

MISTAKE 14

REVEALING YOUR REASON

Your reason for selling is confidential.

No one, other than the agent you trust, should know your reason for selling. If your reason is revealed it can severely hurt your chance of obtaining the highest price. This is especially true if you need to sell by a certain date. If buyers know the reason you are selling it can weaken your negotiating position.

Too often, many agents say, “Must sell because bought elsewhere/financial problem/job transfer.” If asked the reason for selling, simply say that you are “re-locating”. Don't let the reason you are selling your home be the reason you receive a lower price.

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