



How to Sell Your Home Faster

KEEP MORE PROFIT, AND AVOID COSTLY MISTAKES



CANDICE CRAWFORD

HELPING HOMEOWNERS EXIT WITH EASE AND KEEP MORE CASH

Selling your single-family home can unlock cash fast — but only if you know how to avoid the common traps. At Roofbound, we work with homeowners and landlords who are ready to move on from property management and want a simple, stress-free way to sell.



Whether you're tired of dealing with tenants, facing repairs, or just ready for a fresh start, this guide will walk you through the 10 biggest mistakes home sellers make — and how to avoid them. Plus, you'll get real examples and a closing checklist to help you sell faster and walk away with more money in your pocket.

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Roofbound's checklist and guidance provide a clear plan to sell your home efficiently and profitably.

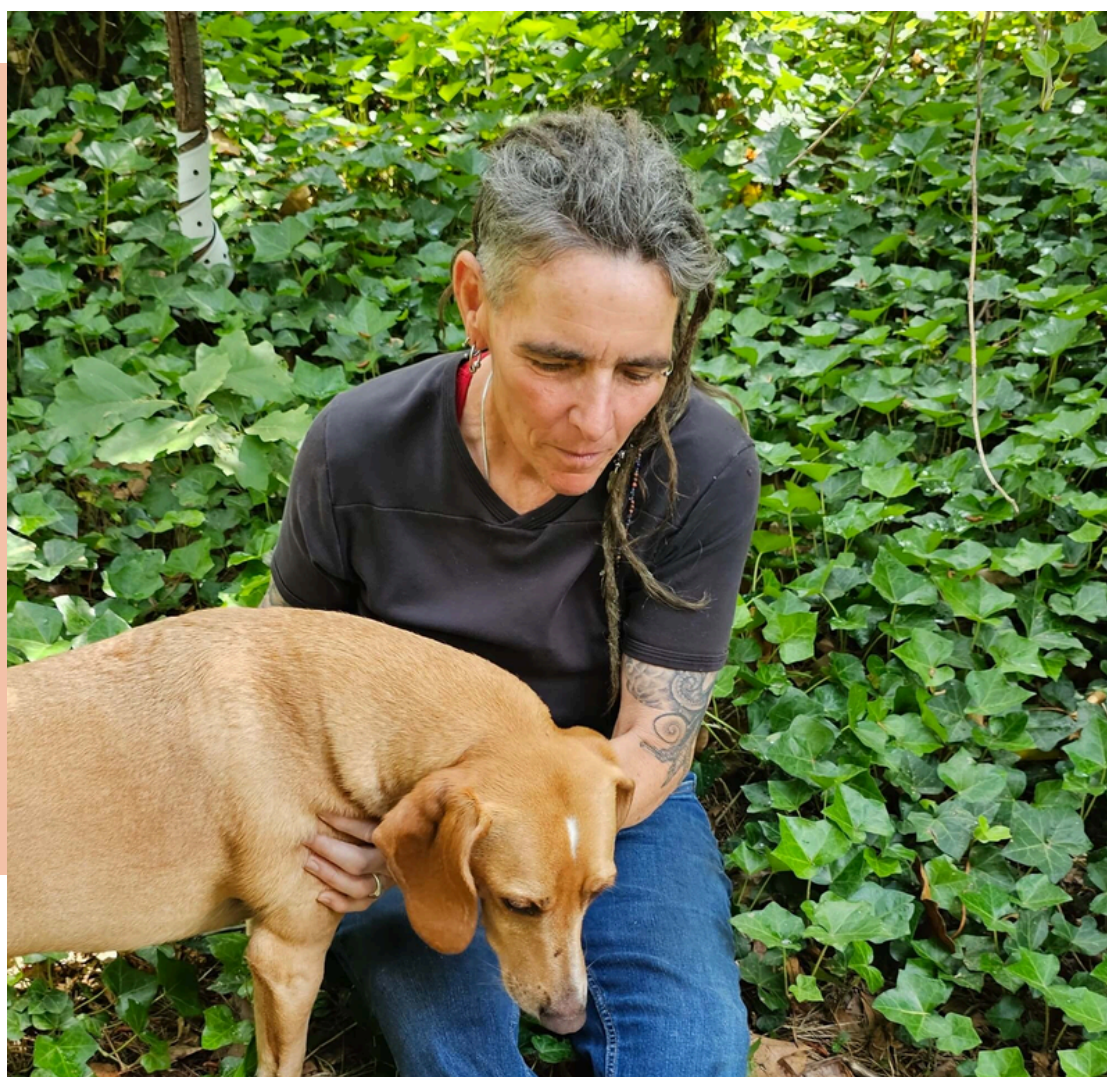
CANDICE CRAWFORD

FROM FARM GIRL TO REAL ESTATE VISIONARY: **CANDICE CRAWFORD'S JOURNEY**

Candice Crawford's journey began on a Virginia farm, where she launched her first business at age 11. That early grit grew into a 33-year landscape construction career on Cape Cod, transforming outdoor spaces with vision and skill.

In 1996, building her own home sparked a passion for real estate. After being denied a mortgage despite solid finances, Candice realized traditional systems often fail entrepreneurs. She founded Dream Home Bridge to offer creative financing for buyers overlooked by banks and leads Roofbound.com to help sellers exit with ease and investors build wealth.

Candice also hosts The Money Flow Genie Podcast, where she shares real strategies for financial freedom. From humble beginnings to national impact, her story is about turning obstacles into opportunity—and helping others do the same.





SELL SMART, PROFIT MORE: YOUR GUIDE TO A FASTER, EASIER HOME SALE

