

# MISTAKE 3

# ADVERTISING COSTS

**Most real estate advertising is a waste of money.**

Make sure it is not your money. Many agents advertise to promote themselves, not your home.

In the past 20 years, real estate advertising has increased as much as twenty five times. In most areas, the number of sales being made today is the same as twenty years ago.

Home sellers are often pressured to pay thousands of dollars for advertising. This is a needless expense because very few homes are ever sold because of advertising. The industry is addicted to advertising.



Some agents even receive kickbacks from advertisers and this money is seldom passed on to sellers. Many agents raise their profile and their profits at your expense. Do not allow this to happen to you.

**Never pay money in advance to an agent for advertising.** And, **DON'T SIGN ANYTHING** which asks you to pay for advertising **BEFORE** your property is sold.