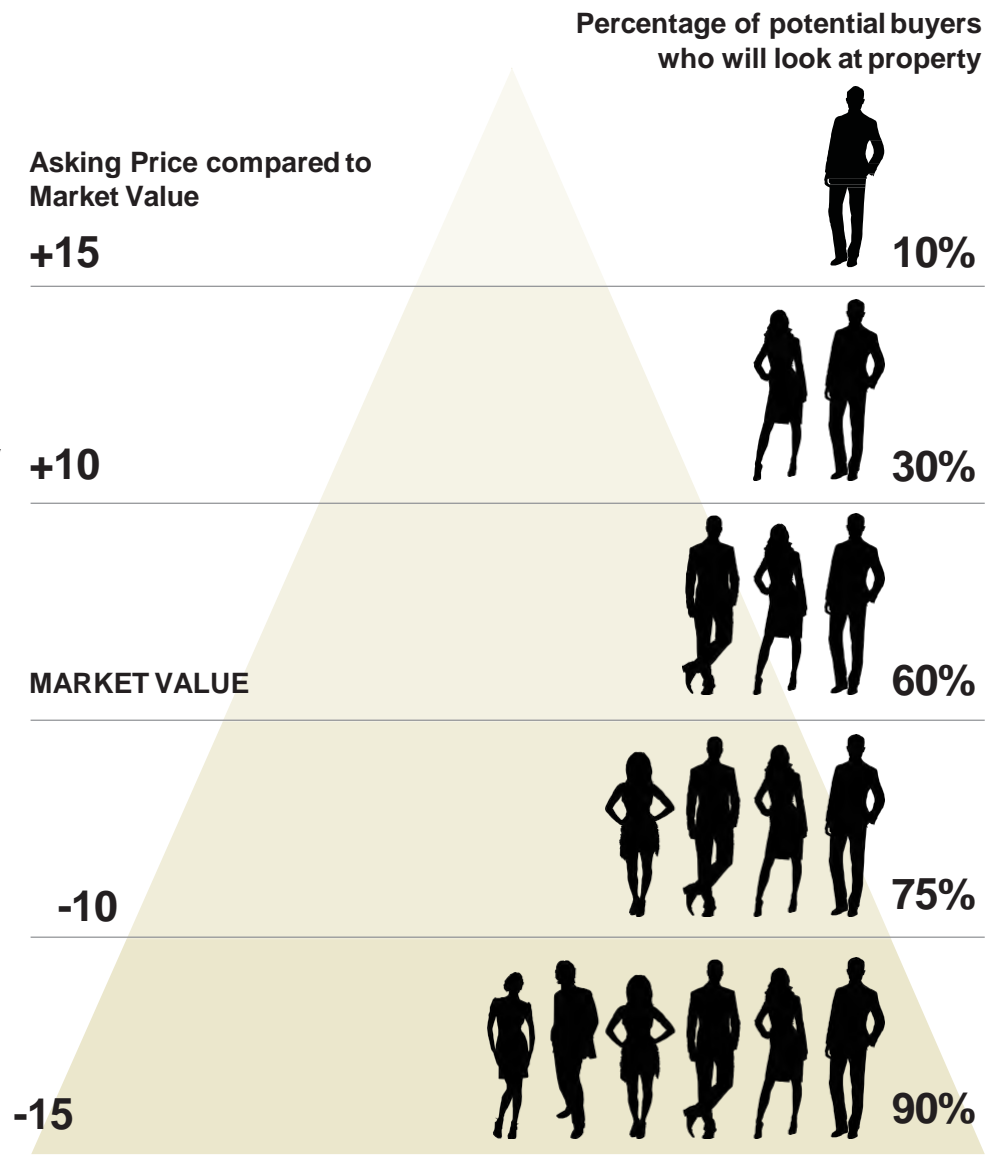


sellers

Pricing Strategies in a Sellers Market

From a pricing standpoint in a Sellers market, it is important to understand:

- that pricing your home correctly, at fair market value, remains a critical tactic to getting the most value for your home
- buyers are willing to pay what the market demands, but they are not interested in over-paying
- pricing your home above fair market value will likely exclude many potential buyers from considering your home and will actually make the competitive homes in your area that much more attractive
- pricing your home at, or slightly under market value creates the possibility of attracting multiple buyers which can sometimes push the sales price beyond asking



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