PRICE TO SELL, NOT TO SHOW!

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There are two methods commonly used for pricing property. One is to pick the highest price that a property may sell for based upon asking prices of homes in the area and see what the market will bear. You risk missing the pool of ready, willing and qualified buyers who are your best prospects.

The better strategy is to choose an accurate price that you know will attract all buyers in that range. Pricing a home is not what it is emotionally worth. It is based on a market analysis of comparable properties recently sold, available properties, market knowledge / understanding and your properties specific attributes.

Even though you believe that buyers will *make an offer* and you will *take less than asking,* they may not even consider your property in their home search. An offer may not be made due to comparable properties seen that were correctly priced.

Overpricing your home with the belief that someone "*will pay for it*" or the "*perfect buyer*" will show up, leads to a house that sits on the

market. Lengthy marketing times cause drastic price reductions as the need to sell becomes imperative. Your ability to negotiate is diminished resulting in the acceptance of a lower price than may have been realized earlier. ***Eventually the buyers decide the price for what your property is truly worth.*** So, **please call me** if you have been considering offering your home for sale as **my goal will be to SELL your home NOT JUST TO BE SATISFIED WITH SHOWING IT!**