

MISTAKE 8

OPEN LISTING

The more agents you employ the lower will be your price.



Do not place you home with several agents. You may think this will increase your chance of finding a buyer. But it decreases your chance of getting the highest price. The agents will be in a hurry to sell your home before another agent sells it. The sale will be most important. The price will be forgotten.

Buyers shop around. They will use the agent who can obtain your home at the lowest price. Test this yourself. When you see one home with several agents, call them all and ask this question: "What is the lowest price I can pay for that home?" You will be told different prices. The agent who suggests the lowest price is the agent who will be most likely to sell your home. The same situation happens with 'multi-list'.

Choose one agent, one you like and trust.