

# The Top 5 Reasons Homes Don't Sell, Even in Today's Seller's Market

Recently I wrote that your choice of listing agent could be a reason your home isn't selling. Selecting the best and most experienced listing agent is important, but it's what you and your

## REAL ESTATE TODAY



By **JIM SMITH**, Realtor®

listing agent do or don't do that can make the difference. And there are some reasons homes don't sell that you can't control.

This is not the definitive list, but it is drawn from over a decade of representing several hundred buyers and sellers. Other real estate pros may come up with a different list, but this is mine — for today.

A year from now I might make a different list, because market conditions will change — they al-

ways change! — and I will have had other experiences. Make sense? Then let's start:

**#1 — Price.** Every home has a price at which it will sell. The danger in a seller's market is that the seller sees the rising market and lists at a target price that he could well obtain *if* he listed the home at a lower price that draws multiple offers. I experienced this situation recently. A seller lowered his condo's price by \$10,000 after three weeks of few showings and no offers. Within just a few days we had multiple offers and sold it for \$3,000 above its new listing price. (This was still a record for that size condo in that complex.)

**#2 — Commission offered to buyers' agents.** With buyer's doing their own on-line searching and dictating which homes they want to see, you'd think a seller could get away with hiring a company that suggests a flat \$3,000 co-op commission instead of the traditional 2.8% which most

companies offer and which buyer agents expect. However, in response to that practice, agents are now writing buyer agency agreements which state that the buyer will pay any difference between such a co-op commission and the standard 2.8% co-op. The result is no contract or one which dictates a higher commission to the buyer's agent.

Several years ago I experimented with offering 2.5% instead of 2.8%, and even that small reduction in co-op commission made a noticeable difference in traffic and offers. After several months I realized my folly and returned to offering 2.8%.

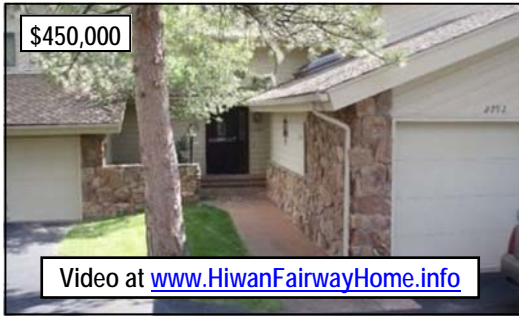
**#3 — Neighborhood conditions.** This is one reason which does become less of an obstacle in a seller's market. Buyers who would never buy a home with highway noise in the past are buying now, but when there are more homes without highway noise to choose from, such a home will sell last. Other factors you can't control include noisy neighbors (or their dogs) and, in neighborhoods with no covenants, neighbors who neglect their home's appearance or who park their RV's or junk cars in their driveways or yards. Conversely, many buyers don't want a home with an HOA, especially ones with excessive fees or property taxes. (Newer subdivisions are often created using new tax districts to finance infrastructure costs. That can increase property taxes by 50% or more for the next 30 years.)

**#4 — Inferior marketing.** We at Golden Real Estate pride ourselves on superior marketing, including HDR photos and narrated video tours of every listing. We're always on the lookout for new ways to add value for our sellers, whether it's a free moving truck, solar lighting on our yard signs, or better internet marketing ideas.

**#5 — Availability of listing agent.** That company that's famous for offering only \$3,000 to buyers' agents is closed on Sundays and says in the remarks seen by buyers' agents "No Sunday deadlines." No agent name or phone number appears on their listings. (Make sure your agent discloses his/her cell number on MLS and sign.)

See more reasons at [www.JimSmithBlog.com](http://www.JimSmithBlog.com).

## This Week's Featured Listings



\$450,000

Video at [www.HiwanFairwayHome.info](http://www.HiwanFairwayHome.info)

This townhome at 2992 Augusta Drive in Evergreen is being sold by the owner's estate. It is the middle unit of a triplex backing to the Hiwan Golf Course's 2nd tee. Although it has only two bedrooms — a main-floor master suite and a 2nd floor guest suite — it has 3½ bathrooms (one with jetted tub) and over 3,000 finished square feet of living space. It has some nice features, including a Sub-Zero refrigerator and an oversized 2-car garage that has an epoxy floor and is heated, but it clearly needs updating in other respects, hence its below-market pricing. The extra spacious wood deck and patio overlooking the golf course combine with great indoor spaces to make this a great home for entertaining. Take the narrated video tour at its website to fully appreciate this home's potential, then call your agent or me at 303-525-1851 for a private showing. Open this Saturday 1-4 p.m.

If you find yourself reading printed newspapers less, you can get this column by email. Email me at [Jim@GoldenRealEstate.com](mailto:Jim@GoldenRealEstate.com), or subscribe to my blog at [JimSmithBlog.com](http://JimSmithBlog.com).



\$359,000

Video tour at [www.NorthGoldenHome.com](http://www.NorthGoldenHome.com)

Here is a 4-bedroom home on a spacious corner lot just three blocks from Clear Creek and downtown Golden! This home at 619 Garden Street is being painted and cleaned up and should be ready for showings early next week. I'll probably hold it open next weekend — unless it sells first, which is entirely possible in the still-hot Golden market. This tri-level home with basement has 1,973 square feet of living space, a 2-car garage, RV parking and large fenced yard. The roof was replaced in 2012, and bathrooms were updated in 2010. It is across from the Tucker Gulch Trail which links to the citywide network of bike & pedestrian trails. Call me for showing info.



Serving the West Metro Area

**Jim Smith**

Broker/Owner

**Golden Real Estate, Inc.**

DIRECT: 303-525-1851

EMAIL: [Jim@GoldenRealEstate.com](mailto:Jim@GoldenRealEstate.com)

17695 South Golden Road, Golden 80401

WEBSITE: [www.GoldenRealEstate.com](http://www.GoldenRealEstate.com)



Follow us on Facebook at

[www.Facebook.com/GoldenRealEstate1](http://www.Facebook.com/GoldenRealEstate1)

