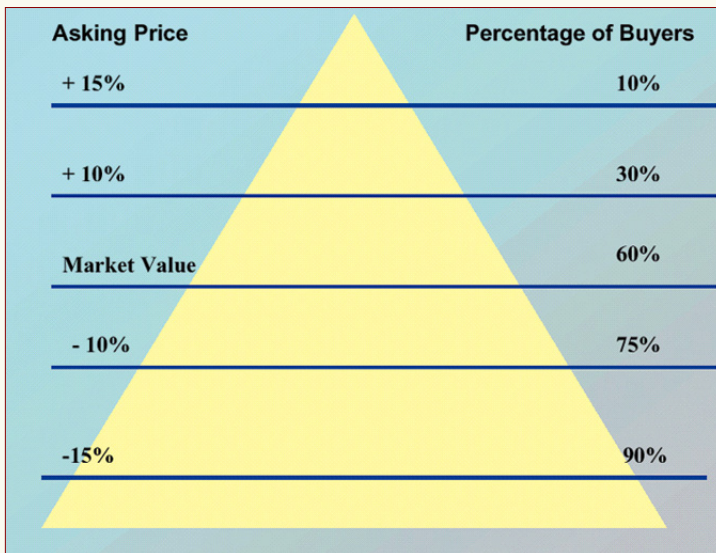


WHAT YOU NEED TO KNOW ABOUT PRICING YOUR HOME



Five General Principles:

1. Value is determined not by what you need or have invested in your property but by what a buyer is willing to pay.
2. The higher you price your property above fair market value, the fewer the number of available buyers.
3. The greatest number of showings occur when your property first comes on the market; it quickly attracts the attention of the largest number of buyers looking for a property in that price range.
4. The closer the listing price of your property is to fair market value, the higher the selling price you'll likely receive. Too high a listing price attracts the wrong buyers and the right buyers won't see your property.
5. The length of time your property is on the market may affect the selling price you receive. In a buyer's mind, too much time on the market indicates an overpriced property. To a buyer, it presents an opportunity to negotiate a price lower than you might have originally received.



The more closely your property is priced to fair market value when it first comes on the market, the greater the probability it will sell quickly at the highest selling price.