

BENEFITS OF *Proper Pricing*

FASTER SALE: The proper price garners a faster sale which means you save on mortgage payments, Real Estate taxes, insurance and other carrying costs.

LESS INCONVENIENCE: As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alters your lifestyle.

INCREASED SALESPERSON RESPONSE: When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

EXPOSURE TO MORE PROSPECTS: Pricing at market value will open your home up to more people who can afford it.

BETTER RESPONSE FROM ADVERTISING: Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

HIGHER OFFERS: When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on great value.

MORE MONEY TO SELLERS: When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

