

MOST COMMON MISTAKES

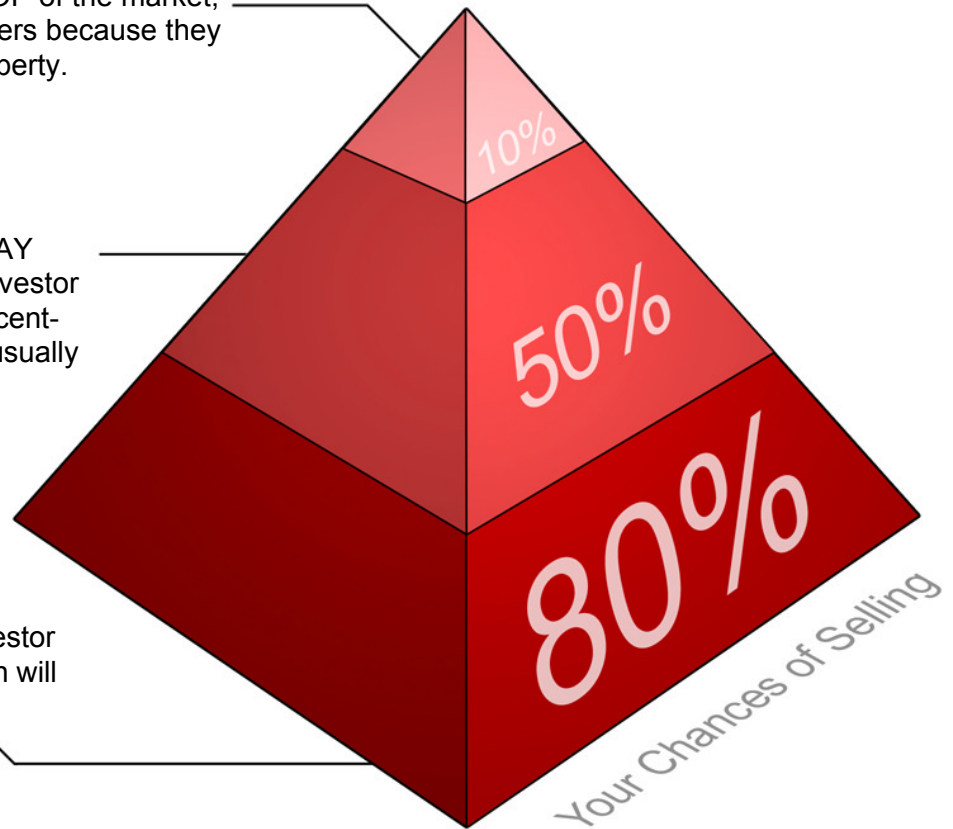
MADE BY SELLERS WHEN CHOOSING A PRICE FOR THEIR HOME

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When you price your home at the TOP of the market, you eliminate many prospective buyers because they become unwilling to look at your property.

When you price your home HALFWAY between the market price and the Investor price, you will attract the highest percentage of serious retail buyers. This is usually the most favorable pricing range.

When you price your home BELOW the halfway mark you will attract Investor buyers as well as retail buyers, which will result in a very quick sale.



THE TOP FIVE

1. Not choosing the right price when a property is first listed. In other words, thinking, "We can always come down."
2. Putting the property on the market at an unrealistic price. A property must be priced on a comparative basis to other similar properties on the market.
3. Not relating marketing time to price. Generally, the quicker you want to sell, the less you should be willing to take.
4. Calculating brokerage fees on top of the sale price. A home is worth what it's worth, with or without a commission.
5. Thinking that buyers aren't comparing your home, on a dollar-to-dollar basis, with every other home on the market.

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