

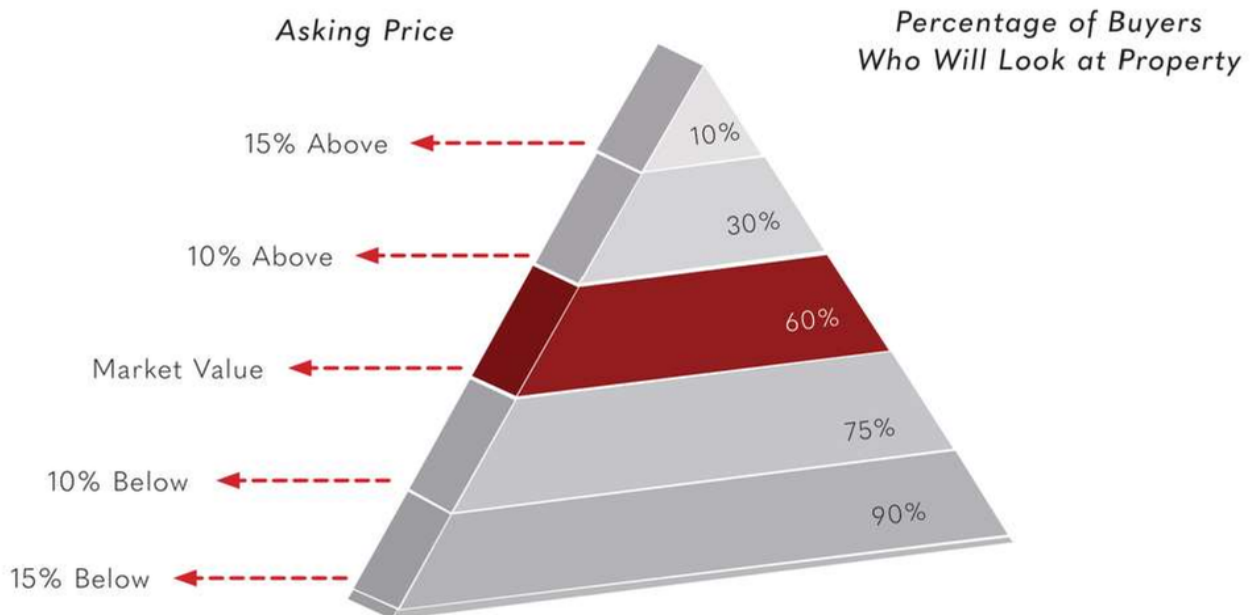
PRICING

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THE RIGHT PRICE FOR ATTRACTING BUYERS



Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



PRICING MISCONCEPTIONS

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties sold in your area. Historically, your first offer is usually your best.

It is very important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT ANOTHER AGENT SAYS



WHAT YOU WANT



WHAT YOUR NEIGHBOR SAYS



WHAT YOU NEED



COST TO REBUILD TODAY

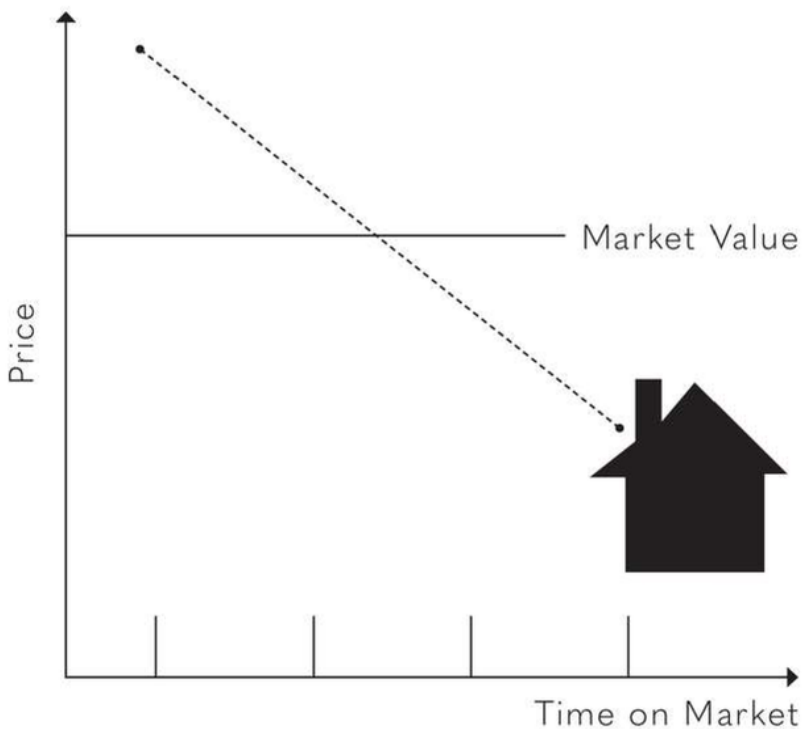


- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time and the number of buyer tours can be maximized if property is priced correctly
- Starting too high and dropping the price later fails to generate strong activity.
- Many homes that start high end up selling below market value.



IF YOU WANT TO COMPETE BE COMPETITIVE

Time On The Market Works Against You



- The buying market has a short attention span.
- Pricing your home right from the beginning is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.