



## SEVEN DEADLY TRAPS FOR DO-IT YOURSELF HOME SELLERS



1. **Improper Pricing:** Estimating the proper price for your home is much more complicated than simply knowing what your neighbor sold their house for. Even the automated valuation services available on the Internet are noted for their fallacies and inaccuracies. Agents at Bradford Realty Group are specifically trained to perform a competitive market analysis whereas your home is compared to other similar houses, both listed and recently sold, to help you arrive at the optimum pricing for your home.
2. **Failure to Disclose Property Flaws:** The seller's liability does not end with the closing of the sale. Even with "as is" sales agreements, the seller is required to disclose any known significant flaws in the property that the purchaser may not notice during a reasonable inspection. Bradford Realty Group offers each of its clients a "Seller's Property Disclosure" form that may help prevent future claims of non-disclosure.
3. **Making Decisions Based on Emotions:** Good attorneys will seldom represent themselves in court. They know it is a huge risk because they are so emotionally and financially involved with the outcome. They recognize the need for a dispassionate and objective advocate. One whose vision is not blurred by personal enthrallment. Bradford Realty Group can be your rock-solid advocate. We view real estate through the logical eyes of the marketplace while striving to achieve your personal objectives.
4. **Expecting Prospects to Work Around Your Schedule:** What will a prospect do while waiting for you to get off work or back from running errands to show them your house? They will go look at other houses, of course. They are ready to buy, and the first house they find which they feel is right for them is the one they will make an offer on first. If they find that house at noon and your appointment is not until the early evening after you get off work, you will be left waiting while another seller is entertaining an offer. Bradford Realty Group is ready to act! We encourage prospective buyers to view your home as quickly as possible. Of course, we work too, but our work is real estate. When a prospective buyer wants to see your house, we make every effort to meet them at their convenience, not ours.

### **FREE REPORT**

**27 Amazingly Simple Tips to Help Brande Sell Your House.**

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5. **Falling for Unscrupulous Tactics:** In today's market climate, mortgage fraud is rampant. It seems everyone is after making the deal with little concern for what is honest and ethical. Across the nation, seller after seller are getting caught-up in mortgage fraud scams often without even knowing they were doing something wrong. At Bradford Realty Group, we strive to help you sell your house ethically, without all of the headache and expenses of getting caught up in mortgage fraud scams.

*As a listing agent, you were prompt, courteous, professional, diligent and tenacious as a bulldog.*

*-Evan B. - Jonesboro, Georgia*

6. **Failure to Follow Lead Based Paint Disclosure Laws:** Sellers across the nation are subject to steep fines should they fail to properly follow the disclosure laws pertaining to lead based paint. It does not matter if your home actually has lead based paint, if it is of a certain age you have no choice but to make the required disclosures on government mandated forms. As your broker, Bradford Realty Group is prepared to help you with the required disclosures..

7. **Not Understanding Good Salesmanship Principles:** There is a simple reason that some people do very well working for commissions and others do not. The successful salesperson understands the principles of good salesmanship Real estate sales is more than just opening the door and escorting a prospective buyer through your home. It is gently fishing out the desires and the needs of the prospect and presenting the property in a light most favorable to the prospect. It is recognizing personality types and what techniques they are most susceptible to. It is helping the buyer make an informed decision which is most favorable to your client. We know good salesmanship and would like to put our knowledge to work for you.

The above are only a few examples of the many reasons you should trust the sale of your house to Chris & Brande Bradford of Bradford Realty Group. Knowing what you now know, is selling your home something you really want to undertake as a do-it yourself project? Before you make such a decision, call us.

**South Metro Atlanta Real Estate Sales**

⚙ Houses	⚙ Multi-Family
⚙ Commercial	⚙ Industrial
⚙ Lots & Land	⚙ Investment Properties

☎ Call [Brande](tel:770-961-5520) Today @ 770-961-5520 ☎

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