

WHAT MOST HOME SELLERS GET WRONG— AND HOW TO GET IT RIGHT.



If your home sat on the market without offers—or if you're preparing to sell and want to avoid costly mistakes—this guide is for you.

Selling a home in today's market can feel overwhelming. And if you've already tried once and didn't get the result you hoped for, the frustration is real.

Most homes don't fail to sell because of the market—they fail because of some avoidable missteps.

This guide breaks down the 10 most common mistakes sellers make and exactly what to do instead.



NICOLE SPENCER
HOMES

GUIDE | **Forbes**
REAL ESTATE | GLOBAL PROPERTIES

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TOP 10 MISTAKES

THAT KEEP HOMES FROM SELLING

Get a quick snapshot of what may have gone wrong—or what to avoid the next time:

- 1.** Do Your Research
- 2.** Pricing the Home Correctly
- 3.** Confronting High Buyer Expectations
- 4.** Preparing the Home for Sale
- 5.** Navigating Inspections and Repairs
- 6.** Timing the Sale with the Purchase of Another Home
- 7.** Uncertainty Around Interest Rates
- 8.** Inconsistent or Poor Marketing
- 9.** Deals Falling Through
- 10.** Appraisal Issues

Now, let's break each one down...



GET ONLINE AND RESEARCH AGENT PRODUCTION AND TESTIMONIALS

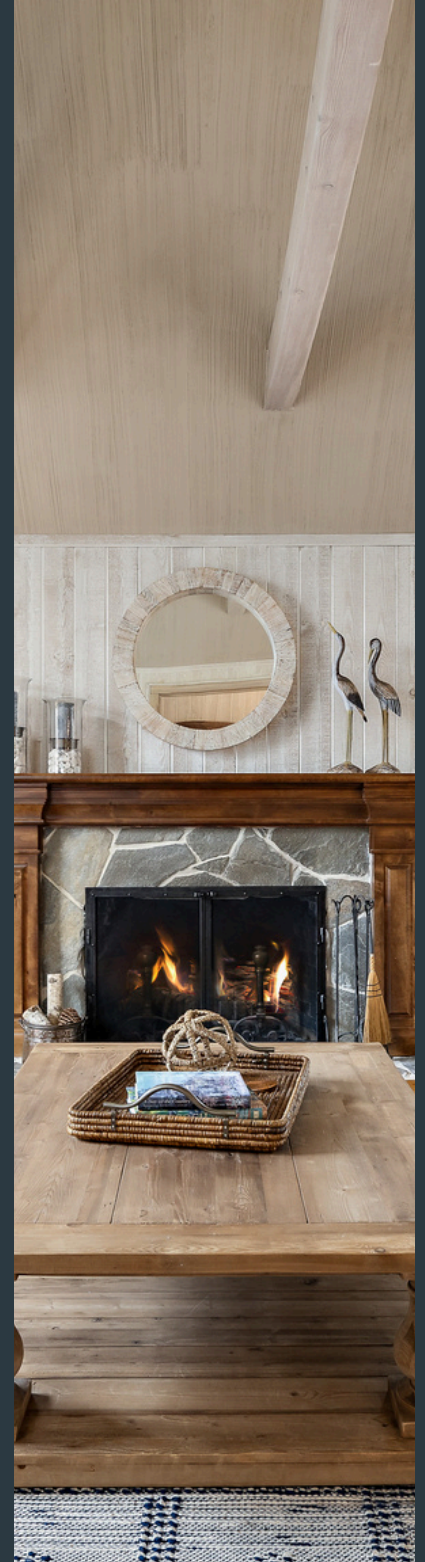
It's natural to want to support a friend or family member with a real estate license, but selling your home isn't the time to skip research. Your home is likely your most valuable asset, and the wrong agent can cost you through weak marketing, poor negotiation, pricing mistakes, or even legal issues.

Not all agents are the same—some have only sold a few homes, while others are full-time professionals with proven results over many years. There are no two transactions that are the same and the more transactions the more expertise that agent has on how to navigate and manage the many challenges that will inevitably arise.

Beyond sales volume, you want to know how past clients describe their experience—did the agent communicate clearly, anticipate problems, and stay on top of the many details of a transaction effectively?

SOLUTION:

Research agents online. Look for their production numbers, read testimonials on platforms like Google, Zillow, and Rate My Agent and pay attention to both the quantity and quality of their reviews. By investing time upfront to evaluate performance and client feedback, you'll gain confidence that your sale is in experienced hands—and avoid costly surprises later.

