

Pricing Your Home

S E T T I N G T H E O P T I M U M P R I C E

Five General Principles

The closer your home is priced to fair market value when it first comes on the market, the greater the probability it will sell quickly at the highest selling price.

1. Value is determined not by what you need or have invested in your home, but by what a buyer is willing to pay.
2. The higher you price your home above the fair market value, the fewer number of available buyers.
3. The greatest number of showings occur when your home first comes on the market; it quickly attracts the attention of the largest number of buyers looking for a home in that price range.
4. The closer the listing price of your home is to fair market value, the higher the selling price you'll likely receive. Too high a listing price deters the right buyers from considering your home.
5. The length of time your home is on the market may affect the selling price you receive. In a buyer's mind, too much time on the market indicates an overpriced home.