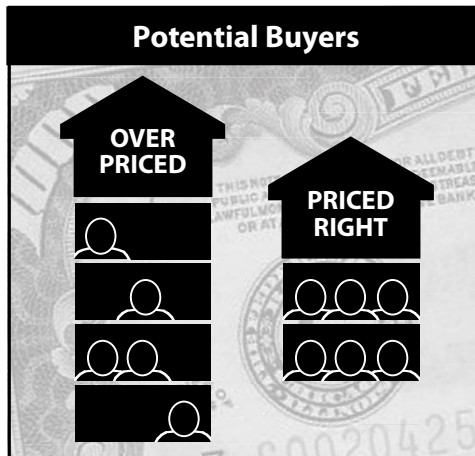


Dangers of Over Pricing



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- Many potential buyers won't even look, thinking that your home is out of their price range.
- Those buyers who do look are shopping by comparison, and looking at your home may convince them to make a bid on a different property.
- Since an appraisal is required to obtain a mortgage, it is futile to price a property more than it is worth.
- Property left on the market for extended periods of time usually becomes "shopworn," causing many to believe something is wrong.
- Realtors are usually reluctant to show their clients overpriced homes. They know that the chances of a quick sell are minimal.
- Over pricing lengthens marketing time, and invariably results in a lower selling price than would have been otherwise obtained.
- Real estate research consistently reveals that realistically priced homes marketed by skilled Realtors sell faster and ultimately deliver a higher rate of return to their sellers.

The waiting game is costly—as a seller you will have less ability to negotiate once a reasonable offer is received. Price your home appropriately from the beginning and give yourself more bargaining power.