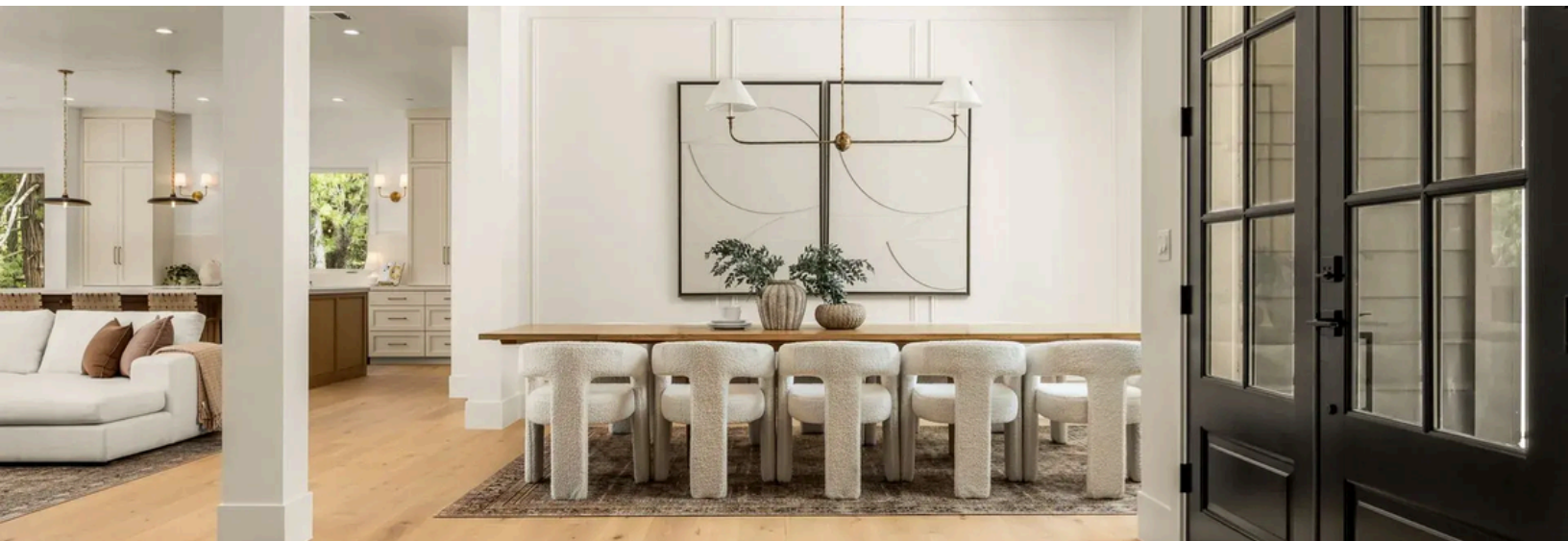


PRICE IT TO SELL— NOT TO SIT

Many sellers overestimate their home's value due to emotional attachment. Buyers are looking at what is available every day and therefore will recognize when a home is priced correctly or not. If overpriced, that leads to homes sitting on the market too long, getting less views because of buyer perception and eventually selling for less.

SOLUTION:

Strategic pricing isn't guesswork—it's based on local market data, buyer behavior, and a clear understanding of how homes are valued. This is where working with a skilled realtor really matters as they will analyze the comparable homes and price your home to generate demand, avoid sitting stale, and attract serious buyers from day one.



BUYER STANDARDS ARE HIGH

Buyers expect move-in-ready homes with modern updates. This is largely due to lack of funds, time, vision or combination thereof to repair and renovate. Sellers with outdated homes or in need of repair will struggle to get top dollar unless they make improvements or adjust pricing.

SOLUTION:

Your listing agent will recommend the repairs and upgrades needed, in order of priority. If your home needs repairs or updating, it's important to know how to adjust your pricing or marketing to compete. An experienced seller's agent can help you balance expectations, highlight your home's strengths, and create a compelling story for buyers.



SHOWCASE, DON'T JUST LIST

Decluttering, cleaning, making minor repairs and staging for the camera can feel overwhelming and expensive. Many sellers underestimate the time and effort needed to present the home at its best.

SOLUTION:

First impressions sell. From light staging to minor updates, prepping your home the right way can make all the difference.

A seller's agent will guide you through what's worth doing and what's not—helping you avoid over-improving while still maximizing appeal.

DON'T LET A LOOSE HANDLE KILL THE DEAL

Home inspections often bring surprises that can kill deals or cost sellers thousands in repairs or credits. Negotiations after inspection can feel frustrating or unfair.

SOLUTION:

Inspections and appraisals often bring surprises—but most can be handled proactively. A seller's agent can help you identify and address potential issues early, so you're not caught off guard. Their role is to guide negotiations and keep the deal on track if challenges come up.

BUY, SELL, AND BREATHE

Coordinating a sale and purchase can create pressure or even leave sellers temporarily homeless. Bridge loans or rent-backs can help, but they add complexity.

