

40 Reasons an Owner *SHOULD NOT* Sell His Own Home

1. Saving The Commission
2. Underpricing Danger
3. Over-Pricing Danger
4. Needless Repairs and Expenses
5. Time Causes Blindness
6. Difficulty in Negotiations
7. Personalities Conflict
8. Non-Objectivity
9. Home Inspectors
10. Knowledge of Financing
11. Problems in Financing
12. Qualifying Experience
13. Buyers Hidden Objections
14. Inexperience in Handling Objections
15. Well-Meaning Friends & Neighbors
16. Lack of Prospect Sources
17. Lack of Advertising Experience
18. Lack of Advertising Exposure
19. Owner Advertising Expenses
20. Market-Age Problems
21. Seller's Disclosure
22. The Urgency Situation
23. Lack of Follow-Up System
24. Contract Problems
25. Insincere Offer
26. Problem of Lookers
27. Strangers
28. Or Worse
29. Not at Home Problem
30. Marital Conflict
31. Job Conflict
32. Lack of Adequate Sales Kit
33. Buyers With Homes to Sell
34. Justification of Sales Price
35. Assurances of Conditions
36. Damage to Your Social Life
37. Possession Timing
38. Good Faith Earnest Money
39. Demand is Created
40. Problems of Settlement

