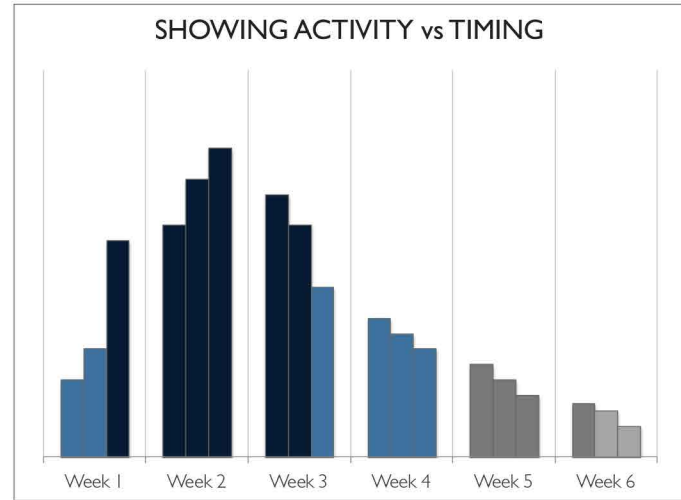


A. Far more buyers purchase properties at market value than at even 10% above it.



B. Properties experience the most showings during a peak initial interest period.



C. Properties that are overpriced initially may ultimately sell for the lowest price.

# PRICING STRATEGICALLY

## THE INITIAL ASKING PRICE IS A CRITICAL ASPECT OF YOUR PROPERTY'S MARKETING PLAN

While the goal is to achieve the highest possible closing price in a reasonable amount of time, listing a property above market value often turns away prospects and decreases the likelihood of a successful sale (see chart A). An overly aggressive price prevents a property from taking advantage of a key driver in property marketing—timing. It is well known that a property attracts the most excitement and interest when it is first listed (see Chart B). If a property is priced above market value, it does not appropriately benefit from this peak interest period. This may ultimately lead to a sale at below market value (see Chart C), or no sale at all.