

**bayzos.**



# 13 Reasons

**why you might be  
struggling to sell**

Despite hopes your home would sell quickly, is it a few months down the line and your property is stagnating on the market? We look at the common reasons for homes not selling– and how to fix them to get that all-important sale.

Selling a home can be tricky at the best of times, and despite the consensus that a lack of housing supply is the main cause of today's housing crisis, it doesn't necessarily mean all houses sell easily.

If you have had problems finding a buyer for your house, then take time to consider the following factors and their possible remedies.



# Reason One:

## Your asking price is too high

Getting the asking price right is crucial to landing a sale quickly. If your property is above a potential buyer's budget, they are unlikely to view it - or even know it's on the market. Most people set a maximum price when searching property portals, so if your house is on for just over a threshold (eg £305,000), buyers with an upper limit of £300,000 will not see it in their search results. Even if you do secure an offer, if it's for more than the property is really worth things may fall through when the mortgage lender values the property - they won't lend if they think the buyer is paying too much. The best way to gauge your home's value is to research what similar homes have sold for in your area and get valuations from at least three local estate agents. If you decide the asking price is too high, there is no shame in reducing it.



# Reason Two:

## Your property is not on Rightmove

Ensure your home is listed on Rightmove, the UK's biggest property portal, as well as being on the estate agent's own website. Other major portals include [Zoopla](#) and [On The Market](#). You can also spread the word yourself by advertising in the local press and internet (many areas have Facebook groups or independent forums). Also, ensure that you have a for-sale board outside your house to attract any potential buyers passing by.



# Reason Three:

## The photos are not doing your home justice

With more and more people searching for properties online, photographs play a significant role in attracting buyers. It is hard to be objective about your own home, so get a friend to look at the photos on your property's listing and give some frank feedback. If they do not think the photos are working hard enough, ask your estate agent whether there are any more images to choose from or whether they could take some new ones.



# Reason Four:

## You have too much clutter

Before viewings and photo shoots you should make sure that your home is looking its best. Ensure that every room is brightly lit and clutter-free - put the toilet seat down, open curtains, switch on lights, plump cushions and make beds at the very least - as small touches make a big difference.



# Reason Five:

## Key features are not mentioned in the listing

Check that the listing of your property online and in your agent's marketing materials is accurate and highlights the key features of your home. Words such as 'garden', 'garage', 'parking', 'freehold' and 'detached' are all popular search terms, so make sure they're included in the description if applicable.



# Reason Six:

## Your home disappoints on viewings

If your property has had a decent amount of viewings but no offers, there might be a problem with the way it's being presented. Could the front door do with a fresh lick of paint? Is the garden tidy? Has Rover the dog's incontinence problem made your home a little whiffy? Walking around the property as if you're on a viewing might help, as could asking your estate agent and friends for their honest opinions. And never underestimate the importance of smell, particularly if you're a smoker or a pet owner.



# Reason Seven:

## Your estate agent isn't working hard enough

Your estate agent should give you regular updates on what buyers think of your property and how much interest it's getting online. You might also want to check how well your agent is marketing your property to potential buyers. If you suspect there's a problem, get a friend to phone the agent pretending to be a potential buyer to see if they mention your property. If they don't, consider switching agents. If they do, your friend could book a viewing and gauge how hard - or not - the agent works to sell the property during the viewing itself. If you do want to change to a new estate agent, check your contract as you may be bound by a tie-in period and you'll also need to factor in the notice period.



# Reason Eight:

## It's the wrong time of year to sell

The time of year you list your property can have an impact on how long it takes to sell. Spring is traditionally a busy time in the property market with plenty of buyers around (but also more competition from other sellers), while the last couple of months of the year are quieter as people focus on Christmas.



# Reason Nine:

## Buyers aren't aware of the property's potential

If there's potential for a buyer to add value to the house, make sure they know about it. Did you get planning permission for a loft conversion then decide against it? Display the plans somewhere prominent during viewings. If you haven't got as far as that but know neighbours have had similar projects approved, or if it would be easy to knock down a wall to create an open-plan living space, ask the estate agent to mention this. Some buyers need a little help visualising what a property could look like in the future.



# Reason Ten:

## You're in a long property chain

Buyers may be put off if you're planning to move to a property that's part of a long chain. If you can find a way to be chain-free - for example, by selling your property before buying the new one and living in rented accommodation in the interim - this could boost how appealing your property is to potential buyers who want to move things along quickly.



# Reason Eleven:

## Your property is hard to mortgage

The type of property you have could be hard for buyers to get a mortgage on. Mortgage lenders can be less willing to lend on flats above shops, properties with a short lease or homes made of unusual materials. Talk to your estate agent to check if this could be a problem for your home and whether there are any extra steps you can take to alleviate the problem, such as recommending specialist mortgage providers or offering to renew the lease as part of the conditions of the sale.



# Reason Twelve:

## You're picking the wrong buyers

To make it less likely that a deal will fall through, you can ask your agent to ensure buyers have a mortgage 'agreement in principle' proving that they can borrow enough money. If you receive multiple offers on your property, look at the bidders' circumstances as well as how much they're offering. If someone without a chain (a first-time buyer, for example) is offering slightly less than someone with a property that needs to be sold, the chain-free buyer may be the safer bet.



# Reason Thirteen:

## Market Conditions

The housing market is a changing and evolving so prices can go down as well as up for any number of reasons including economics, time of year and market sentiment amongst others. A property may not be selling due to changes in the market and the price and marketing made need adjusting to react to market changes.



# How long is too long when selling a house?

If you were hoping your property would be snapped up almost as soon as it hit the market anything more than a few days may seem too long to you! But according to the experts **two months** is about as long as you should wait before considering lowering the price or switching agent.



0330 124 6533



[bayzos.co.uk](https://bayzos.co.uk)