

7 MISTAKES

2026



**WHEN SELLING
YOUR HOME**

**AND HOW TO AVOID
THEM**



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Selling your home is a high-stakes transaction where minor errors can cost you thousands. This report highlights seven critical pitfalls—from overpricing and poor marketing to emotional decision-making—that often derail a sale. Learn how to protect your equity, attract the right buyers, and ensure a smooth, stress-free closing by avoiding these common mistakes from the start.

Letter from Rick and Donna



We've seen these mistakes derail even the most beautiful homes. Our goal is to protect your equity and make this transition seamless. Here is what you need to know before you list.

Rick & Donna

You only get one chance to sell your home for top dollar. Let's make sure you do it right.

Scan here for a Free Home Valuation



OVERPRICING "JUST TO SEE WHAT HAPPENS"

The Mistake: Thinking you can always lower the price later.



The Reality: The first two weeks are your "honeymoon period." If you price too high, you become invisible to buyers searching in realistic price brackets. By the time you drop the price, your listing looks "stale," and buyers assume something is wrong with the home.

The Fix: Price correctly on Day 1 to generate a frenzy of interest and multiple offers, rather than chasing the market down weeks later.

Bottom Line: Use data, not guesses. We analyze local trends to find the "sweet spot" price that creates a bidding war rather than silence.

NEGLECTING "THE SMELL TEST"

The Mistake: Assuming your home smells fine because you can't smell anything.



The Reality: We all become "nose blind" to our own environment. Scents from pets, cooking, damp basements, or smoke are the first things a buyer notices when they walk in. Smell is strongly tied to emotion; if a buyer smells "wet dog," they subconsciously deduct value from the home before they even see the kitchen.

The Fix: Don't just mask odors with heavy air fresheners (which can make buyers suspicious). Deep clean carpets, wash pet bedding, and open windows before showings.

The Bottom Line: A clean-smelling home feels like a well-maintained home.

SMARTPHONE PHOTOGRAPHY

The Mistake: Relying on amateur photos to sell a high-value asset.



The Fix: Professional real estate photography is non-negotiable. Wide-angle lenses, proper lighting, and editing highlight your home's space and features accurately.

The Reality: 95% of buyers see your home online before they ever drive by. In the digital age, your "first showing" happens on Zillow or Instagram. Dark, blurry, or vertical photos allow buyers to swipe left in seconds, disqualifying your home without ever stepping foot inside.

The Bottom Line: *You don't get a second chance to make a first online impression.*

IGNORING THE "8-SECOND RULE" (CURB APPEAL)

The Mistake: Focusing all your energy inside and neglecting the exterior.



Stylish Curb Appeal



Inviting Curb Appeal

The Reality: Buyers make a snap judgment within the first 8 seconds of pulling up to the curb. If the lawn is overgrown, the mailbox is crooked, or the front door is scuffed, they immediately assume the rest of the house has been neglected, too.

The Fix: You don't need a new landscape design. Fresh mulch, a power-washed driveway, a painted front door, and a clean welcome mat yield the highest return on investment.

The Bottom Line: *If they don't like the outside, they will look for flaws on the inside.*

SELLING A "HOME" INSTEAD OF A "HOUSE" (DEPERSONALIZING)

The Mistake: Leaving too many personal items (family photos, collections, religious items) on display.

The Reality: When a buyer walks in, they need to visualize their life in the house, not yours. If they see your family vacation photos on every wall, they feel like intruders in someone else's space. Clutter shrinks rooms; open space sells them.



The Fix: Pack up the personal mementos early (you have to move anyway!). Clear the countertops and declutter closets to make the storage look plentiful.

The Bottom Line: You are selling a product, not your memories. Make it a blank canvas.



HOVERING DURING SHOWINGS

The Mistake: Staying home to "guide" the buyers or answer questions.



The Reality: Buyers feel uncomfortable when the owner is lurking. They won't open closets, critique the layout, or speak freely with their agent. They rush through the tour to get out of your hair, preventing them from forming an emotional connection with the space.

The Fix: Leave. Take the kids and the dog for a walk. Trust the lockbox and the agents to do their job.



The Bottom Line: Buyers need space to fall in love with the house

THE "DIY" LEGAL TRAP

The Mistake: Thinking the paperwork is just "standard forms" or trying to handle complex negotiations alone.

The Reality: A real estate transaction involves legally binding contracts, mandatory disclosures, and strict timelines. A missed disclosure regarding a past leak or a vague repair clause can open you up to lawsuits or cause the deal to fall apart days before closing.



The Fix: Use a professional who understands the fine print. We ensure every "i" is dotted so your sale is secure and your liability is minimized.

The Bottom Line: The most expensive mistake in real estate is a lawsuit. Protection is priceless.

THE EASIEST WAY TO AVOID ALL 7 MISTAKES?

Reading this guide was the first step. But knowing what to do is different from actually doing it.



That's where we come in.

We don't just "list" homes; we market them. We have a proven, repeatable process designed to:

- ✓ Position your home in the correct price bracket.
- ✓ Handle the professional photography and "digital curb appeal."
- ✓ Navigate the legal complexities so you stay protected.



You only get one chance to sell your home for top dollar. Let's make sure you do it right.

Thank you for taking the time to read this report. We would be honored to be your partners in this journey. **Let's turn your "For Sale" into "Sold."**

IF I WERE SELLING MY HOME IN 2026

to get the most money possible... I would:

- conduct a "Pre-Listing Audit" a few months out. This involves a deep-clean, decluttering every closet, and neutralizing the home's color palette to appeal to the widest possible demographic.
- ignore what the neighbor's house sold for last summer. I would focus exclusively on active competition, pending contracts, and sales from the last 30–60 days.
- partner with an agent who doesn't just "list" homes but has a proven track record of digital exposure and neighborhood expertise.
- order a professional pre-listing home inspection. I'd fix the leaky faucet, the cracked tile, and the aging HVAC components before a buyer ever sees them.
- invest in a "Production Suite": 4K professional photography, 1st-person drone fly-throughs, and a high-end lifestyle video that tells the story of the home.



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