



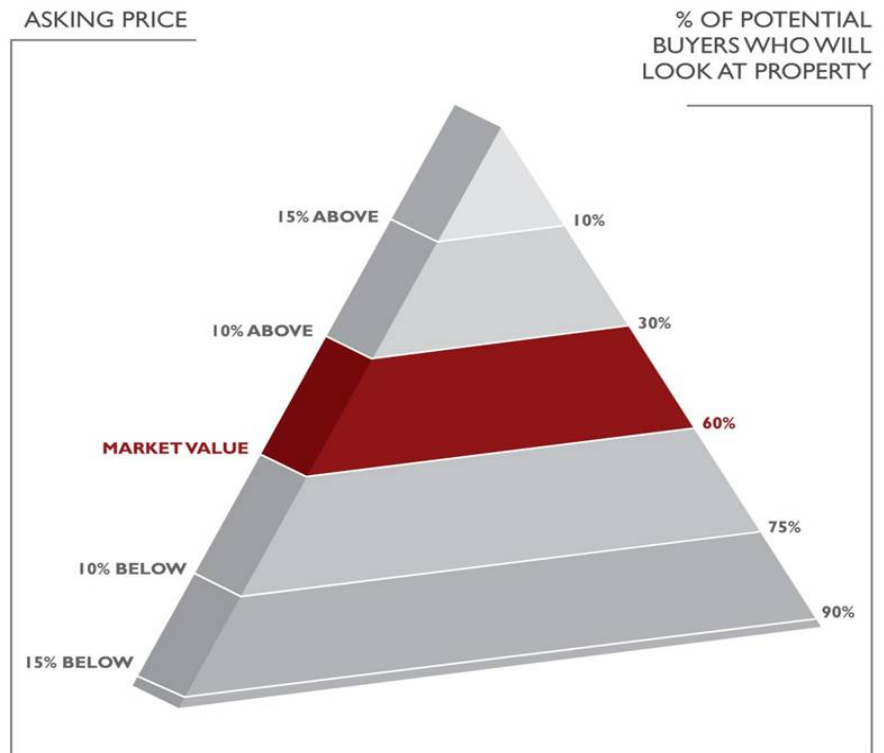
PRICING STRATEGY 2021

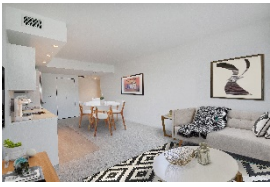




PRICE RIGHT ATTRACT BUYERS

- **Pricing your property competitively** will generate the most activity from agents and buyers.
- **Pricing your property too high** may make it necessary to drop the price below market value to compete with new, well priced listings.





PRICE AHEAD OF THE MARKET

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

- The value of your property is determined by what a **buyer** is willing to pay and a **seller** is willing to accept in today's market.
- Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.
- Historically, your first offer is usually your best.

