

# pricing your home to sell

## Factors that Affect Price

**An asking price that is beyond market range can adversely affect the marketing of a property.**

As a seller, you control:

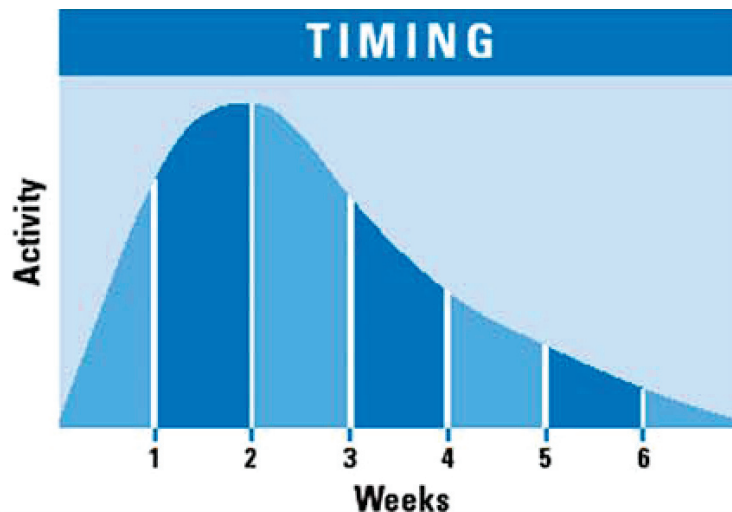
- ◆ The price you ask
- ◆ Property condition
- ◆ Access to the property
- ◆ Terms of the sale

As a seller, you do not control:

- ◆ Market condition
- ◆ Motivation of your competition
- ◆ Motivation of your buyer
- ◆ Financial market

**What is the impact of pricing?**

- ◆ Properties priced within market range generate more showings and offers and sell in a shorter period of time.
- ◆ Properties that are priced too high have a difficult time selling.
- ◆ Sales Professionals will preview your property and then not show it if they are finding better properties in your price range.
- ◆ Buyers will visit your property with no results if they are finding better properties in your price range.



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## The Danger of Overpricing

### When setting a price, why not ask for the moon?

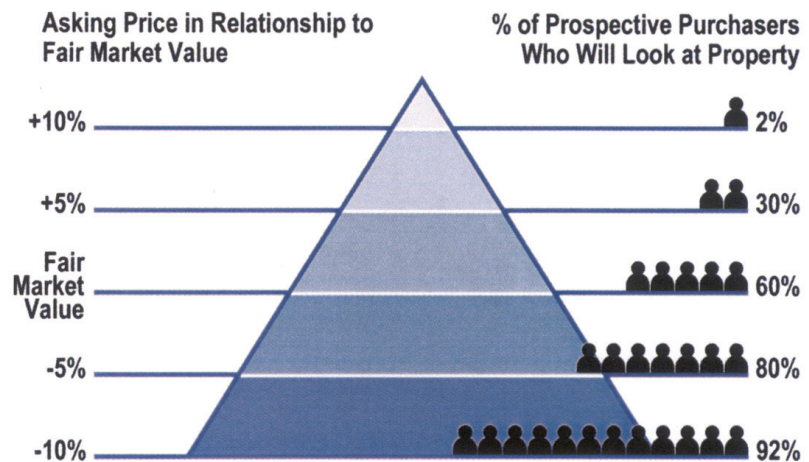
Make no mistake; we want you to get the best possible price for your property. However, when a home is priced too high for the market:

- ◆ It attracts lookers, not legitimate buyers.
- ◆ It implies that you aren't motivated to sell.
- ◆ It reduces the number of showings.
- ◆ It helps the competition look better.
- ◆ If it doesn't appraise at the higher price, a buyer may not be able to secure a loan.
- ◆ You may ultimately have to drop your price below market value in order to sell.

As the graphics below indicate, the best offers often come when a property is newly listed. If priced too high, it's difficult to create the momentum necessary to sell your home at the highest price in the least amount of time.



### Percent of Buyers Who Will View Property



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