



Pricing Your Home

Advice from The Brad Korb Team

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Let me share with you what overpricing can do to the eventual sale price you receive for your home. . .

You will lose excitement that a new listing generates. Realtors are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Therefore, the most activity will take place in the first thirty days of a listing. Your home will probably receive its highest and best offers during this time. After that initial period, the only people who come to look at your home will be new buyers in the marketplace.

You will lose the most qualified prospects! Buyers will not just "make an offer" because they probably will never see your property. They will view the properties that are priced within their purchasing power, knowing that they cannot afford anything above their price range.

Overpricing helps sell other, more competitively priced homes first. Your home may be used to demonstrate the good value of other properties. Your objective should be to enter the market in a position that will attract prospects, not drive them away.

Your home may become stale on the market. Prospects may wonder why it has been on the market so long or if something is wrong with the property, even after you lower the price. You may even have to settle for less than market value. A house takes on a reputation surprisingly fast, so don't wear out your welcome on the market.

You lose a strong negotiating position when your house is on the market a long time, both financially and mentally. Prospects will not "rush" to make an offer on an overpriced property, and you may feel compelled to accept less when they finally do.

If you do get an offer, the contract may fall through because of appraisal problems. The lender must justify the price to the market.

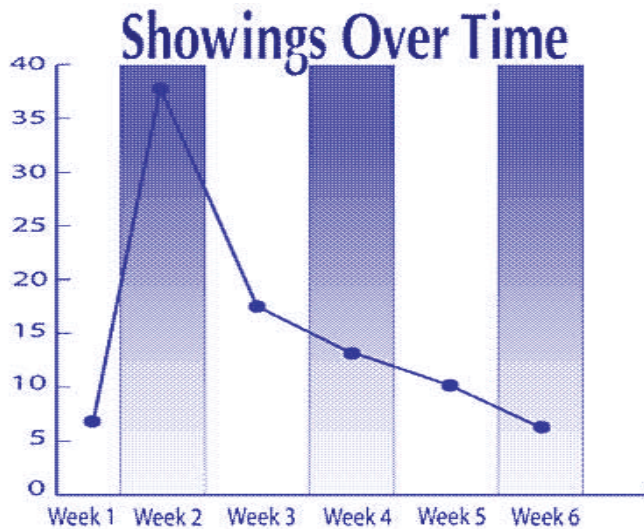
As you can see, pricing your home correctly will make a tremendous difference in how fast it sells and for how much. I make it my business to know the market and price my client's homes to sell for the most money in the least amount of time—and I'm good at it. Just ask my past clients. If we need to talk about price, I'll call you—or don't hesitate to call me first.

Let's work together to make this sale as painless and profitable as we can.



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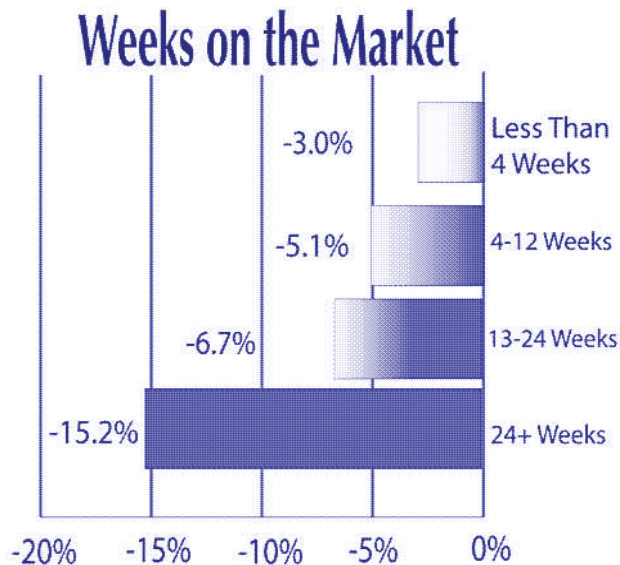
Price It RIGHT from the START to Get the Highest Bottom Line!



Since your best activity occurs during the first few weeks, setting the right price early ensures favorable comparison with the competition. Once a buyer has seen the house and ruled it out they don't check back in three or four weeks to see if you have lowered the price. By then, they have probably made an offer on another home!

Source: David Knox Seminars, Copyright

Set the Right Price for a Faster Sale...



Setting the price "a little higher" because you're not in a hurry may sound like a realistic strategy, but as you can see from the National Association of Realtors, the longer a home sits unsold, the bigger the discount from the asking price the seller usually receives.

Who is the average homebuyer?

The average homebuyer moves 10 miles from their old home to get: a) more space, b) a better financial advantage, or c) the opportunity to quit paying rent. 70% are married couples, 58% are repeat buyers, and a typical repeat buyer is 41 years of age. 75% of buyers choose an existing home. The typical buyer looks at 18 homes over a span of 15 weeks, but a relocating buyer looks at 22 homes and makes a purchase decision in 12 weeks. *Source: National Association of Realtors*