



Pricing a Home Right is Critical

& Directly Impacts Your Bottom Line

Setting the list price of your home is an art. Too low and you leave money on the table — perhaps thousands. Too high and you scare away buyers — perhaps forever.

To complicate this, your home is an emotional asset. It's hard to see it objectively, as a "product" for sale.

Finding the optimal price requires a combination of expertise, analysis, and old-fashioned street smarts.

The best real estate professionals have mastered the art of setting a price that maximizes exposure and price and minimizes the time it takes to sell. They combine intimate, local and national market knowledge, an exhaustive study of similar homes for sale and an analysis of past sales to arrive at the optimal list price.

It's no easy task, but it's a critical one. Pricing your home **right the first time results in more showings, more offers and ultimately the highest price for your home.**

If you want to get as much for your home as possible with in a reasonable time frame, price it right, the first time.

Home for sale in the \$250,000 - \$500,000 range priced...

15%
TOO HIGH

Fewer qualified buyers bother to see the home.

15%
TOO LOW

Risk losing \$37,500 to \$67,500 on the sale of the home.

Disclaimer: This document is not intended to solicit properties already listed for sale with another broker.



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