



5 Mistakes Sellers Usually Make in Selling Own House



PROPERTY
WEALTH PLANNING



EMOTIONAL ATTACHMENT

- The house could be matrimonial home / first home to sellers
Sellers sometimes sell too much on the experience and feeling to the buyers which can be a turn off.
- Sellers unable to take feedback from buyers
Most owners will think their house is the best home thus unable to take criticism or feedback from viewers. Sometimes sellers feel negative towards the decision of viewers to hack away certain walls or changing the layout.
- Sellers sometimes will wish to leave behind furniture in the house to new owners as don't wish to dispose them due to strong feeling towards the furniture
Sellers have higher asking price by including the furniture but most of the time buyers don't need the furniture and it could be a deal breaker



TOO EAGER

- Sellers show too much of eagerness to close through expression.
When buyers feel that sellers are over-selling their own house, they will feel that they are at upper hand and controlling the playing field towards their advantage.
- Sellers reveal too much on their reason to sell e.g.:
No peacefulness due to noisy and inconsiderate neighbours
The condo management is not helpful and doing nothing
The facilities and buildings are running down without good maintenance
- Sellers go overboard in following up with potential viewers
Too frequent calling and texting the viewers will make the viewers feel that the sellers are desperate. Sometimes the buyers will think the sellers are in trouble trying to dispose the unit as soon as possible.



NOT CONSIDERING OFFER SERIOUSLY

- Initial first few offers usually are the highest offers in the 1st month of marketing.

As the listing is fresh from oven and the viewers might have already seen and compared a lot, therefore the offers are usually more sincere than other shopping buyers.

- Subsequently, the offers will be lower and lower.

The listing will be recognized as stale / not moving listing after 3 months. Owners will start feeling regretful for not taking the initial offers.

- There would be more competing listings if drag on

Buyers are spoilt with choices when there are more listings in the same development. They will always offer based on the listing with the lowest asking price.



LOAN REDEMPTION

- Sellers have to keep in touch with their banker / bank representative.
Usually bank representative able to update sellers on any better repricing packages.
- Sellers will need to check the notice period to give to bank to avoid penalty.
Sellers will need to factor this notice period served to bank into the timeline. The penalty might not be a lot but can be avoided if plan nicely.
- Sellers will need to check the lock-in period to avoid penalty.
Sellers might not be aware that they might have just refinance / reprice recently and forget about the lock-in period. The penalty amount can be quite huge as it is deemed as breaking the contract.



OPEN LISTING

- Sellers engage multiple agents thinking their listing will get more exposure.

Agents advertise on same portals which they subscribed. The exposure will be the same. The exposure could be lesser when agents don't put in effort to repost due to the nature of listing being open listing.

- Sellers engage a lot of agents thinking the agents will bring in their network thus different viewers.

Agents' network is limited and their buyers on hand would have preference on certain location. Viewers are usually from the advertising platforms.



CONSUMER EMPOWERMENT INITIATIVE

- An Education Series on Real Estate Matter -

There might be more mistakes committed by sellers in the process of selling own house. I have been on the ground and have seen many types of buyers with different patterns which require different techniques of handling them. You can leave the marketing process to me without any worries!





5 Star Service

Property Wealth Planner

Graduated from NUS with major in Economics and certified with CEA, JJ is a dedicated and responsible realtor who always put his clients' interest first.

Honesty, integrity and professionalism are his core principles at work and your needs will always be the top of JJ's concern. Many clients have testified for his service and maybe one day you can testify for him too.

He can help you to choose the "right" property in Singapore - whether you are an experienced investor, a first time buyer or a foreigner looking to migrate into Singapore. His services cover finding the property, doing financial calculation, negotiating the best price, making an offer and sealing the deal. He believes in no hard selling but meeting the clients' needs and requirements. He is here to help you in everything to make the best real estate decision.

For HDB / condo owners who wish to restructure their portfolio, he can assist and provide advice based on his experience dealing with clients from all walks of life. His services cover sourcing the right buyers, doing financial calculation, getting the best possible market price and ensuring smooth timeline. He believes that every house is marketable. He is here to help you to get the best possible deal.

[5-Star Services](#) | [Website Profile](#) | [SRX Profile](#)

More Info About JJ →



JJ Wong - Real Estate Asset Property Wealth Planner added 4 new photos.

11 February 2017 · 🌐

💛 TESTIMONIAL #4 💛

Would like to inform that JJ had helped us to market the HDB house and he is able to sell at record high price. We would like to thanks for his effort on this.

At first we are actually trying to sell the HDB our own, JJ approached us and patiently discuss with us on the benefit of engaging the agent. He did not push us too much, as he understood our stance. After the meet up, we actually felt that he really treated the customer with heart, and we felt so much comfortable to let him sell our unit.

Before we meet up with him, there are few agent we met and all giving the negative thought that this unit worth only 420K and does not willing to give it a try until we met JJ.

Once again, sincerely thanks for JJ effort on creating the record high selling price in this area. Thanks!

Regards

Mr Lai (Residential Seller - 668D Jurong West) ✨

#HappyClientHappyDeal! # www.wongjj.com



JJ Wong - Real Estate Asset Property Wealth Planner added 2 new photos from 1 June.

