
10 Costly Mistakes Home Sellers Should Avoid

Free resource | Practical mistakes that cost sellers time, money, or buyers — and how to avoid each one.

What is inside

Overpricing and pricing on hope, not sales

Skipping preparation and photography

And eight more plain-language mistakes, each with a simple fix

About me: I help South Florida homeowners prepare, price, and sell with confidence — with practical, plain-language guidance and no pressure. If you would like help with your next move, reach out any time.

Therisa Campbell, Real Estate Advisor

Phone: 786-569-9020 | Email: homesbytherisa@gmail.com

tchomesrealestate.com

Read this before you list

None of these mistakes means a home cannot sell. They usually mean it sells slower, for less, or with more stress than it needed to. Work through the list, tick the ones you have handled, and fix the rest before you go live.

1. Overpricing your home

Pricing on what you hope for, or what a neighbor asked for, instead of what similar homes actually sold for. Fix: price from recent sold prices, and listen to early showing feedback.

2. Skipping preparation

Leaving clutter, personal items, and small repairs visible. Buyers notice them — and lower their offers for them. Fix: use the preparation checklist before photos, not after.

3. Using poor photos

Dark, crooked, or phone-only photos in a market where buyers shop online first. Fix: clean, bright, well-lit photos, with the home photo-ready before the camera comes out.

4. Being hard to show

Tight showing windows, last-minute cancellations, or pets left at home. Fix: make showings as easy as you reasonably can during the first weeks, when interest is highest.

5. Ignoring the first feedback

Dismissing early comments about price, condition, or layout as “buyers just don't get it.” Fix: treat early feedback as market information, and adjust while interest is fresh.

6. Making only cosmetic fixes — or the wrong ones

Spending on a full remodel buyers may not value, while skipping the small visible repairs they do notice. Fix: prioritize visible, low-cost fixes and ask before any big spend.

7. Hiding a known problem

Covering a stain, a leak, or a repair instead of disclosing and addressing it. Fix: be upfront, fix the source where you can, and keep records.

8. Negotiating on emotion alone

Taking a low offer personally, or refusing to counter. Fix: compare every offer on price, terms, and certainty — not just the headline number.

9. Choosing on price alone

Picking the highest offer without checking financing, contingencies, or closing timeline. Fix: weigh how certain the close is, not only how high the number is.

10. Waiting too long to adjust

Letting a home sit for weeks at a price or condition the market has already answered. Fix: review showings and feedback weekly, and make one clear change at a time.

Your quick check

- ☐ Priced from recent sold prices, not just asking prices.
- ☐ Home decluttered, repaired, and photo-ready.
- ☐ Showings are easy to book, and the home shows well.
- ☐ Feedback is being reviewed, not ignored.
- ☐ Every offer is compared on price, terms, and certainty.

Want a second pair of eyes before you list? Contact Therisa Campbell, Real Estate Advisor — 786-569-9020, homesbytherisa@gmail.com, tchomesrealestate.com.