



Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

DANGERS OF PRICING ABOVE MARKET VALUE:

- › True target buyers may not see your property because it's listed out of their price range.
- › Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- › It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

YES

WE CAN CONTROL:

- › Price
- › Terms of Sale
- › Condition of Property

NO

WE CANNOT CONTROL:

- › Location
- › Competition
- › Market Conditions

HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- › Analyze current market conditions and sales prices of comparable properties.
- › Discuss your goals and needs.
- › Advise you about ways to make your property more attractive to buyers.
- › Create a comprehensive marketing plan targeting the most likely buyers.
- › Market your property to other agents, and get their feedback on its price and presentation.
- › Keep you up-to-date on sales activity and market conditions.