

A GUIDE  
TO SELLING  
YOUR HOME



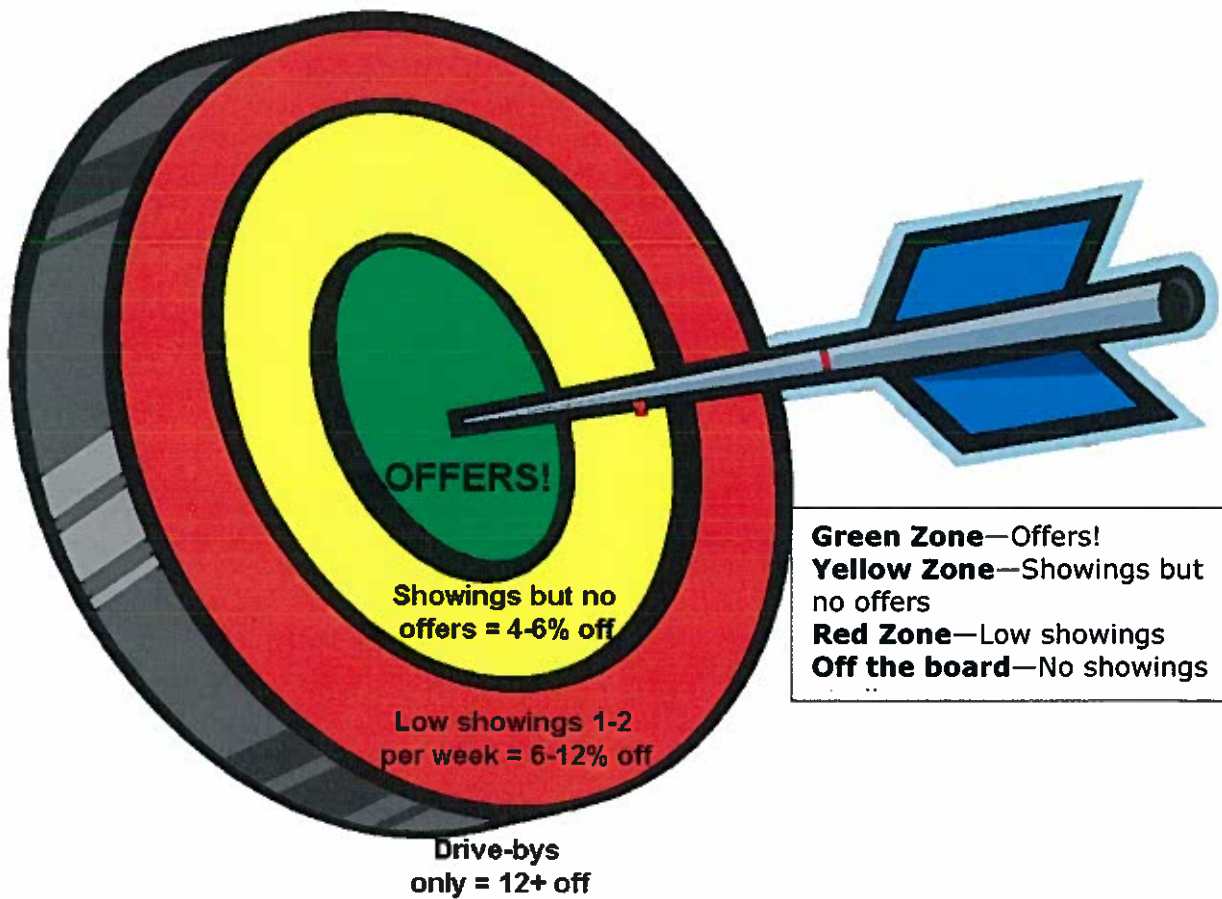
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Results



## IS YOUR PRICE ON TARGET?



According to the National Association of Realtors (NAR), when a home is **priced right** and in **good condition** it should

Average 1-2 showings every other day  
Receive an offer after 10 showings

Our best marketing time is in the first 30 days!

SELLING HOMES FOR ALL THEIR WORTH!

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## FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY

