

# Guide to Pricing Your Home

Establishing the correct price is the most important factor.

## **We Must Consider the Current Market in Your Area**    **Here is How Price Will Affect the Sale of Your Property:**

1. By researching current listings, we can understand the competition.

2. By examining recent sales, we can determine realistic selling prices.

3. By looking at failed listings, we can evaluate the factors that prevented their sales.

- As the price of a home rises, the number of potential buyers becomes smaller.
- A home priced high, relative to the market, takes longer to sell (if it sells at all).
- A home priced high, relative to the market, gets fewer showings.
- A home priced high, relative to yours, will help to sell your home (and vice versa).

A home, correctly priced, takes maximum advantage of the attention focused on your property during the first two weeks of a listing. It is during this time when the greatest number of agents and qualified buyers will view a property.