SOLUTION:

Buying and selling at the same time can be stressful, but there are ways to manage it smoothly. A seller's real estate agent can help you line up closing dates, negotiate rent-backs, or explore bridge loans. Planning ahead with the right support helps you move forward with confidence and without the chaos.



THE MARKET MOVES – SO SHOULD YOU

Fluctuating mortgage rates can cause buyer demand to rise or fall quickly, impacting pricing and days on market. Sellers may need to be more flexible or creative to secure a deal.

SOLUTION:

When mortgage rates change, so does buyer urgency. A responsive, experienced seller's agent will know how to adjust your timing, pricing, or strategy based on real-time market shifts. Selling smart means staying flexible—and having someone help you navigate the shifts confidently.



IT'S NOT JUST THE HOUSE— IT'S THE HYPE

Some homes sit unsold due to poor photography, lack of online presence, or weak agent representation. A strong digital and local marketing strategy is essential in today's market

SOLUTION:

Simply listing a home is not enough—a seller's agent with a solid marketing strategy will use professional photos, compelling copy, and targeted online exposure to get your home in front of the right buyers. Strong marketing creates momentum, which leads to stronger offers.



WHEN "SOLD" ISN'T REALLY SOLD

Even after accepting an offer, financing, contingencies, or cold feet can cause buyers to back out. Sellers need a plan B and a strong negotiator on their side.

SOLUTION:

Not every offer is the best one, even if it comes quickly. An experienced real estate agent who represents sellers will help you evaluate offers carefully, verify buyer strength, and avoid surprises later in escrow. Having someone guide this process ensures you protect your bottom line.

THE VALUE GAP NO ONE WARNED YOU ABOUT

In some markets, homes don't appraise for the sale price, forcing price reductions or extra negotiation. This is common in areas with rising prices or limited comparable sales.

SOLUTION:

Surprises late in the process can derail a deal—but many of them are avoidable. Getting ahead of common issues with pre-listing inspections or contractor estimates gives you leverage and peace of mind. Knowing where a home will appraise and getting ahead of the potential issue. These are all things that only an experienced listing agent will know how to do and can help you stay proactive and negotiate from a position of strength when the time comes.





LET'S GET IT RIGHT THIS TIME

If you've tried before and didn't sell—or if you're just starting the process and want to be methodical—this is your chance!

A great listing experience comes down to:

- Strategic pricing backed by local data
- Beautiful home presentation with compelling descriptions, professionally marketed with real reach
- Smart negotiation and deal management
- An experienced seller's agent who truly has your back

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YOU DON'T GET A
SECOND CHANCE AT
A FIRST IMPRESSION

*–Let's Make This
One **Count***

*Thanks for reading. When
you're ready, let's talk
strategy.*



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WHAT SELLERS ARE SAYING



Stephanie Manna ✓

1 month ago



Nicole is very detailed and patient with the guidance process of selling.



Bev Wainwright ✓

3 months ago



We highly recommend Nicole Spencer as a real estate agent. She helped us navigate through a somewhat unusual situation when selling our home, and enabled us to deal with all the complexities with ease and in a totally stress free way. Nicole's contacts in the industry and attention to detail ensured that all our inspections went smoothly, and were dealt with promptly. She was always available when we had questions or concerns, and kept us informed every step of the way.

From her knowledge of the market, incredible organizational skills, through to a seamless and easy completion of closing paperwork, Nicole was friendly, professional, and absolutely reliable the whole way.



hal meyer ✓

1 month ago



Nicole Spencer did a great job listing and getting our house sold. We had our home on the market before listing it with Nicole and had very little activity. Nicole's superior marketing created a huge amount of interest. We received multiple offers and our house was sold in 50 days with an all cash offer with very few contingencies. I would highly recommend Nicole to all my family and friends.



Greg Sandler ✓

3 months ago



I've been in the real estate and lending industry for over two decades, and I can say without hesitation that Nicole Spencer stands out as one of the most exceptional Realtors in Northern California. Her expertise, professionalism, and consistent performance as a top-producing agent are second to none. Nicole's marketing—both print and digital—is strategic, polished, and highly effective, setting a new bar for how listings should be presented. Most importantly, the personalized care and attention she gives each of her clients, whether buying or selling, far exceeds industry standards. She's truly in a league of her own.



Debbie S ✓

2 months ago



As an escrow officer with over 30 years of experience, I can honestly say that Nicole stands out as one of the best in the industry. She continually goes above and beyond for her clients, and it's very clear that she takes great pride in her work.

Whenever I get the chance to work with her, I know that the whole process will be smooth and efficient. I highly recommend her to any buyer or seller!



Diane Ogden ✓

2 months ago



Couldn't recommend a better realtor! Nicole was a pleasure to work with. Her professionalism was over the top with every interaction we had with her. From the listing to close, couldn't have asked for a smoother experience. Highly recommend!!!



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