

## Key pricing facts to consider:

- Realistic pricing based on a well-prepared CMA will achieve the maximum price in a reasonable time
- A property that is priced correctly from the beginning typically achieves the highest proceeds
- If the price exceeds perceived value by even a small percentage, potential buyers may not even choose to view the property let alone make offers
- Properties that remain on the market for a long time often stop being shown
- The cost of improvements almost always exceeds the added value
- A low offer is better than no offer. Buyers can often be negotiated higher once the emotional commitment is made
- Sellers may set expectations, but the market sets the price
- if you want to sell in a timely manner, your asking price should be competitive in current conditions

# ACHIEVING YOUR OBJECTIVES

**EVEN FOR THE MOST DISTINCTIVE PROPERTIES, LOCATION AND PROPERTY CHARACTERISTICS ARE THE KEY ELEMENTS IN DETERMINING VALUE**

Pricing can be an emotional decision, so a thoughtfully created Comparative Market Analysis (CMA) is an essential step in the listing process. Once the market value of your home has been determined, our experienced professionals can help you decide on the offering price that is most in line with your goals and current market conditions. If you wish to attract a ready, willing and able buyer in a timely manner, your offering price must be carefully positioned according to the most recent data available.