

# PRICING YOUR PROPERTY

Determining the right price for your property is the most critical step in ensuring you get the highest return on your investment in the least amount of time. MLS statistics show that the longer a home is on the market, the lower the sales price. So my job is to help you set the right price from the start, and to position your property so it stands out in the market.

The market value of your home is what buyers are willing to pay in today's market conditions. Our goal is to determine its market value and set the price accordingly.

## DANGERS OF PRICING ABOVE MARKET VALUE:

- Your true target buyers may not see your property because it's listed out of their price range.
- The buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- It may sit on the market longer and sell for less than asking price, while you continue to pay ownership costs and can't move on with your life.

Here's how I'll help you successfully price and position your property for the highest return:



- Analyze current market conditions and sales prices of comparable properties
- Discuss your goals and needs
- Advise you about ways to make your property more attractive to buyers
- Create a comprehensive marketing plan targeting the most likely buyers
- Market your property to other agents, and get their feedback on its price and presentation
- Keep you up-to-date on sales activity and market conditions

You can be assured that my experience and understanding of the marketplace will help you get the best price possible in the shortest time.

