

October Newsletter

👻 The 5 Things that Haunt Homeowners Every Fall

Selling a home is often one of the biggest financial decisions you'll ever make—and small missteps can cost thousands. This month, I'm highlighting some of the **most common (and costly) mistakes sellers make**, and how to avoid them.

🚫 Mistake #1: Overpricing the Home

It's tempting to “test the market,” but overpricing often leads to:

- Fewer showings
- Longer time on market
- Price reductions that weaken negotiating power

Homes priced correctly from the start typically sell faster—and for more.



🖌️ Mistake #2: Skipping Preparation

Buyers notice everything. Homes that aren't properly prepared may:

- Feel smaller or poorly maintained
- Trigger lower offers or repair requests

Simple steps like decluttering, minor repairs, and professional cleaning can make a major difference.



Mistake #3: Poor Marketing & Photos



Today's buyers start their search online. Low-quality photos or limited exposure can mean:

- Fewer qualified buyers
- Missed opportunities for strong offers

Professional photography and strategic marketing are essential.



Mistake #4: Being Unprepared for Showings

Limited availability or short notice refusals can cause buyers to move on quickly. Flexibility often equals more interest—and better results.



Mistake #5: Letting Emotions Drive Decisions

Selling a home is personal, but negotiations work best when guided by data and strategy, not emotion. Strong representation helps keep deals on track.



How to Avoid These Pitfalls

Every home and situation is different. The best way to avoid costly mistakes is having a clear plan before you list.

I'm happy to help with:

- A pricing and market analysis
- A customized pre-listing checklist
- Honest advice tailored to your goals

 **Reach out anytime -- no pressure, just smart guidance.**

Until next month,
Kevin Kopke

Check out my website at
kevinkopkefwrealtor.com

KEVIN KOPKE
WEBSITE



Kevin Kopke

REALTOR / BROKER
NORTH EASTERN GROUP REALTY

 260-515-2840

 KevinKopke@Hotmail.com

 www.NorthEasternGroup.com

 10808 La Cabreah Lane Fort Wayne, IN
46845

This email was created with Wix. [Discover More](#)