

## STAGE SIX

# *If your property is not selling*

In some cases, even the best agent may find that there has not been as much interest in a property as expected.

There could be several reasons for this and the agent should fully explore the options with you and suggest a few avenues.

### **Refreshed property details**

Sometimes something as small as amending the order of photographs online and editing your property description can generate renewed interest in a property.

If you need new photographs your agent should agree this with you and make arrangements for this to happen as soon as possible.

### **Additional marketing**

There may be some additional marketing available in the local area that could make the difference to levels of interest in your property.

This could include:

- A featured (enhanced) listing on property sites
- Advertising in a local paper's property supplement
- Submissions to national newspapers

### **Price review**

If there have been changes in your local property market, your agent may suggest that a change in the asking price for your property could generate renewed interest.

This is not a step that is taken lightly but should be thoroughly explored with you by a good agent.



**Hunters Top Tip:** If your agent hasn't gone through these steps with you, ask them to provide a full breakdown of what additional marketing has been done.