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REAL ESTATE TIPS

*The 7 BIGGEST  
Mistakes  
Home Sellers Make  
(and How to Avoid Them)*

Real stories. Real mistakes.  
Real ways to sell smarter.



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# Introduction

Every home sale has lessons—and after nearly two decades in real estate, we've seen what works and what doesn't. Here are the most common mistakes sellers make (and how to make sure you don't).



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# 1: Overpricing from the start

The most expensive mistake.

Pricing too high can make your home sit on the market longer, ultimately forcing a price drop.

 **Smart move:** Trust a Today's Home professional to craft a data-driven pricing strategy that attracts buyers fast.



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## 2: Ignoring First Impressions

Online photos and curb appeal matter more than ever.

 **Smart move:** Trusting your home with a Today's Home Agent. We always use professional photographers.



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## 3: Skipping Small Repairs

Buyers notice squeaky hinges and peeling paint. These “little things” make them wonder about bigger issues.

 **Smart Move:** Handle repairs early — it’s cheaper than post-inspection negotiations.



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## 4: Being Home During Showings

It's natural to want to "help," but buyers need space to explore and imagine.

 **Smart move:** Step out during showings. Let your home speak for itself.



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## 5: Getting Emotionally Attached

It's hard to detach from a home you love, but emotions can cloud judgment.

 **Smart move:** Focus on your future — every sale moves you closer to what's next.



## 6: Choosing the Wrong Agent

Not all agents have the same experience or approach.

 **Smart move:** Partner with Today's Home, a team that listens, communicates clearly, and truly cares about your goals.



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## 7: Trying to Do It Alone

For Sale By Owner sounds tempting — until the paperwork, negotiations, and the stress pile up.

 **Smart move:** Today's Home handles every detail so you can focus on your move — and your peace of mind.



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## Closing Note:

Don't just sell your home — sell it well. Let Today's Home be your guide.

 *Schedule your no-pressure consultation here.*