AVOID COMMON MISTAKES, SKIP THE STRESS, AND WALK AWAY WITH MORE CASH IN HAND

☐ 1. IGNORING THE MARKET

(The #1 Mistake That Loses You Serious Buyers)

Guessing your home's value or relying on outdated comps is a fast track to frustration. Overpricing leads to long delays. Underpricing leaves money behind.

Real Talk: Joe priced his rental at \$350K based on a neighbor's listing. After 4 months of silence, Roofbound showed him the real market value was \$310K. It sold in 10 days once corrected.

What to do: Use up-to-date data and real-time demand insight. At Roofbound, we'll give you a fair, data-backed cash offer — no guessing games.

☐ 2. FALLING FOR LOWBALL "CASH BUYERS"

Some investors throw out offers just to see who bites — then change the deal at the last minute.

Example: Sarah accepted a \$180K verbal offer. At closing, the buyer dropped it to \$140K. No contract. No proof of funds. Big waste of time.

What to do: Demand written offers, proof of funds, and verified track records. Roofbound only makes serious offers backed by real closings.

☐ 3. NOT HAVING PAPERWORK READY



Missing documents like the deed, HOA rules, or tax records can drag out a sale — or kill it.

Example: Mark lost a hot buyer because he didn't have updated HOA paperwork. By the time it was ready, the buyer had moved on.

What to do: Roofbound helps you gather what's needed upfront — title, tax info, mortgage payoff, and more — so nothing slows down the deal.

☐ 4. PRICING TRAPS (HOW SELLERS LOSE 10–20% AT CLOSING)

Setting your price too high kills momentum. Going too low leaves profit on the table.

Example: Diane listed her house at \$400K. Months later, desperate, she accepted \$330K. With proper guidance, she could've landed \$360K from the start.

What to do: Let Roofbound help you evaluate your home's real value based on condition, location, and buyer trends — not wishful thinking.

