

## **MISTAKE 4**

# **DEMANDING ADVERTISING**

**Advertising will rarely sell your home.**

Too often home sellers make the mistake of demanding advertising for their homes. Buyers who want to buy in your area always VISIT your area before they buy. The area attracts them more than the advertising.

It is a waste of time, money and energy to place advertisements in publications which reach thousands of people who will not buy in your area. Provided your agent's office is open seven days, buyers for your area will be attracted to your agent.

**The best agents will then qualify the buyers and bring them to your home. That's how most homes are sold.**

*If your home is not selling there are usually only two reasons: the agent is incompetent or the price is far too high.*

*If you keep advertising it, people will wonder what is wrong with it.*