



**UNITEDREALTY**  
**PARTNERS**

United Realty Partners, Ltd  
Danya Shakfeh  
Phone Direct: (630) 728-1754  
Fax: (708) 448-2900  
[dshakfeh@gounitedrealty.com](mailto:dshakfeh@gounitedrealty.com)



Danya Shakfeh  
Real Estate Agent

## **5 MISTAKES SELLERS MAKE WHEN LISTING THEIR HOMES**

It's a well-known fact that purchase decisions are often more emotive than rational. Sometimes simply the color of a product's packaging will increase sales for a product. As your listing agent, I consider the listing of your home as its "package" and will present your home in a way that increases potential for its sale.

Below are 5 common mistakes I see in the "packages" of houses:

### **1. Bad Listing Pictures**

For most potential buyers, a home's listing pictures will be the deciding factor as to whether a buyer will even come see your home. Having dark poorly angled pictures will cloud an opinion of potential buyers before they see the house. Accordingly, we consider it standard to hire a professional photographer to take your pictures for your listing.

### **2. Poor staging**

When a buyer sees a home, they want to "feel" like it is home. If it is cluttered or the taste is too specific, a buyer might have a "fight or flight" response and probably not want to put an offer

### 3. Overwhelming specific taste



Similar to staging, as a seller, you want to send a message to your buyer that “this can be your home.” If there are too many pictures on the wall or it looks like the house will need a lot of alterations before a buyer moves in, then we can find the best

way to make the house look more neutral and appealing to more potential buyers.

### 4. Home smell

The smell of a home says a lot about how the house has been cared for. If the house has a musty smell or smells overwhelmingly of food, it could signal to the buyer that there is an underlying problem. It may be worth it to plan cooking around showings and invest in some scented candles and a deep clean of the house.

### 5. Home condition



Without a doubt, homes are subject to wear and tear. There are ways to make a house look better taken care of without spending a lot of money or remodeling. Simple things like minor paint jobs or even a good clean could go a long way to

signaling to a buyer that the house is well maintained.

As an agent, I spare no effort in making a house look its best for sale allowing my clients to move on to the next phase of their lives. If you are interested in listing your home, give me a call to (630) 728-1754 or email me to [dshakfeh@gounitedrealty.com](mailto:dshakfeh@gounitedrealty.com).