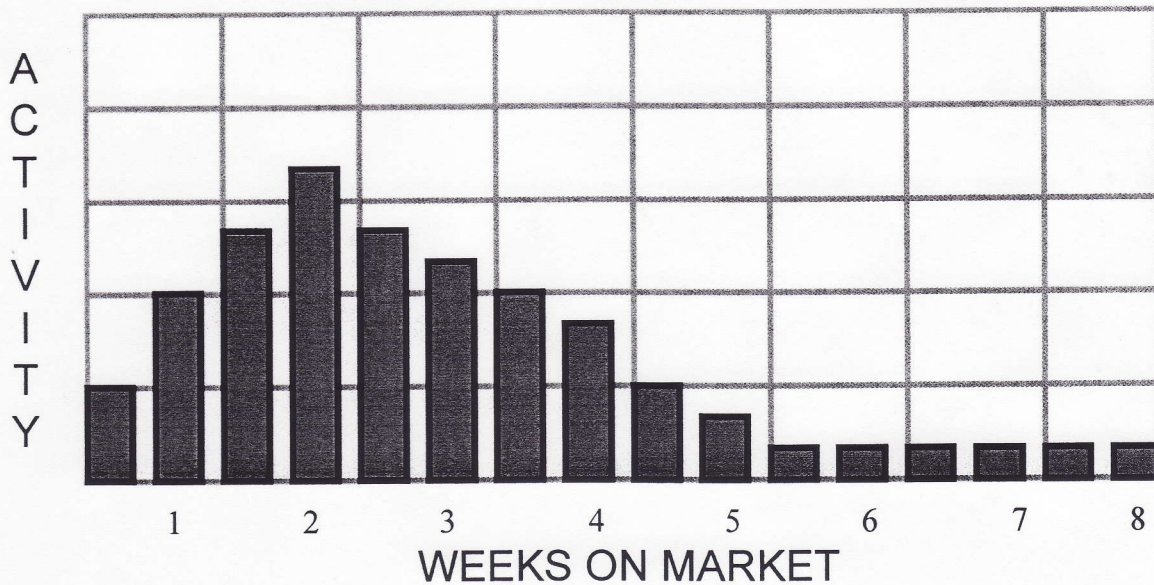




**KELLER  
WILLIAMS**  
R E A L T Y

## Activity Versus Time



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.