

MISTAKE 11

FOR SALE SIGN

No sign can mean no sale.

“The buyers who are most likely to pay the highest price will specifically want your location.”



A sign attracts these buyers. It is your 24 hour salesperson.

It is often your best salesperson. Be careful. Some people will knock on your door. Insist they call your agent. Trying to negotiate yourself could cost you thousands of dollars.

For Sale Signs also attract other agents, those who are too lazy to find their own homes for sale and those who lack ethics. If other agents approach you, send them packing no matter how many times they tell you they have a great buyer. These agents are the industry's worst. If they 'steal' other agents' clients they will almost certainly deceive you.

Do not speak to the unethical agents who approach you from a For Sale Sign.