~~WHAT  
YOU  
PAID~~

~~WHAT  
YOU  
NEED~~

~~WHAT  
YOU  
WANT~~

~~WHAT  
YOUR  
NEIGHBOR  
SAYS~~

~~WHAT  
ANOTHER  
ASSOCIATE  
SAYS~~

~~WHAT  
COST TO  
REBUILD  
IS TODAY~~

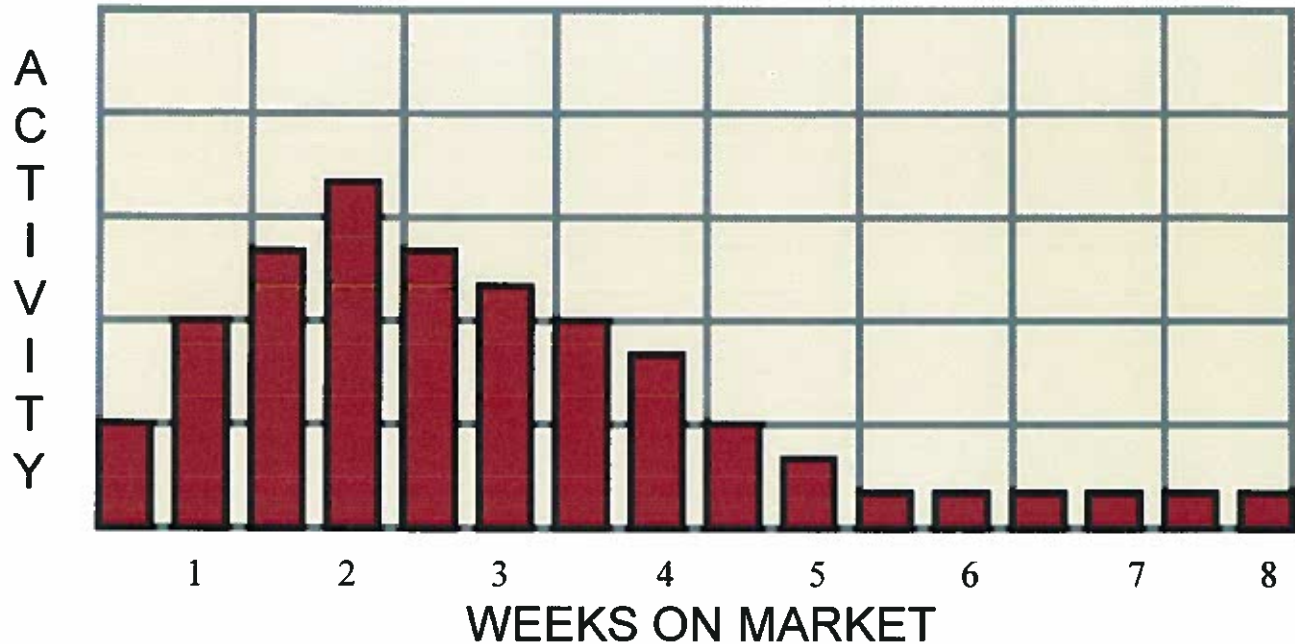
**The value of your property is determined by what a BUYER is willing to pay in today's market based on comparing your property to others ON THE MARKET & SOLD in your area.**

***Buyers ALWAYS Determine Value!***

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## Activity Versus Time



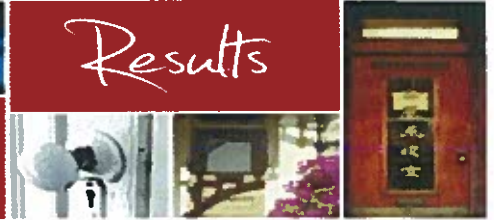
### Your Home's Optimum Time-On-Market

General definitions of market value usually say that it is the price a home should sell for when it has been on the market for anywhere from three weeks to two months.

However, if you want top dollar for your home, experience shows that you should try to get and accept a solid offer sometime during *the third to fifth week that it's on the market*. It is during this three-week "window" that your home will enjoy maximum market exposure and buyer interest.

