

Top 5 Pitfalls Home Sellers Fall Into

**FREE
GUIDE**

AS  IS HOMES

Top 5 Pitfalls Homeowners Make When Selling Their Home

Selling your home is one of the most significant financial transactions you'll ever make, but it can also be fraught with challenges. Without the right guidance, it's easy to make decisions that could cost you time, money, and peace of mind.



Meet James. James was excited to list his home. But after months of stress, unexpected hurdles, and little interest from buyers, he was left with a disappointing offer—or worse, no offer at all.

The good news is that these outcomes are often avoidable. By understanding the most common pitfalls homeowners face, you can sidestep costly mistakes and ensure a smoother, more successful sale.

Let's dive into the five biggest pitfalls homeowners make when selling their home and what you can do to avoid them.



713-364-3321



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Pitfall #1

Trying to Renovate the Home Themselves

WHY THIS IS A PITFALL:

Renovating your home may seem like a cost-effective way to boost its value, but taking on a DIY project can quickly spiral out of control. Many homeowners underestimate the time, skill, and expense required to execute professional-grade renovations. Even small mistakes can lead to costly repairs, delays, and frustration.

WHAT CAN GO WRONG:

1. **Budget Overruns:** According to HomeAdvisor, the average renovation project costs 20% more than planned. If you're inexperienced, that percentage can climb even higher.
2. **Delays:** Nearly 60% of homeowners experience significant delays during DIY renovations.
3. **Subpar Results:** Poor-quality workmanship can deter buyers and hurt your home's perceived value.
4. **Safety Issues:** Electrical, plumbing, or structural mistakes can pose hazards that need to be addressed before selling.



BETTER APPROACH:

If renovations are needed, hire experienced professionals who can ensure the job is done right and on schedule. Sometimes, it may be more cost-effective to sell the home as-is instead of sinking time and money into renovations.



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Pitfall #2

Putting a Home That Needs Serious Work on the Market

WHY THIS IS A PITFALL:

Listing a home in poor condition can alienate buyers, attract lowball offers, or cause the home to linger on the market. Many buyers want a move-in-ready property and may not have the vision (or the funds) to take on a fixer-upper.

WHAT CAN GO WRONG:

1. **Limited Interest:** Homes needing significant repairs typically attract 50% fewer offers, according to Zillow.
2. **Low Offers:** Serious work needed translates to steep price reductions—often as much as 20-30% below market value.
3. **Inspection Nightmares:** A pre-sale inspection may reveal costly issues that scare buyers away.
4. **Appraisal Problems:** If your home needs significant repairs, it may not appraise for the asking price, jeopardizing financing for potential buyers.



BETTER APPROACH:

Instead of listing a home in poor condition, consider selling directly to an investor who specializes in as-is properties. Investors can offer competitive cash deals without requiring repairs or upgrades.



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Pitfall #3

Overpricing the Home

WHY THIS IS A PITFALL:

It's tempting to aim high with your asking price, but overpricing your home can backfire. Buyers and agents often skip overpriced homes, leaving them to sit on the market and grow stale. Eventually, you may need to lower the price, which can make buyers wonder if something is wrong with the property.

WHAT CAN GO WRONG:

1. **Prolonged Market Time:** Homes priced 10% above market value receive 50% fewer views online, according to Realtor.com.
2. **Multiple Price Reductions:** Repeated price cuts can hurt your negotiating power.
3. **Missed Opportunities:** Serious buyers may pass up your home in favor of competitively priced options.



BETTER APPROACH:

Work with a knowledgeable real estate agent or a trusted investor who can provide an accurate market analysis and help you set a realistic price. Pricing your home competitively can generate more interest and lead to better offers.



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Pitfall #4

Failing to Stage or Present the Home Well

WHY THIS IS A PITFALL:

First impressions matter. A cluttered, poorly staged, or unkempt home can turn buyers away before they've even stepped inside. On the flip side, a well-presented home can create an emotional connection and help buyers see its full potential.

WHAT CAN GO WRONG:

1. **Unflattering Photos:** Over 90% of buyers start their home search online, and poorly staged homes often fail to attract clicks.
2. **Turned-Off Buyers:** Messy or outdated interiors can make it hard for buyers to imagine themselves living there.
3. **Lower Offers:** Staged homes typically sell for 17% more than non-staged homes, according to the National Association of Realtors (NAR).



