8 things your buyers should forget about in a hot market

With an extreme shortage of housing inventory plaguing many markets across the country, many homeowner wannabes are locked in an epic struggle to purchase a home. Unfortunately, some of these buyers are receiving advice from friends and family that is preventing them from scoring a home. In order for buyers to effectively compete in the current market maelstrom, I believe they need to be encouraged to forget eight critical things. 1. Forget non-professional advice I'm flabbergasted by the number of buyers I've met who try to outguess their agent based on advice from friends, family members or work colleagues. While these individuals may have purchased a property in recent history, a single purchase does not an expert make. Unlike normal homebuyers, seasoned real estate agents buy and sell homes every day. Since real estate is a commission-based business, agents don't make a dime unless they figure out how to compete in their current market. Consequently, most are h...

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