



Costly Mistakes Sellers Make



There are always appropriate steps to investing in real estate. However, there are also inappropriate steps sellers can walk down when it comes time to put their house on the market. Work closely with your real estate professional to help avoid these costly mistakes:



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- **Mistake 1:** Putting the home on the market before it is ready. Most times this happens because the seller gets impatient or is a procrastinator and has pushed himself up against a moving deadline without getting the pre-sale work done. So it comes on the market with the horrible carpet (that gets replaced during the marketing of the home); or they are painting it while it goes on the market. Presentation is everything -- so get the work done before marketing the property.

- **Mistake 2:** Over improving the home for the neighborhood. This happens with additions, bump outs, and upgrades that make the home stick out from among its competitors so much that it is an anomaly, instead of a nice addition to the community.

- **Mistake 3:** Pricing the home based on what the seller wants to net. This pricing strategy always ends in failure. Sellers can control the "asking" price, but they do not control the "sales" price. The market does. It does not matter what the seller wants, the price is determined by the black-and-white, matter-of-fact reality of the market.

- **Mistake 4:** Getting emotionally involved in the sale of the home. This is one of the biggest challenges home sellers face when putting their house on the market. Once you decide to sell your house, it is no longer a home, but a commodity. It needs to be prepared as a commodity, marketed as a commodity, and priced as a commodity. It does not matter what you "want," only what the market can bear on pricing. People are going to come in to kick the tires, so to speak, and you can not get emotional about how they may or may not appreciate the nuances of your home of seven years.

- **Mistake 5:** Trying to cover up problems, or not disclosing them. Most states have a property disclosure/disclaimer form -- use it wisely. Just because you disclaim does not mean you cannot be sued later for the leaky basement, or dilapidated heating/air system that is discovered 30 days after settlement.



JEFF CHANDLER
Broker/Owner
River Hills Realty, Inc.



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- **Mistake 6:** Not getting your ducks in a row before trying to sell. This would involve financing, reading the fine print on your current mortgage to ensure no pre-payment penalties, not listening to the particulars of your local market, etc. If your local market is dictating lower home prices, then lower it early, not later -- it will cost you more. If the local market dictates selling your home first, then buying second, do it in that order, or vice versa.

Avoiding these mistakes is not that difficult. There are plenty of resources out there and your real estate professional can help you step over the pitfalls. Do the research early, and listen to all the professionals (finance, real estate, insurance) who bring their expertise to the table and help you avoid costly mistakes in the process. ❖

Baked Potato Soup

INGREDIENTS

- 9 baking potatoes
- 2/3 cup butter
- 2/3 cup all-purpose flour
- 6 cups whole milk
- 1/2 tablespoon salt
- 1 teaspoon ground black pepper
- 1/2 cup bacon bits, divided
- 4 green onions, chopped
- 10 ounces shredded Cheddar cheese
- 1 (8 ounce) container sour cream

DIRECTIONS

1. Prick potatoes with a fork and cook in the microwave, 3 or 4 at a time, and scoop out the flesh (while the others are cooking).
2. In a large saucepan over medium heat, melt butter. Stir in flour and cook about a minute. Whisk in milk, a little at a time, stirring constantly until thickened. Stir in potatoes, salt, pepper, 1/3 cup bacon bits, 2 tablespoons green onions and most of the cheese. Cook until thoroughly heated. Stir in sour cream and heat through. Serve topped with remaining bacon, onions and cheese. ❖

Container Herbs

Ornamental Spots - Herbs need not be confined to their own garden -- or to any bed or border, for that matter. Give herbs a cozy home in a container and they will reward you with their many charms. As both ornamental and practical displays, herbs in containers present options that you would not have otherwise. Above all, potted herbs are portable. Place them where there is no room to garden. Use potted herbs to fill in empty spots in the garden or to decorate an indoor living area. Keep containers of herbs on stoops and steps for convenient harvest.

Practicalities - Tender perennials and tropicals that will not tolerate cold weather, such as rosemary, bay, lemongrass, and ginger, look great in pots and are easy to move indoors over winter. Containers let you grow herbs year-round, indoors or outdoors, in combinations as changeable as the seasons or your moods. Group herbs with similar needs for soil type, sun, and water. Contain invasive herbs, such as mint and lemon balm, to prevent them from running wild in the garden. If desired, place invasive herbs in ordinary 12-inch nursery pots and then plant them, pots and all, in the garden. ❖

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Jeff Chandler
Broker/Owner

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Our community business is conducted by a Board of Directors made up of nine residents; five are elected one year, four the next. Each serves a two year term. It won't be long until our annual March meeting and election of officers. If anyone is interested in running for the Board it would be beneficial for them to attend the monthly meetings. We certainly can use your involvement. For additional information please contact our property manager, Eve Pennington at (813) 662-0837

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we must not only act, but also dream;
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