



The Right Selling Price

Affects Your Bottom Line.

When you're selling your home, the price you set is a critical factor in the return you'll receive. That's why you need a professional evaluation from an experienced Realtor®. This person can provide you with an honest assessment of your home, based on several factors, including:

- Market Conditions
- Condition of Your Home
- Repairs or Improvements
- Selling Timeframe

The Right Price...

In real estate terms, *market value* is the price at which a particular house, in its current condition, should sell within 30 to 90 days.

If the price of your home is too high, this could cause several things:

- **Limits buyers.** Potential buyers may not view your home because it appears to be out of their buying range.
- **Limits showings.** Other salespeople may be more reluctant to view your home.
- **Used as leverage.** Other Realtors® may use this home to drive the sale of other homes that are better-priced.
- **Extended stay on the market.** When a home is on the market too long, it may be perceived as defective. Buyers may wonder, “what’s wrong,” or “why hasn’t this sold?”
- **Lower price.** An overpriced home, still on the market beyond the average selling time, could lead to a lower selling price. To sell it, you will have to reduce the price – sometimes several times. In the end, you’ll probably get less than if it had been properly priced in the first place.
- **Wasted time and energy.** A bank appraisal is most often required to finance a home.

Realtors® have known it for years – well-kept homes that are properly priced in the beginning always get you the fastest sale for the best price! And that’s why you need a professional to assist you in the selling of your home.

Often, in a seller’s market, homes that are priced slightly below market value initially will sell for more, simply because of the extra interest they incite. This can be a risk, however, and when it comes to such a decision, an experienced, trusted Realtor® is your best ally.