



Competitively pricing your home

When you think about selling your home it is tempting to overprice it. But a distorted asking price soon leads to a shopworn reputation putting off buyers and interfering with future pricing. Here's why I recommend a competitive asking price for your home from the start:

- **Pricing makes your home visible to buyers.** Buyers and buyer agents search for homes first by price range, then for the most competitive asking prices.
- **Priced right during the peak of buyer interest.** Homes attract the most buyers when they first hit the market. To start with a high asking price with a plan to drop the price when no offers are received means you missed the best opportunity for offers at the highest sales price.
- **The right asking price sidesteps stale property status.** A home that doesn't sell right away gains the reputation something is wrong with the property. Buyers assume the longer a home sits on the market the more likely the property, the owner, or the agent has a problem. As time moves on, buyers willing to make an offer become ever more aggressive.
- **Early proper pricing eliminates never-ending staging.** Longer marketing time means more showing appointments, additional sales costs, and maintaining "showing conditions" for your home over a longer period of time.
- **Don't help the competition.** Comparable homes to yours available at lower asking prices are just plain more attractive to potential buyers.
- **A smooth loan process, not a fallout.** Even when a buyer agrees to pay an above market price, the appraisal required by the buyer's lender may come in short, leading to a cancelled sale.

For more information on how to beat out competing sellers and maximize results from your asking price, **call me today!**