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## Smart Buying & Selling Suggestions

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*Special to the Palisadian-Post*

In my estate career spanning more than two decades, I've seen so many people make the innocent mistake of sharing "too much information" with others about their home purchase or sale. Stemming from over-zealous sharing of inside details about their real estate endeavors, many homeowners and buyers have suffered the consequences of a little indiscretion.

It's not really anyone's fault, because the truth is that buying or selling a home is probably one of the largest and most exciting transactions most people will ever undergo in an entire lifetime. So it's no wonder that they would want to talk about it to their friends, family, neighbors and colleagues. But how do you know where to draw the line?

To help guide you with years of insight developed from dealing with countless

clients, here are some suggestions if you are not careful about sharing too many details.

### PRICE

Though you may be tempted, the last thing you want to do is to share financial details with anyone except your very close family and a few close friends. By sharing what your bottom line is when selling or the maximum you would pay for a home, you are opening yourself up to a host of vulnerabilities.

### NEGOTIATIONS

Sometimes the negotiation process can take a long time and as the people in the transaction get more and more impatient with the back-and-forth cycle, they tend to start talking about what's happening on the negotiation table.

Imagine sharing with a colleague that you are willing to pay at least X dollars above the asking price but you want to see how low the seller is willing to go.

Now imagine that the colleague happens to be the nephew of your buyer's agent and innocently shares with them what he heard from his colleague. It happens, and the only way to avoid mistakes that can cost you your dream home or thousands of dollars, is to scale back on how much information you share with others.

### LENGTH OF MARKETING

The longer a home is on the market, the more impatient sellers can become and when they disclose this to others, it comes across as desperate—something that can be misconstrued at times as an opportunity for a deal. When people hear that a seller is frustrated, it can result in unrealistic offers that end up wasting time for all parties.

Buying or selling a home is definitely an interesting process that results in a lot of multi-layered communications and complex dynamics that can be thrown off if not handled discreetly, especially

when it comes to offers.

When others learn of these things there is a tendency to want to share it with even more people, no matter how much they may be trusted.

Remember, you can mention all the details you want once your property is off the market or when you are comfortably sitting in your new dream home. In the interim though, I strongly encourage you to keep things to yourself and your agent.

Understanding the nuances of a sale is when the experience of a real estate agent will make an enormous difference for you with a sale or home purchase.

*With experience since 1991, The Radcliffe Group has helped over 600 clients with their move and we would be honored to assist with yours. Credentials and helpful real estate videos can be viewed at [www.robertradcliffe.com](http://www.robertradcliffe.com) or contact Robert Radcliffe at Sotheby's International Realty in Pacific Palisades 310-255-5454.*