

PRICING YOUR HOME TO SELL

PRICING GUIDELINES

1. What you paid for your property does not affect its value.
2. The amount of money you need to get out of the sale of your property does not affect value.
3. What you think it should be worth has no effect on value.
4. What another Real Estate agent says your property is worth does not affect its value.
5. An appraisal does not always indicate what your property is worth on the open market.
6. The value of your property is determined by what a ready, willing and able buyer will pay for it in the open market. SELLERS DETERMINE ASKING PRICE. BUYERS AND SELLERS TOGETHER DETERMINE VALUE!

DO NOT automatically list with the agent that gives you the highest price.

Consumer Reports, July 2009 stated...

“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some devious agents will, at first, suggest a very high handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”

