



What happens when your home is...

Priced too low

We want to be careful not to price the home too low so we don't leave money on the table. Our goal is to get you as much money as we can.

Priced too high

We don't want to price your home too high either. Homes that are priced too high produce far less showings and offers are low.

Accurately priced

Pricing a home accurately is the best way to ensure that your home can sell in the shortest time yet achieving the best price possible for you.



Market conditions that impact the value of your home

- Interest rates
- National and regional economic conditions
- Buyer demand
- Seasonal demand
- Availability of competing properties
- Prices of recently sold properties

Physical factors that impact the value of your home

- Location
- Home size
- Lot size
- Architectural design
- Floor plan
- Age
- Amenities and condition

Buyers have been watching the market closely and are out there looking at all the inventory so they know the market trends. If your price is within the range of your market, buyers will come look at your home.

If your home is priced too high, it's likely they'll skip it. In fact, your high price makes your competition look good and their house will get sold faster.

If you had time to only see three homes in this neighborhood, which three would you go see?



List price: \$443,000



List price: \$550,000



List price: \$435,000



List price: \$500,000



List price: \$430,000



List price: \$440,000

If you price your home at **fair market value**, you will see good activity and a good amount of buyer interest.

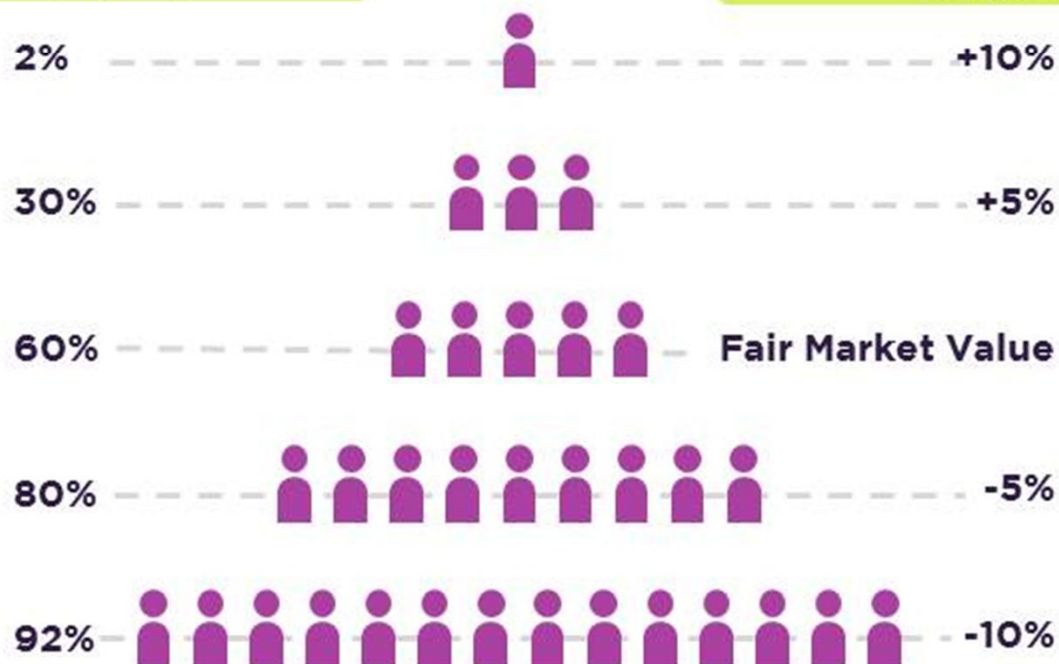
If you price your home **too high**, the fewer showings you will have.

If you price your home **too low**, you will get an increase in showings and may end up receiving multiple offers with buyers attempting to outbid each other.

PERCENT OF BUYERS WHO WILL VIEW PROPERTY

% of prospective purchasers who will look at property

Asking price in relationship to fair market value

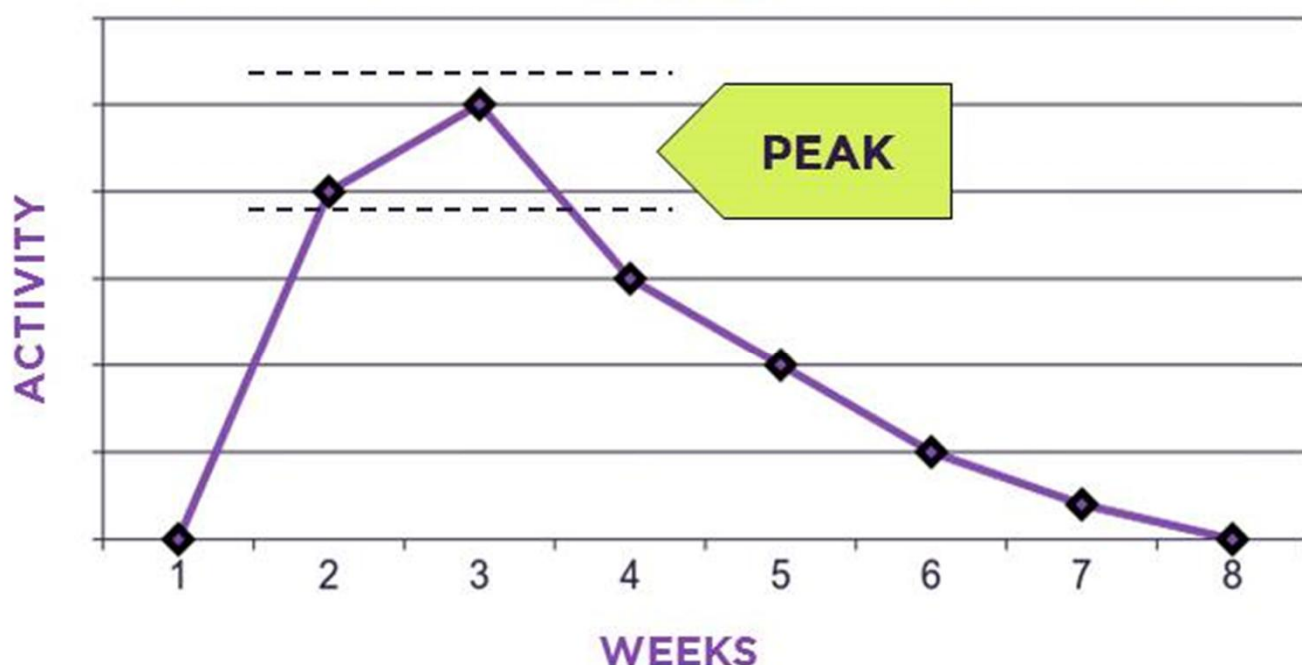


When a new home is listed for sale, our network of 500+ agents at Your Castle plus other local working agents will see it on the market right away. Interest will build quickly with a **peak at about 2-3 weeks out**.

However, if your home is not priced right, it will stay on the market longer and if it's on the market too long, there's a chance the activity of inquiries and showings will start to decrease rapidly. When homes are on the market too long, it's seen as if there's something "wrong" with your home. **Your home may eventually sell below market value due to delays.**

THE EXCITEMENT OF A "NEW ON MARKET" LISTING

TIMING



A common mistake sellers make is pricing their home high in the beginning to test the market. Many seller's thoughts are **"we can always lower the price"** or **"we need to build in a cushion for negotiation"**.

Unfortunately, most of the showing activity occurs when the home is first listed and because the price is too high, it can drive buyers away. Remember, they've done their research on the market.

When a home is on the market too long, buyers typically feel that they should pay less for a home. At that point, you might have to face the possibility of being forced to sell your home for less.

VALUE OF YOUR HOME VS TESTING THE MARKET