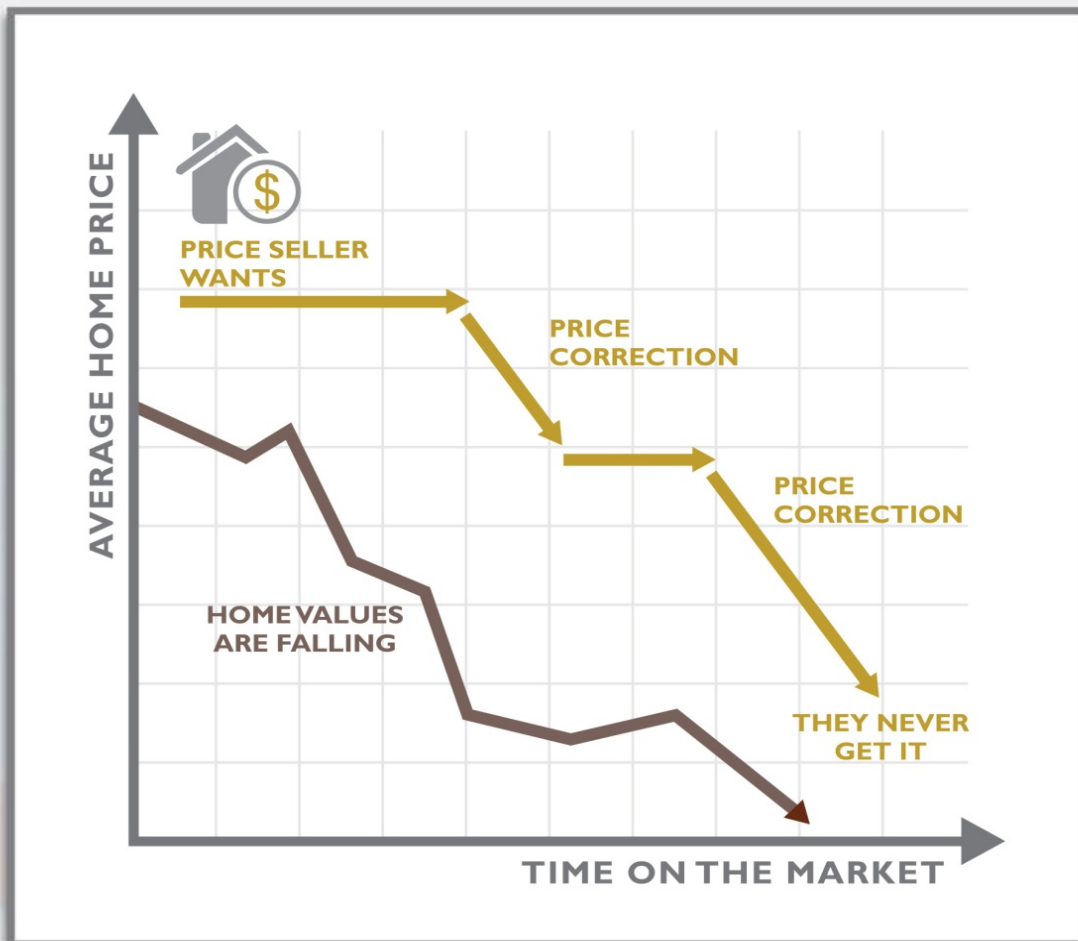




PRICE AHEAD OF THE MARKET

BUYER'S MARKET

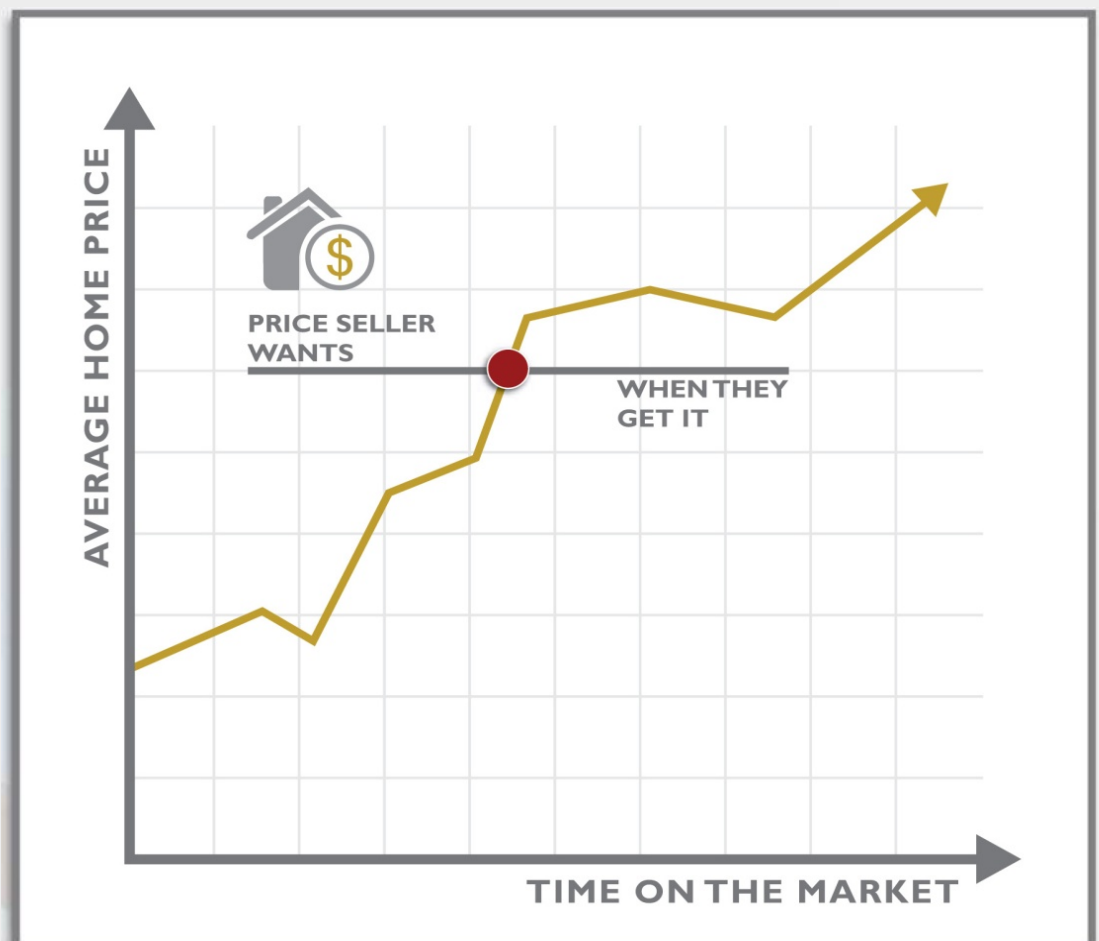
If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.

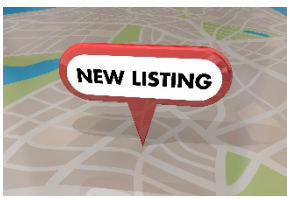


PRICE AHEAD OF THE MARKET

SELLER'S MARKET

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.

