor living is a part of the lifestyle. Highlight your home’s outdoor spaces so homebuyers can see its full potential.



UNSTAGED



STAGED

3. LISTING TOO HIGH FROM THE GET-GO

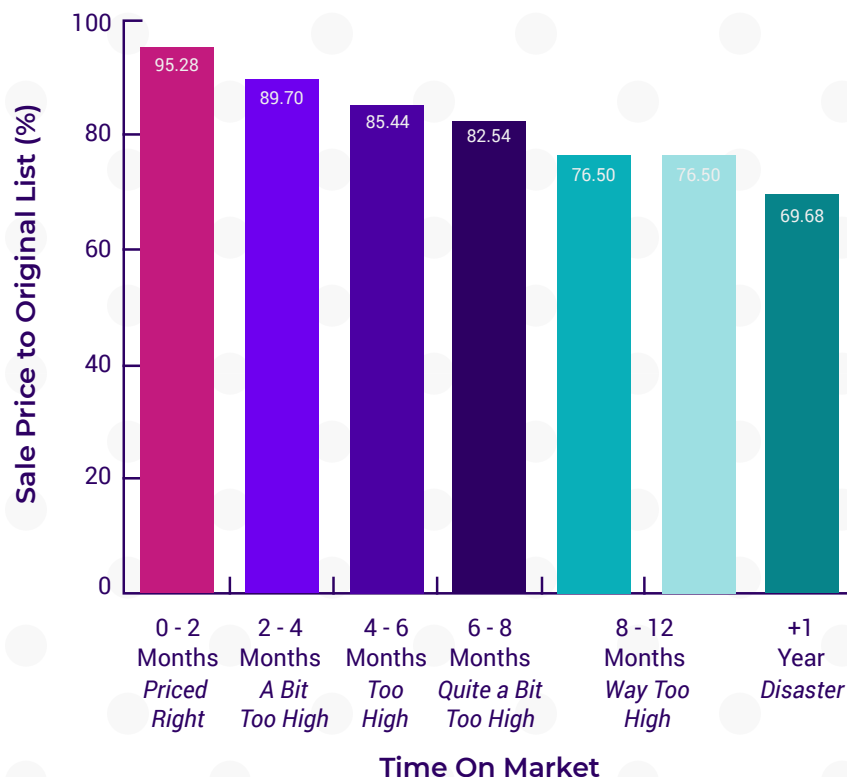
Many home sellers (and inexperienced real estate agents) think that starting out with a high list price will help them “end up” with the price they want. But nothing could be further from the truth.

Listing at a high price means your home will likely sit on the market longer, which is often a signal to buyers that there is something wrong with the home. The longer your home sits, the more likely it will sell for less—or not at all.



Do not be fooled by wishful-thinking strategies that will not pay off. The most reliable way to get the best price for your home is to price it within the current market from the beginning. Having a home listed within the current market (as opposed to too high so there is “room to negotiate”) creates interest right away. This will lead to more enthusiasm, more showings, a quicker sale, and often a higher price.

IMPACT OF TIME ON THE FINAL SALE PRICE



4. INEXPERIENCED REALTOR®

Your Realtor® is meant to advise you on every aspect of your home selling process, from price to presentation to offer negotiation. The wrong Realtor® could mean the difference between a satisfying sale and seller's remorse.

Your Realtor® should be an expert in marketing and selling your specific type of home. Each real estate market is unique and constantly changing. Each home type – waterfront, golf-oriented, beach, luxury – brings its own factors to the table. Realtors® inexperienced in selling your specific home type are unlikely to have a marketing plan to bring buyers to your specific home type, or to nail your home's list price. Pricing either too high or too low drastically affects how fast you sell and at what price. Mistakes like this can really cost you.



Do not pay the high price for someone's inexperience. Team up with an expert at selling your type of home – a Realtor® who can ensure your home is launched onto the market without any monsters working against you.

Area	Sq. Ft.	BR	BA	Original List Price	Sold Price	Days On Market	% Discount	\$ Discount
Belfair	4,186	5	5	\$925,000.00	\$725,000.00	382	22%	\$200,000.00
Berkeley Hall	4,658	4	5	\$895,000.00	\$660,000.00	1,024	26%	\$235,000.00
Bluffton Non-Gated	1,836	2	2	\$2,300,000.00	\$1,000,000.00	2,977	57%	\$1,300,000.00
Colleton River	7,060	4	6	\$2,990,000.00	\$1,850,000.00	730	38%	\$1,140,000.00
Folly Field	4,400	5	5	\$850,000.00	\$550,000.00	829	35%	\$300,000.00
Hilton Head Non-Gated	5,036	4	4	\$2,495,000.00	\$1,650,000.00	1,157	34%	\$845,000.00
Palmetto Bluff	2,810	4	4	\$1,250,000.00	\$799,000.00	397	36%	\$451,000.00
Palmetto Dunes	5,342	4	4	\$3,995,000.00	\$2,825,000.00	1,482	29%	\$1,170,000.00
Port Royal	3,947	4	4	\$1,599,000.00	\$950,000.00	329	41%	\$649,000.00
Sea Pines	5,200	5	5	\$6,999,000.00	\$2,400,000.00	2,738	66%	\$4,599,000.00
Spanish Wells	5,400	5	5	\$2,500,000.00	\$1,275,000.00	1,193	49%	\$1,225,000.00
Wexford	4,607	5	5	\$1,150,000.00	\$870,000.00	596	24%	\$280,000.00

5. LISTING WITHOUT A PLATFORM



One of the biggest hurdles for sellers is getting their home in front of buyers. If no one sees it, even the most beautifully designed and decorated home cannot sell. You need a local, national and global marketing platform to showcase your home so the right buyers can find and fall in love with it.

That said, it is important to have a strategy behind your marketing platform. Most Realtors® are happy to get a listing, post it, and hope it sells. But without an intentional strategic marketing presence, the home will just sit online, waiting to be discovered.

That is why at Turner & Rudd Group, we invest more dollars in digital and direct mail exposure than other Realtors® in the Hilton Head area. Our UPSell® marketing platform does not just list your home—it launches it onto the market.





**↑ UPSell[®] YOUR HOME WITH
TURNER & RUDD GROUP**

At Turner & Rudd Group, we understand the challenges and frustration of selling a high-end home. We know you have invested a lot of time, money, and emotion into creating a home you love—and you want to sell for the optimum price.

We are experts at slaying these monsters, having helped thousands of people transform their lives by selling their home or buying their dream home in the Hilton Head Island-Bluffton area. We believe each home is truly special and deserves a customized marketing plan highlighting its uniqueness.

Whether selling your primary or vacation home, our team will help you move from stuck to sold for your full market value. Reach out today to UPSell[®] your home!

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