

## Why Isn't My Property Selling

Contributed by Paul Harness  
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This is a common question asked by vendors if their property has remained on the market for a period of time and is best answered by visualizing a pendulum -just as a pendulum swings from one end to the other with periods in between, so does the property market. At one end we have times where buyers who are ready to purchase outstrip the number of homes coming on to the market, generally followed by a more neutral period where the ratio becomes more even and finally to where the situation reverses and sellers find themselves competing for the attention of a reduced number of buyers. Common terms you might hear for these occasions are “buyers” and “sellers” markets.

In a “buyers” market, which best represents the current local conditions, it is vital that your property stands out from its competition through initiatives connected to pricing, presentation and a myriad of other factors that your agent will happily discuss with you. Any potential purchaser will first need to become interested enough to want to arrange an inspection and from there to be able to make an emotional connection with your home, such as visualizing themselves living there. Many buyers will be able to determine how well they like or feel about a property within a very short time, so this opportunity must be maximized through listening to experienced agency advice.

No two homes are exactly the same – so don't allow yours to become part of the crowd.