BETTER APPROACH:

Invest in professional staging or, at the very least, declutter and deep clean your home. Highlight its best features with strategic furniture placement and neutral decor. For online listings, ensure you use high-quality photos taken by a professional.



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Pitfall #5

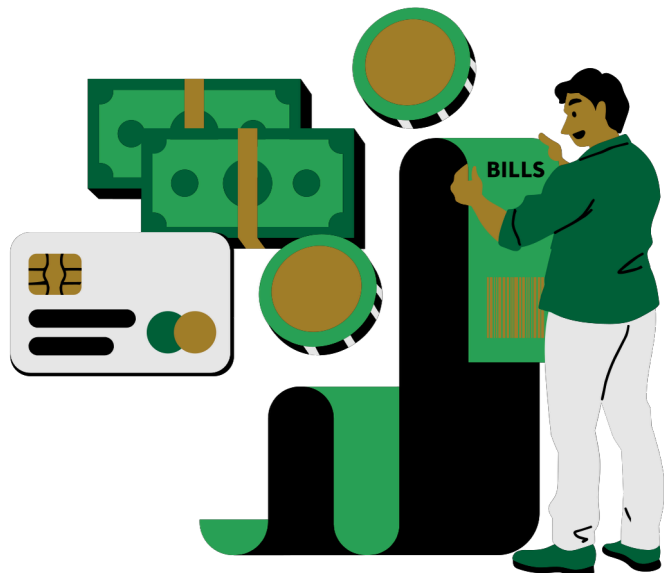
Not Understanding the Costs of Selling

WHY THIS IS A PITFALL:

Selling a home isn't free, and many homeowners underestimate the costs involved. From agent commissions and closing costs to repairs and staging, the expenses can add up quickly and eat into your profit.

WHAT CAN GO WRONG:

1. **Unexpected Fees:** Closing costs typically range from 6% to 10% of the home's sale price.
2. **Reduced Profit:** Overlooking expenses can result in less money in your pocket than anticipated.
3. **Unplanned Repairs:** Required fixes can arise during inspections or appraisals.



BETTER APPROACH:

Before listing, create a detailed breakdown of all potential costs, including commissions, closing fees, and repair expenses. If you're looking to simplify the process, consider selling directly to an investor who can cover many of these costs and provide a clear, upfront offer.



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Exploring Better Approaches to Selling Your Home

If you want to avoid these pitfalls, there are several strategies to consider:

1. SELL DIRECTLY TO AN INVESTOR

Selling directly to an investor can eliminate many of the common challenges of selling a home.

Investors typically:

- Buy homes as-is, saving you the hassle and expense of repairs.
- Offer fast cash closings, often within days or weeks.
- Simplify the process with no contingencies or financing delays.

Just make sure you're dealing with a reputable investor, not a wholesaler who may introduce unnecessary complications.

2. PARTNER WITH A KNOWLEDGEABLE AGENT

A seasoned real estate agent can guide you through pricing, staging, and marketing your home effectively.

They'll help you attract serious buyers and avoid common missteps.

3. CONSIDER A HYBRID APPROACH

Some sellers choose to list their home while simultaneously exploring off-market opportunities with investors.

By exploring both options, you stay in control and can choose the deal that best fits your timeline and financial goals.



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Avoid Pitfalls and Maximize Your Success

Selling your home doesn't have to be stressful or overwhelming. **By understanding and avoiding these five common pitfalls, you can save time, protect your investment, and achieve a better outcome.**



Remember James? He tackled his challenges by working with an experienced investor who offered a fair, cash deal for his home As-Is Homes. The process was smooth, and James walked away with peace of mind, ready to start his next chapter.

*The lesson? Whether you're considering selling traditionally or exploring a direct sale to an investor, **the key is to stay informed and plan ahead.***

Whether you're considering selling traditionally or exploring a direct sale to an investor, the key is to stay informed and plan ahead. If you're ready to take the next step, let's connect! [Schedule a Complimentary Home Value Analysis](#) to explore your options and determine the best approach for your unique situation.



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