Pricing YOUR HOME

Pricing

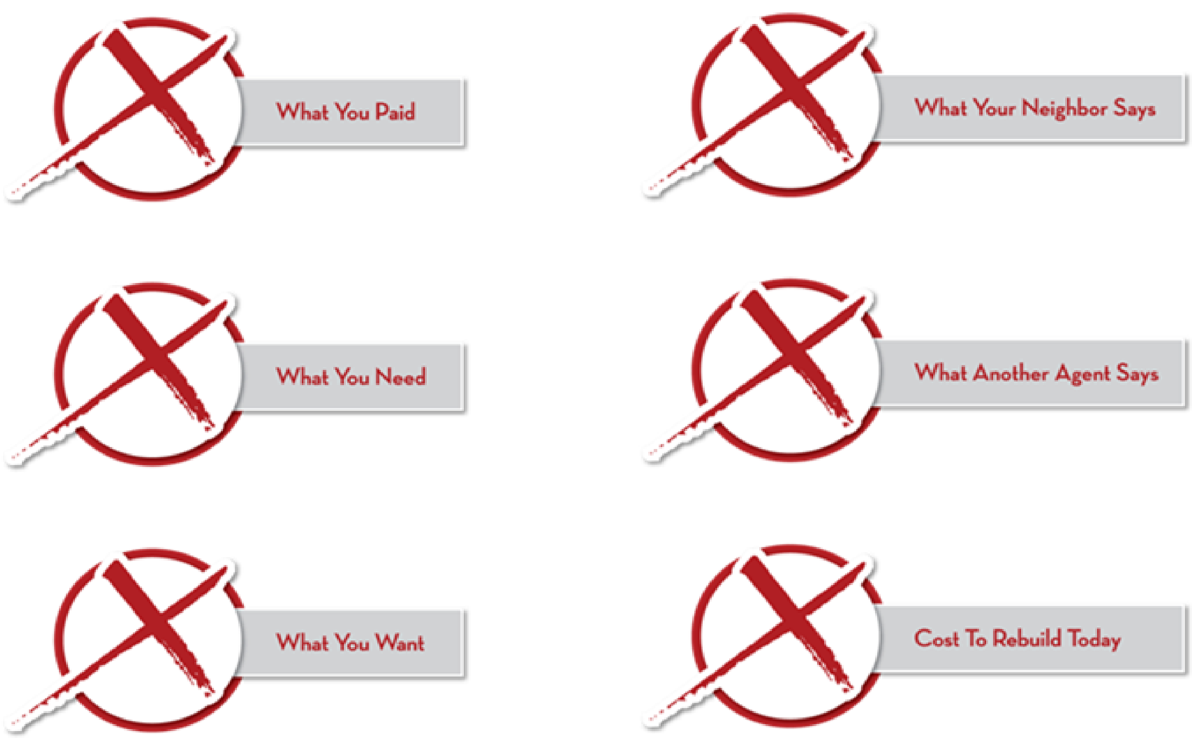
MISCONCEPTIONS

The factors that influence the market value of your property are:

- Supply and demand
- Market economic conditions
- Asking and selling prices of competing homes
- Your homes condition
- A buyer’s value perception of your home

Many sellers are tempted to list their home with the realtor who quotes the highest price. Please keep in mind the realtor doesn’t set the price, the seller doesn’t set the price, it is the market that will set the price or value for your home. My pricing expertise will help guide you to a price that you are comfortable with and will get you top dollar for your home.

It is very important to price your property at competitive market value when we finalize the listing agreement.

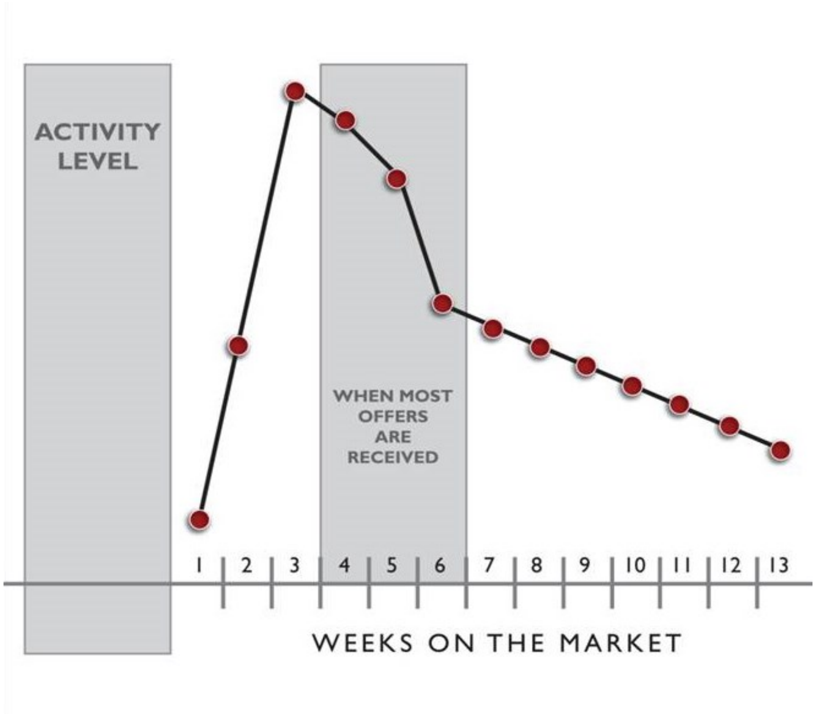


Price Competitively

CAPTURING THE MOST BUYERS

The first 30 days are the most critical in capturing the largest number of buyers who are prepared to buy because most are:

- Working with an agent 10 weeks
- Knowledgeable about market prices
- Financially pre-approved
- Familiar with properties previously on the market
- Ready to make an offer when they perceive value



IF YOU WANT TO COMPETE, BE COMPETITIVE

- The buying market has a short attention span
- Pricing your home right the first time is key
- Properly pricing attracts buyers
- An overpriced house will not sell
- We want to generate offers before the market moves on to newer listings