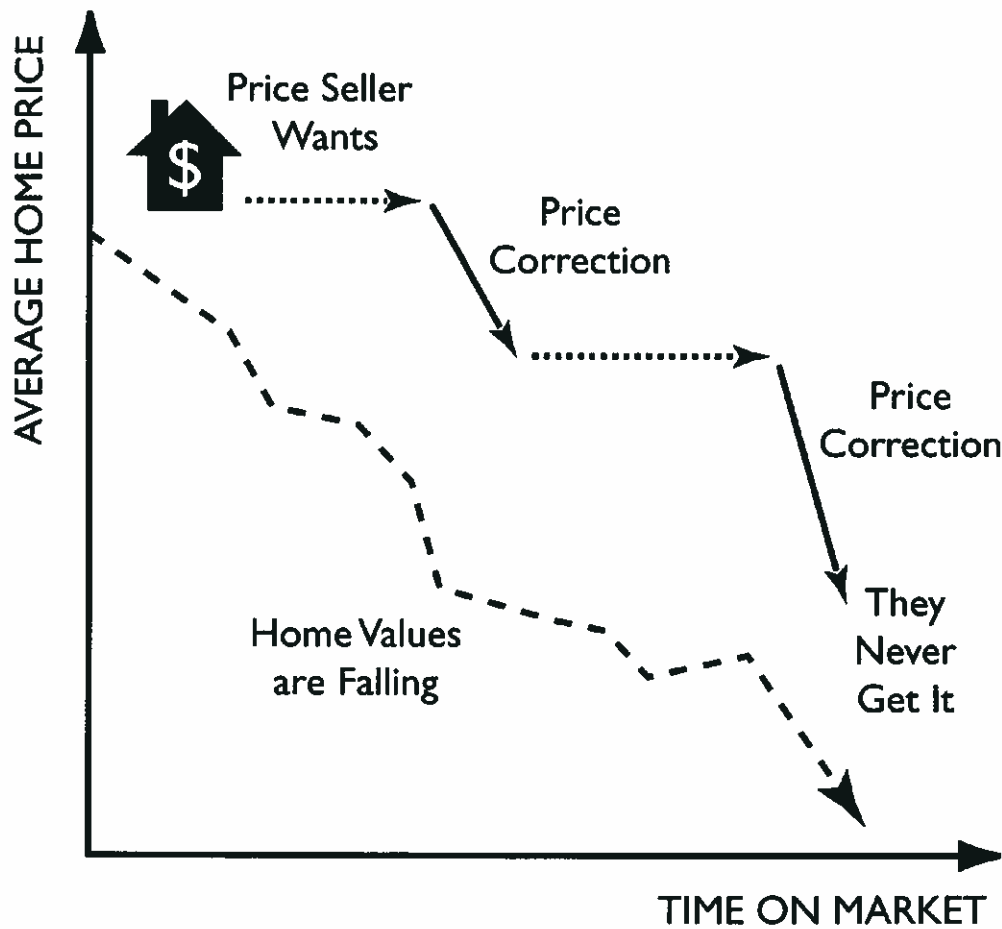
Beyond five weeks your home will increasingly be viewed as a "stale" or "time-worn" listing — i.e. as a commodity with a history of being rejected by other buyers. Consequently, there will be less interest, fewer showings, fewer offers, and less likelihood that you'll get your asking price.

This is why it is crucial that your home be priced correctly during the first few weeks it's on the market.



### *Price Ahead of the Market – Buyer's Market*

If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.



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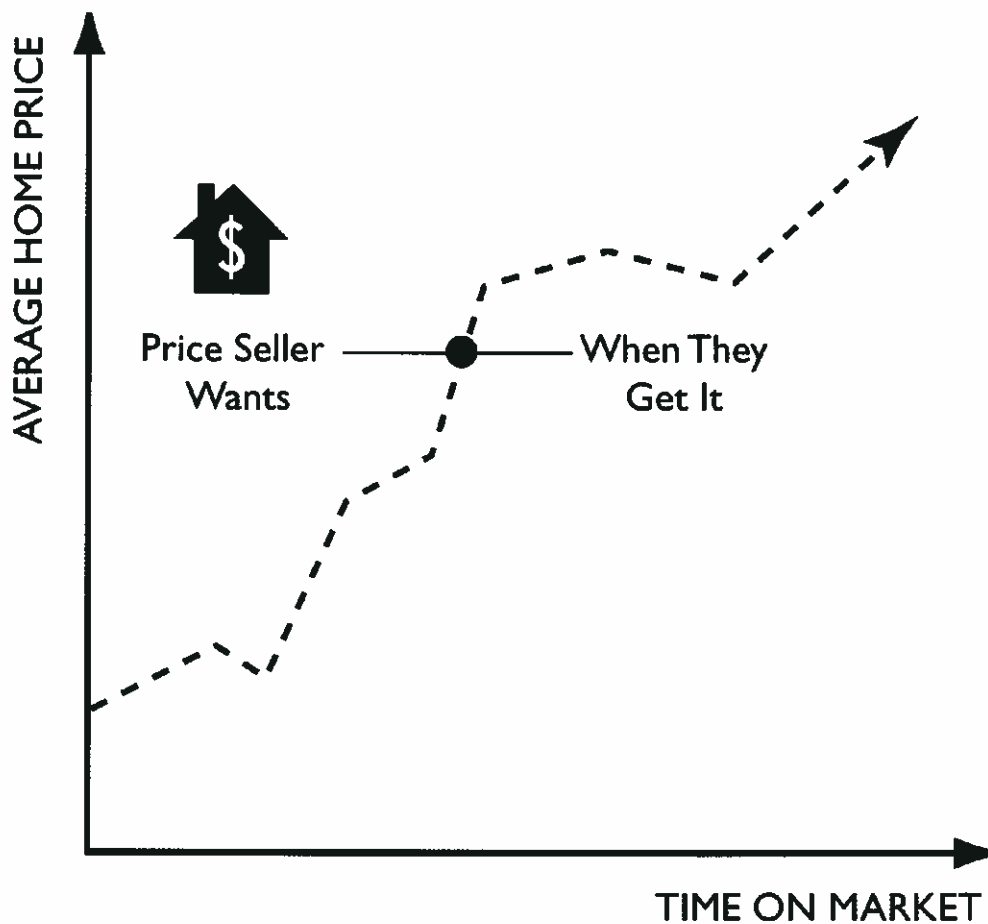
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### *Price Ahead of the Market – Seller's Market*

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.



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