

## 5 Reasons a Property Does NOT Sell

**Why hasn't your property sold?** It's a question many home owners ask when their home does not sell. How does one answer that question without being "sold" by another real estate company looking to just get a listing vs. trouble shooting and finding the real reasons and then effectively solving those issues.

**There are 5 fundamental reasons a property does not sell in any given market.**

1.) **Price** - Re-analysis of the original list and last list price. A hard look into the Active, Sold, Pending and Expired Listings in your area and price range will determine if there was a pricing issue. If the evidence supports you are over-priced, adjusting the price is the easiest way to meet market conditions as it relates to the supply and demand. However this is the easy way to help your home become sold, but there are other alternatives to lowering the list price.

2.) **Condition** - A close analysis of your homes condition and where the best use of time, resources and materials will get that extra value to meet market conditions is paramount. This part of the re-analysis is the most exciting. Because during it you'll see more clearly the strengths and the weaknesses of your homes presentation. Adjusting your properties value through strategic "tweaks" is more powerful than lowering the price.

3.) **Terms** - Ask about how owner financing can put even more money in your pocket and get your home sold faster. It's an option most home owners and agents do not explore. Partly because it seems complicated or a misconceived understanding on how it works. There's a number of creative financing scenarios to selling a home. Worth a discussion.

4.) **Location** - Yes, where your property is located and the school district can affect the sale. Unfortunately it's not possible to pick your home up and move it to another location. But understanding the reality of a location, good or bad is a must when trying to get to the truth of why a home does not sell. There are solutions to even a challenged location.

5.) **The Agent** - Yes your agent can be a large factor on why a home does not sell and here's why. Any agent can price your home. Any agent can put up a For Sale sign, place your home in the MLS (Multiple Listing Service) and hold an open house. Anyone. But what marketing beyond that are they doing and is it effective? Are they staying in touch with you? Better question is do they call you back when looking for an update?

The reason for this letter is for you to consider getting a hold of me to talk about the following:

- 1.) What are your goals?
- 2.) What are ALL the possible solutions to meeting your goals.
- 3.) Do a complete analysis on your homes marketability.
- 4.) Present the solutions to get you on your way.

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