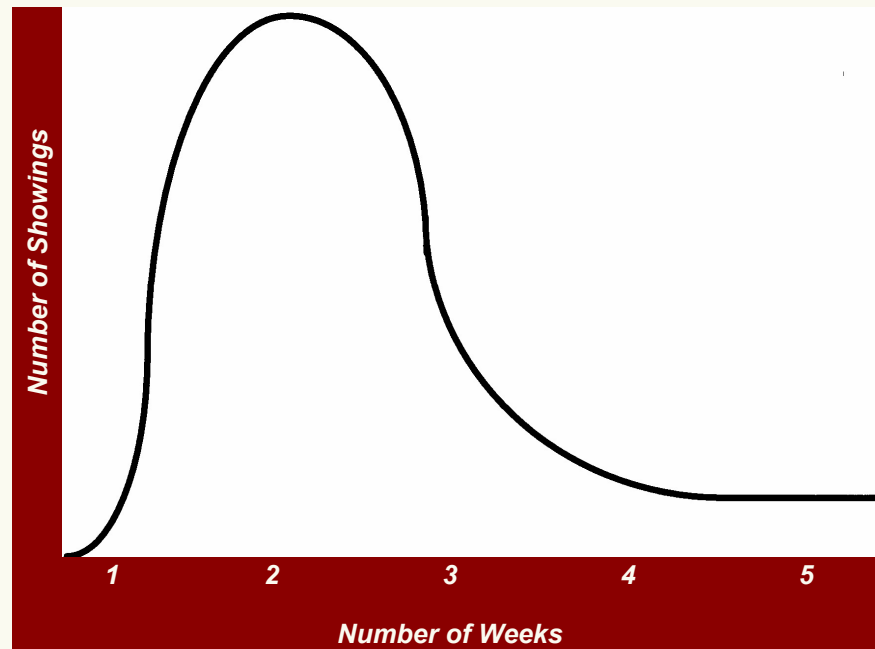




WHEN SHOWINGS OCCUR



In traditional markets, 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.

Appropriate pricing is important in selling your house because buyers tend to look at similar homes. If yours is priced higher than comparable homes on the market, they may forgo looking at it, thinking it's out of their price range. Overpricing also tends to lengthen the amount of time the property is on the market. When properties are on the market too long, buyers may believe something is wrong and make lower price offers. As a result, an overpriced house may eventually sell for less than could have been obtained with an original, fair market price.