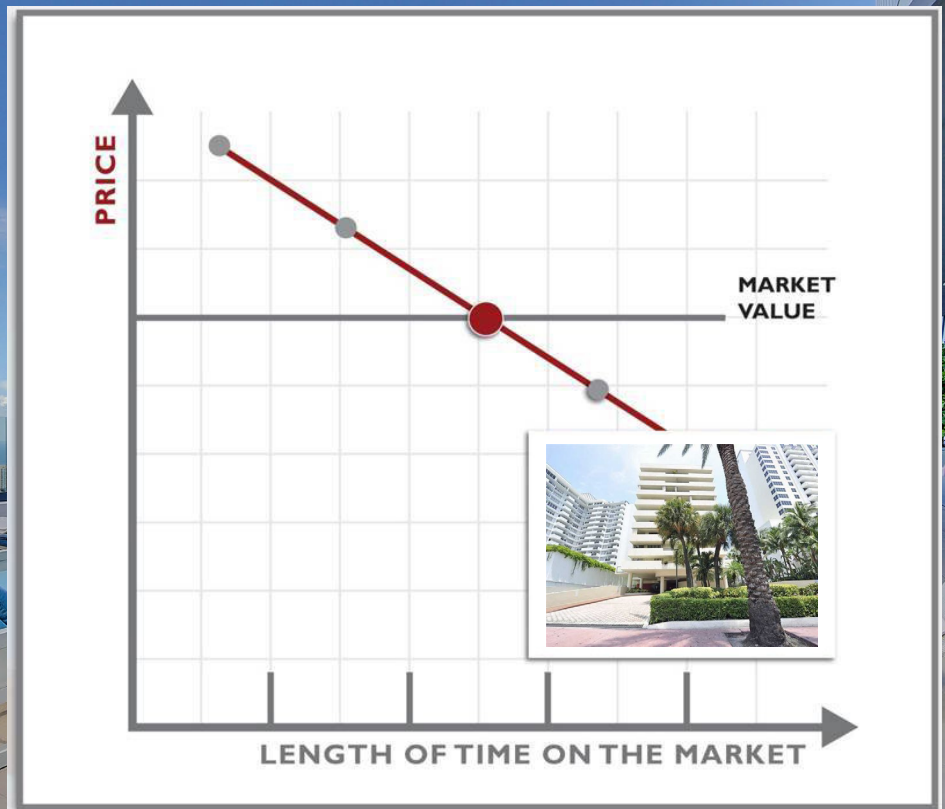




PRICE RIGHT – TIME ON THE MARKET WORKS AGAINST YOU

IF YOU WANT TO COMPETE, BE COMPETITIVE

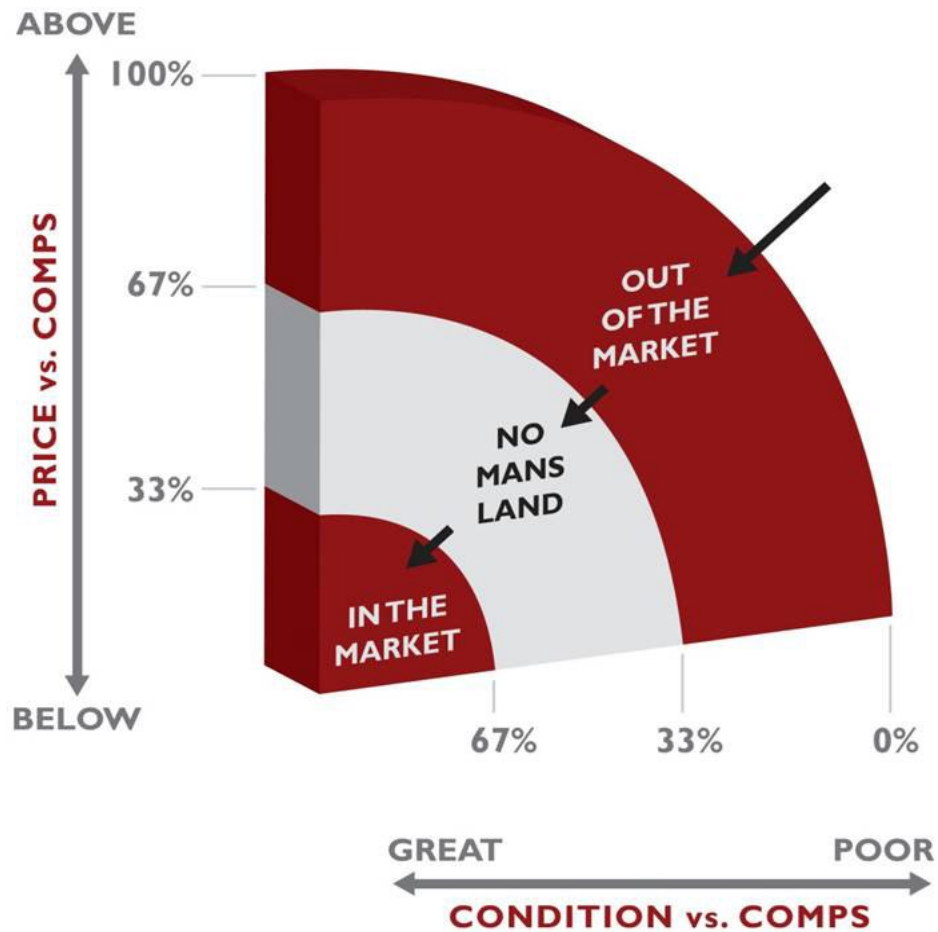
- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.





WHAT SELLS – PRICE RIGHT

To get your home sold for the most money in the least amount of time, we have to price it “in the market”.





PRICE COMPETITIVELY – THE FIRST 30 DAYS ARE CRITICAL

THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

