

# Benefits to Proper Pricing



1. **Faster sale** - When your home sells faster, you save carrying costs, mortgage payments and other ownership costs.
2. **Less inconvenience** - If you've moved before, you know the energy it takes to prepare for showings. Keep the home clean, make child care arrangements and alter your lifestyle. Proper pricing reduces this.
3. **Exposure to more prospects** - At market value, you open your home up to more people who can afford the price.
4. **Increased salesperson response** - When salespeople are excited about a home and its price, they make special efforts to contact all their potential buyers.
5. **Better response from advertising and sign calls** - Ad calls and sign calls to Real Estate Agents turn into showings when price is not a deterrent.
6. **Attracts higher offers** - When a home is priced right, buyers are less likely to offer low out of fear of losing a good home.
7. **Means MORE money to sellers** - If a home is priced right, the excitement of the market produces higher sale prices. You NET more, both in terms of actual sale price and in less carrying costs.



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