

The right selling price affects your bottom line.

When you're selling your home, the price you set is a critical factor in the return you'll receive. That's why you need a professional evaluation from an experienced Realtor®. This person can provide an honest assessment of your home, based on several factors, including:

- Market Conditions
- Condition of Your Home
- Repairs or Improvements
- Selling Timeframe

In real estate terms, market value is the price at which a particular house, in its current condition, should sell within 30 to 90 days.

If the price of your home is too high, it could cause several things:

- Limits buyers. Potential buyers may not view your home because it appears to be out of their buying range.
- Limits showings. Other salespeople may be more reluctant to view your home.
- Used as leverage. Other Realtors® may use this home to drive the sale of better-priced homes.
- Extended stay on the market. When a home is on the market too long, it may be perceived as defective. Buyers may wonder, "what's wrong?" or "why hasn't this sold?"
- Lower price. An overpriced home, still on the market beyond the average selling times, could lead to a lower selling price. To sell it, you will have to reduce the price—sometimes several times. In the end, you'll probably get less than if it had been properly priced in the first place.
- Wasted time and energy. A bank appraisal is most often required to finance a home.

Realtors® have known for years—well-kept homes priced properly from the beginning always get you the fastest sale for the best price! And that's why you need a professional to assist in selling your home.

In a seller's market, homes priced slightly below market value will often initially sell for more, simply because of the extra interest they incite. This can be a risk, however, and when it comes to such a decision, an experienced, trusted Realtor® is your best ally.