1 June · 🕒 · 🌐

👑 TESTIMONIAL 14 👑

I am very thankful to Jun Jie & his team at Orange Tee & Tie for marketing my unit in Dec 2017. I was very drained mentally at that time because I thought I could easily sell my unit on my own. Jun Jie approached to help me to market after seeing one of my posting. I was very comfortable with him and after listening to his plans, decided to engage him to be my exclusive agent. I have no regrets. He was very prompt to reply my messages. Once he even came to my place about 10pm to see a prospect. Along the way, he was very encouraging as he said definitely there would be a buyer. And true enough my unit was sold in less than 2 months! Once again, I'm thankful to Jun Jie for his great job & would definitely recommend him to others. Thank you Jun Jie!

-Lydia (Residential Seller - 179 Toa Payoh) 🌸

#HappyClientHappyDeal



Copyright © 2018 – Seller Empowering Series by JJ Wong

OrangeTee.



NAVIS
LIVING
GROUP



JJ Wong - Real Estate Asset Property Wealth Planner added

2 new photos from 3 June.

3 June · 🌐 · 🌐

😊 TESTIMONIAL 15 😊

JJ is calm , helpful and responsive to my request. It is not easy to find the right owner at such a tight timing. Thanks for his help with sourcing the right understanding buyer in such a short span.

- Valerie (Residential Seller - 804 King George) 📌

#HappyClientHappyDeal



JJ Wong - Real Estate Asset Property Wealth Planner added

2 new photos from 10 October.

10 October · 🌐 · 🌐

❤️ TESTIMONIAL 26 ❤️

Jun Jie is honest and client-orientated property agent. He is able to highlight and give professional advice from his years of experience. It was a pleasure to have him as my property agent.

-Mr Teh (Residential Seller - 677C Jurong West) 📌

#HappyClientHappyDeal



JJ Wong - Real Estate Asset Property Wealth Planner added

3 new photos from 30 May.

30 May · 🌐 · 🌐

😎 TESTIMONIAL 13 😎

JJ was very patient and professional. Someone very easy to work with. Thank you very much. Was a very pleasant experience.

-Pei Ling (Residential Seller - 108 Lengkong Tiga) ✨

#HappyClientHappyDeal



Copyright © 2018 – Seller Empowering Series by JJ Wong

OrangeTee.



NAVIS
LIVING
GROUP



JJ Wong - Real Estate Asset Property Wealth Planner added

4 new photos.

4 April 2017 · 🌐

💖 TESTIMONIAL #9 💖

I'm writing this email for giving a compliment to ERA Property Agent, Wong Jun Jie.

He is enthusiastic and professional to help us to sell our property. I like his style to screen through all the interested viewers before arranging them to view our house. Rejected for those are not eligible to meet the requirements, saved ours and his time.

Apart from property related matter, he also helped us to settle the cheque issues. Make sure everything is smooth before he end of his service. Thank you. 😊

Regards,

Lydia (Residential Seller - 66 Kallang Bahru) ✨

#HappyClientHappyDeal! # www.wongjj.com



JJ Wong - Real Estate Asset Property Wealth Planner

7 February 2017 · 🌐

☀️ TESTIMONIAL #1 ☀️

I have exclusively engaged JJ to assist in the sale of Yuan Ching Road 3 room HDB unit. JJ has shown powerful negotiation skills and has done well with potential buyers despite the big challenge of remaining lease of the unit is less than 60 years.

I am happy and very satisfied with his responsible and professional attitude throughout the whole selling process that I am able to sell the flat at my initial desired price of \$280,000. I would like to give special thanks to his professionalism as a property agent shown even to the last minute for this situation that we faced.

JJ has shown that he worked very hard on every buyers' lead and provided extremely dedicated service to his client. I will be giving exclusivity to him to sell my father's HDB flat unit in the coming year 2017. Thank you.

Yours sincerely,

Kenneth (Residential Seller - 122 Yuan Ching)

#HappyClientHappyDeal! # www.wongjj.com



Copyright © 2018 – Seller Empowering Series by JJ Wong

OrangeTee.



NAVIS
LIVING
GROUP



Kenneth (Residential Seller)

Oct 4, 2016

JJ has shown that he worked very hard on every buyers' lead and provided extremely dedicated service to his client. I will be giving exclusivity to him to sell my father's HDB flat unit in the coming year 2017.



Mr & Mrs Lai (Residential Seller)

Jul 27, 2016

JJ had helped us to market the HDB house and he is able to sell at record high price. We would like to thanks for his effort on this!



Derek & Hui Shan (Residential Buyer)

Apr 21, 2016

We will highly recommend you to our friends looking for properties and I am sure we will come to you when we are ready to purchase our next apartment!



Daniel & Feng Ling (Project Buyer)

Dec 11, 2015

We would like to thank Jun Jie and your team for the quality service and we look forward to the same standard of service when we are ready to sell our existing BTO!



*Collected over 100 testimonials. Customers' Satisfaction are my **Personal Achievements!***

DISCLAIMER:

1. By making materials and information available to The Subscribers including facts, data, views, opinions, analyses, comments and recommendations, The Sender is not giving financial, investment, tax, legal, professional or any other advice.
2. The Subscribers agree that and confirm that they shall not treat nor regard any information as constituting advice of any kind.
3. The Sender makes no warranty or representation, express or implied, as to the information's accuracy, reliability, completeness, timeliness or otherwise.
4. The Subscribers shall at all times rely entirely on his / her own assessment and judgement before deciding to enter into or undertake any transaction.
5. While the information has been obtained from sources believed to be reliable, The Subscribers must bear in mind that none of the data, facts, information, analyses, opinions, comments contained within the information has been customised or tailored specifically for any person.