



Web Extra: Three Reasons Why Your Home Won't Sell

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Has a 'For Sale' sign been hanging outside your house for months? There could be reasons you're having trouble other than the miserable economy, says Dolly Lenz of Prudential Douglas Elliman.



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The first is marketing. As a seller, you must have an up-to-date and aggressive marketing plan in place that you review all the time. This is not a one-and-done kind of thing. Track the results and make sure the most possible qualified buyers are coming through your house at all times.

The condition of your home also speaks volumes – more so than you may think. Little things can irk buyers the most – from damaged or

worn countertops to a simple hole in the window screen. A buyer may think that if the simple things aren't in top shape the rest of the house may be in shambles.

Of course, when all else fails, it could just be the marketplace, which is still nothing less than awful in many parts of the country. The key is to remove all other factors, Lenz says, so that when it boils down to it – and your home still isn't selling – you know that you just need to wait for the market to turn.

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