

How To

TURN OFF BUYERS

Homebuyers look for **red flags** when they read real estate listings. Sellers repel buyers when they do the following:



Neglect to include photos.

Do use about a dozen photos. Make sure pictures match the description.



Use hyperbole or exaggeration.

Avoid superlative claims like "the best." Use flattering adjectives, but don't go overboard.



★ **BEFORE**
THEY EVEN
SEE YOUR
HOUSE!



Say "as-is" in the listing.

Do include obvious improvements that buyers will want to make.



Imply that they're flipping the property.

Emphasize that renovation work was properly permitted and done well.