

VALUE

Establishing value goes beyond the current market conditions, trends and comparable properties. Value is, more specifically, determined by the combination of your home's condition and present market situation versus a buyer's individual circumstances and overall perception of your home.

FEATURES

To give your home a competitive edge in the real estate market and maximize its marketability involves emphasizing the home's best selling features, address any areas that need attention, and present a well-maintained and project-free home.

CONDITION

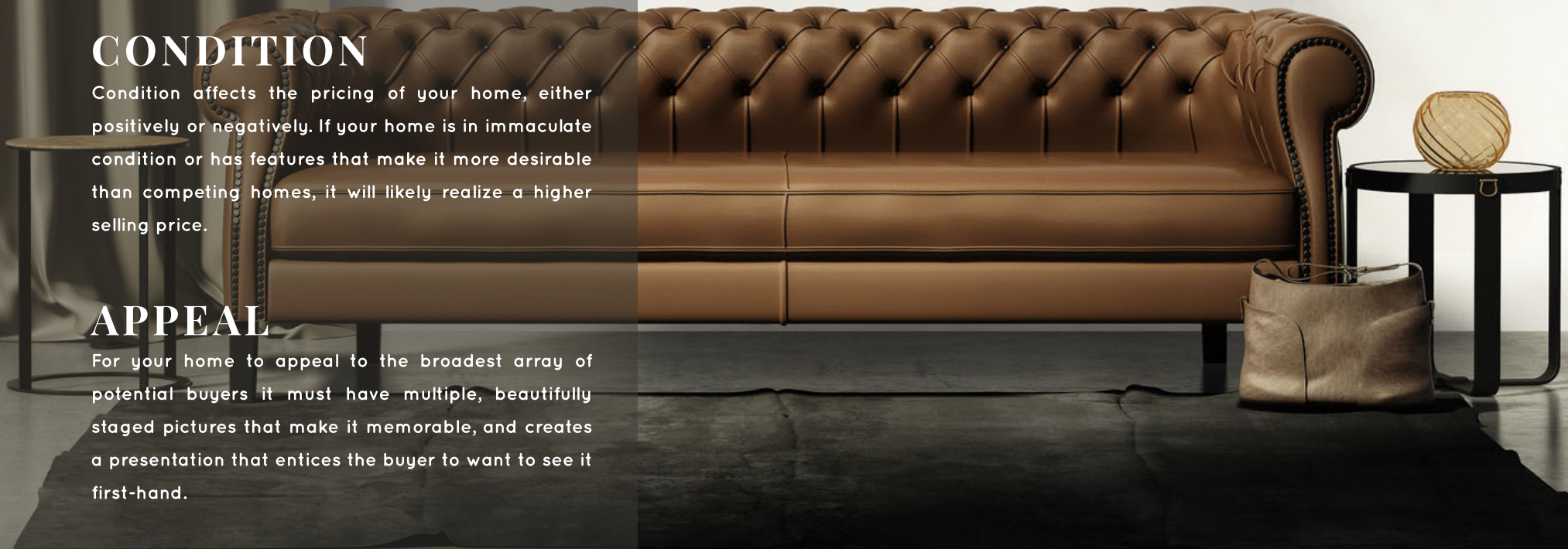
Condition affects the pricing of your home, either positively or negatively. If your home is in immaculate condition or has features that make it more desirable than competing homes, it will likely realize a higher selling price.

APPEAL

For your home to appeal to the broadest array of potential buyers it must have multiple, beautifully staged pictures that make it memorable, and creates a presentation that entices the buyer to want to see it first-hand.

PRODUCT

YOUR HOME, WHEN PLACED ON THE MARKET, BECOMES THE PRODUCT. ITS PHYSICAL ATTRIBUTES, LOCATION, UNIQUE SELLING FEATURES, WEAKNESSES, AND CONDITION ALL AFFECT ITS SALABILITY.



PRICE

When searching for a home, buyers will go through extensive comparison shopping with much of their concern focused on price. With the ease of finding information on the internet, today's buyer is well educated on the real estate market's activity and pricing.

It is very important for us to determine a realistic and accurate market value for your home. We want to set the price of your home high enough to ensure a maximum return to you, yet still appear attractive to buyers when compared to similar homes.

How do buyers determine value?

When you bought this home, how did you establish value? By comparing your home to others that were for sale at the time. Buyers still determine the value of a home by comparison shopping. If your home is over-priced, you simply assist others in the quicker sale of their home.



ESTABLISHING THE PROPER PRICE FOR YOUR HOME IS CRITICAL TO A SUCCESSFUL SALE.

A thorough understanding of the market and how your home compares to the competition will lead to an effective pricing strategy.



There are two major factors in selling your home:

- Price
- Effective Marketing

Eighty percent is how your home is priced, and 20 percent is effectively marketing your property to buyers and other real estate agents.

Because your home is not the only one on the market, pricing it comparably to other competing homes is vital to getting it sold. Without a doubt, the price of the home plays the biggest role in the buyer's decision.

Factors
INFLUENCING
the market value
of your home

- Location, design, features, and age
- Number of competing homes vs. buyer demand for those homes
- Prices of active competing homes and recent solds in your area
- Overall economic conditions

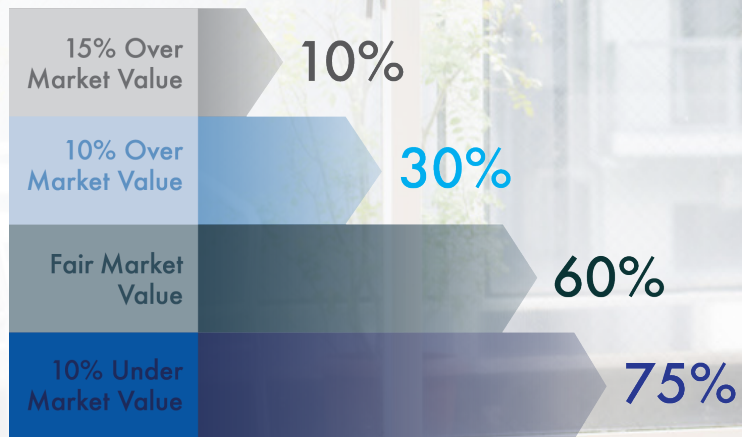
- The price you paid
- The amount of money you want or need from the sale
- The costs of improvements made
- The cost to rebuild today

Factors
NOT INFLUENCING
the market value
of your home

SETTING THE RIGHT PRICE

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important.

Percentage of the market the property appeals to



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.

BENEFITS OF PROPER PRICING

EXPOSURE TO MORE AND BETTER PROSPECTS

When priced at or below market value, you attract the right people who are ready, willing, and able to pay your asking price.

REDUCED MARKET TIME

By reducing market time you lessen the hassles and aggravation associated with keeping your home in “show ready” condition; also saving carrying cost, mortgage payments and other expenses of owning a home.

CREATE HIGHER DEMAND

When an asking price creates a fear of loss with the buyers, you are less likely to receive low offers, and offers with conditions.

MORE MONEY TO YOU

If your home is priced right, the interest created within the market produces an overall higher sales price than if you start at a higher price and later reduce it.

INTELLIGENT PRICING



There is no easy way to determine how long it will take to sell a home. But, recognizing the key factors that influence the market can give you significant control over the time it takes to sell your home.