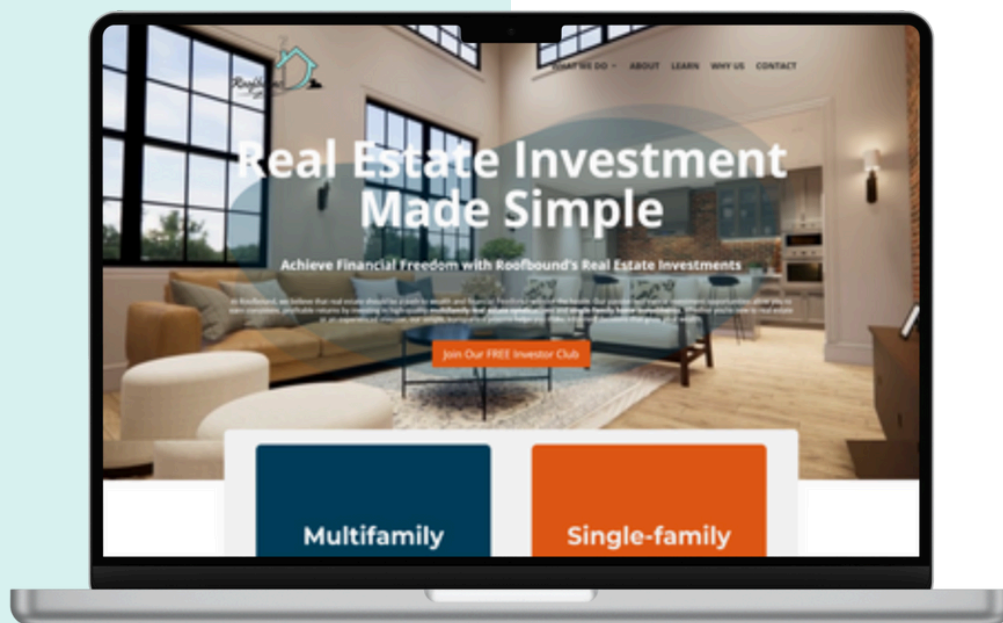
☐ 5. OVERLOOKING HIDDEN SELLING COSTS

Agent commissions, transfer taxes, repair credits, and escrow fees can quietly shrink your payout.

Example: Tom accepted \$270K — but after closing costs and agent fees, walked away with under \$240K.

What to do: Know your net, not just the offer. Roofbound pays closing costs and charges zero fees. What we offer is what you keep.





☐ 6. ASSUMING BACK TAXES OR CODE ISSUES KILL THE DEAL

Think you can't sell because of liens or violations? Think again.

Example: Lisa had \$2,100 in unpaid taxes and a code violation for a broken gate.

Roofbound still bought the home, handled the issues, and she walked away with \$20K profit.

What to do: Be upfront. Roofbound buys as-is — with or without back taxes, tenants, or repairs needed.

☐ 7. TRYING TO SELL “FOR SALE BY OWNER” (FSBO)

FSBO works for some, but most homeowners spend months chasing dead-end leads.

Example: James listed FSBO to “save commission.” After 6 months and zero traction, he contacted Roofbound. We closed in 21 days — no showings, no hassle.

What to do: If you're ready to skip the stress, **sell direct to Roofbound** and avoid repairs, agents, and delays.



8. USING THE WRONG MARKETING STRATEGY



Throwing your home on Craigslist or Marketplace won't cut it in today's market.

Example: Carla got 6 months of lowball offers on social media. One week after Roofbound listed it in investor networks, she had 3 real offers.

What to do: You don't need to become a marketer. Just call Roofbound. We buy direct or match you with real buyers who close.



9. ACCEPTING THE FIRST OFFER WITHOUT COMPETITION

One offer = low leverage.
Multiple offers = more cash in your pocket.

Example: Dave accepted the first offer: \$250K. Another investor offered \$270K a week later. Too late.

What to do: Roofbound brings you real offers fast — and we'll even help create buyer competition when it makes sense.



10. SKIPPING THE FINAL CHECKLIST

Last-minute surprises derail closings — and lose buyers.

Example: Emily forgot to verify her mortgage payoff. A missed escrow detail caused a 3-week delay and nearly blew the deal.

What to do: Use our Roofbound Closing Checklist to make sure title, liens, taxes, and all documents are in order before signing.

Selling your home doesn't have to be complicated, stressful, or expensive.

At **Roofbound.com**, we help tired landlords, overwhelmed homeowners, and sellers in unique situations exit on their terms — quickly, fairly, and with more cash in hand.

SKIP THE HEADACHES. SKIP THE FEES. GET A REAL OFFER FAST AND EASY!.



VISIT ROOFBOUND

SEE HOW SIMPLE SELLING YOUR HOME CAN BE.