




# How to PROTECT YOUR NET PROFIT AND SELL WITH STRATEGY.

The Equity Killer


By: Heather Springer




# 5 Mistakes That Cost Sellers More Than Just Money


 [] Mistake #1: Skipping the "Pre-Listing Prep." Small things like dirty grout, dead lightbulbs, or a messy yard signal to buyers that the house hasn't been maintained. They will deduct \$10,000 from their offer for \$1,000 worth of work.


-  • **The Fix: Fix the "eyeball" issues first. Fresh mulch and neutral paint pay for themselves 5x over.**


 [] Mistake #2: Getting Stuck on "Old" Market Prices. "But my neighbor sold for \$450k last year!" Markets change in 30 days. If you price based on last year's data, your house will sit, get "stale," and eventually sell for less than it's worth.


-  • **The Fix: Look at the last 3 months of closed sales, not active listings.**

 [] Mistake #3: Treating the Inspection like a Personal Attack. When a buyer's inspector finds a list of 20 things wrong, many sellers get angry. This is an ego trap. It's business, not an insult to your home.

-  • **The Fix: Stay detached. Every item is just a math problem to be solved with a credit or a repair.**

 [] Mistake #4: Focusing on the "Sale Price" instead of the "Net." A \$500k offer with \$15k in closing cost credits is worse than a \$490k clean offer.

-  • **The Fix: Always look at the bottom line (Net Sale). That's the only number that goes into your bank account.**

 [] Mistake #5: Letting "Ego" Drive the Negotiation. If a buyer offers \$5,000 less than you want, and you walk away just to "win," you might end up paying \$6,000 in extra mortgage payments while you wait for a new buyer.

-  • **The Fix: Calculate the "Holding Cost." Sometimes "losing" \$2,000 in negotiation saves you \$5,000 in the long run.**

# Need a Strategist, Not Just an Agent?

I'm Heather Springer. My friends call me "The Owl" because I believe in facts, honesty, and protecting my clients' money at all costs. As a way I give back to community: I donate (up to) 5% of my proceeds to cancer foundations and fundraisers.

[Contact me through my social media.](#) <<<

Let's get the facts and get the win.

