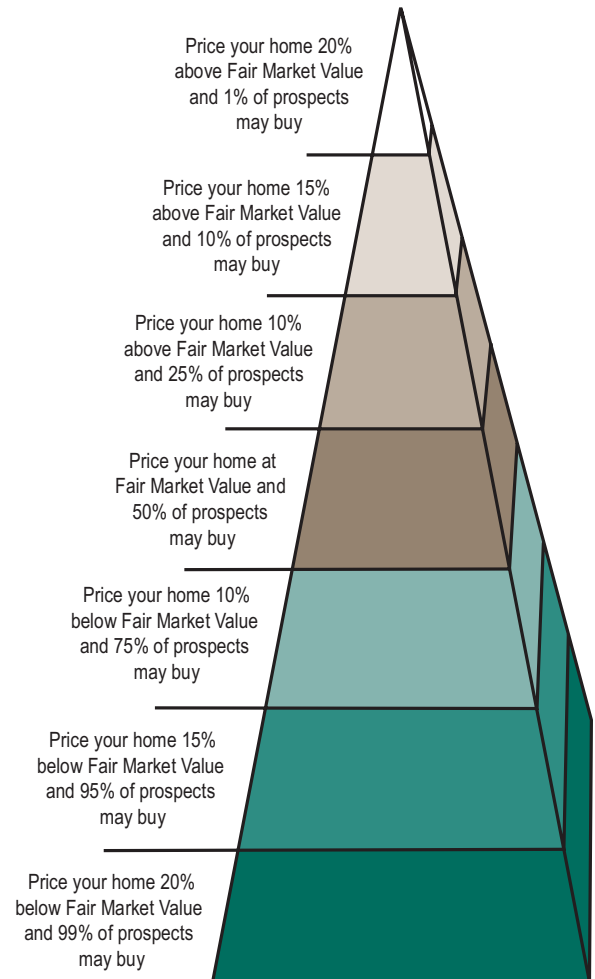


Competitive Pricing

The Benefits of Market Value Pricing

- A property that is priced close to the expected Market Value tends to generate the greatest amount of interest from qualified buyers.
- A competitive asking price results in more qualified buyers who will include your home in their property search.
 - This creates an opportunity for buyers to develop an emotional connection to the property. Once an emotional connection is created, there is a greater chance that the buyer will accept a higher sales price or other terms that are favorable to you, the seller.
- Additionally, a property that is competitively priced:
 - Takes advantage of the prime marketing momentum that occurs when the property first comes on the market.
 - Generates an increased number of showings
 - Generates increased number of offers
 - Generates realistic offers
 - Sends a message to buyers about your motivation to sell
 - Creates ease in the appraisal process
- Experience has shown that the closer the gap between the perceived market value of the home and the asking price, the more likely you are to receive an offer.
- Generally, homes that are priced more than 5% above the expected market value, will not receive purchase offers.
- You increase your chances of obtaining a timely sale at or near your asking price, when the price is substantiated by comparable sales information.

Pricing Pyramid



Source: National Association of Realtors