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**OBSTACLE**

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**To Selling Your  
House  
for  
TOP DOLLAR**



**Learn how to identify the clues  
and conquer it with ease**

# #1 Obstacle

## to Selling Your House for Top Dollar

### Learn How To Identify the Clues and Conquer It with Ease

**Remaining emotionally attached** to the property you are selling is a common mistake, costing home sellers big money in their sale. As long as you continue to treat your property as your own, you WILL OWN IT, or sell it for less than you prefer! Persistent emotional attachment drives decisions that can wreak havoc with the sale and bottom line.

#### Test how attached you are to your house

Pick a family member or friend to be your partner in this activity, whether in person, on the phone, or remotely. Walk around the house and describe each room. Have your partner tally the number of times you say “I” or “We.” Here is the hard part. When you are done, subtract thousands if not tens of thousands of dollars (try \$2000 and \$10,000) from the potential sales price for each time you said “I” or “We” AND cut your buyer pool in half. How much money are you risking and how limited is buyer interest? Sooner than later, you may be the only viable buyer.

#### Listen for ANY of the **top 7 clues**

1. This is my home
2. I will find the perfect buyer who will love my home “as is,” just as much as I do
3. I like
4. I want
5. If I am paying for it, I want ... what I like
6. If I’m living here until it sells, I want ... what I like
7. The buyer better not change my favorite ....

Now walk around again and pretend you are asked to change things in every room. Describe how you feel. To which items, furniture, art and accessory placement, and previous design decisions are you thinking, “don’t touch that!”? Acknowledge how you feel with just the thought of change. You can see how emotions are involved in the process, even before knowing what modifications should occur to glean top dollar in the sale.

Each home has its own set of stories, memories, and history. Preserve these important treasures yet detach them from the house itself.

You are selling a large investment, perhaps your largest asset. The goal is to focus on what buyers want, not give them a deal. When you readjust the focus, you are in a better position to make decisions that will help sell the property for top dollar in a faster sale.

Ideally, postpone placing your house on the market until you are 100% emotionally transitioned out. The house is just a beautiful place to live until you move. Otherwise, buyers may not know why, but they may sense the house is not available.

Recognize that this transition is easier said than done. Allow enough time to make the adjustment and defer decisions on any updates in the interim. There is plenty of work to do until you can treat your property as an investment.

## **EASY STRATEGIES** to Help Cut Emotional Ties

1. Acknowledge your emotional attachment.
2. Accept that cutting emotional ties is important and where you are on the continuum. Realistically, this process should not be rushed. Each step is a big step and gets you closer to your goal of selling for top dollar.
3. Recognize that all residents of the house may transition at different times.
4. Identify to what you are the most emotionally tied. Back burner those topics and start with less sensitive areas.
5. Find ways to preserve the stories, memories, and history. Consider documenting these for posterity in writing or video. Take specific photos related to the topics you will share.
6. Capture pictures of each room to remind you how you loved living in the house.
7. Change the way you refer to the house. If you started with “my home,” substitute “my house.” Once you are comfortable try, “my property.” Then shift to “my investment.” Eventually see if you can call the property by the street name or the street number.
8. Tackle the repairs first. These are typically objective; it is broken, fix it.
9. Start deciding what you will move, sell, donate, and toss. The stress of moving is not usually the time to make tough decisions about items with emotional connections. Waiting a few weeks to decide will likely result in the same quandary and just feeling stuck. Instead, pack the “I don’t know, but I love it” category with like objects. Label with a descriptor and a big question mark. When you move, place these boxes in a less accessible spot in the back of all boxes. Then forget about them for at least 6 months after you are settled in your new space. With less stress and adequate time, you should have more clarity to determine if you missed the items in question.
10. Remind yourself that you are selling. It will no longer be your house. Think investment!
11. To create distance, visualize stepping back and looking at the big picture.
12. Get excited about planning your taste specific wants and likes for your new home.

**Most sellers are unaware of how attached they are to their home, how much it impacts the sale, and how much time it may take to adjust. The sooner you start the transitioning process, the sooner you will be ready to sell. Start today!**

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