



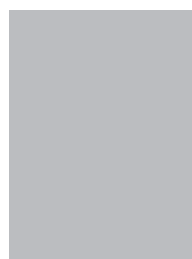
THE PRICE REDUCTION EFFECT

116 Days on the Market



Price Reduced

40 Days on the Market



Price Not Reduced

FIGURE 29 Sellers with a price reduction need 2 to 3 times longer to sell, potentially delaying their move and increasing their carrying costs³.

³Based on a 2008 research on single-family home pricing in 36 Atlanta