



BERKSHIRE
HATHAWAY
HomeServices
PenFed Realty

Pricing
YOUR PROPERTY
TO SELL

FACTORS THAT AFFECT PRICE

What is the impact of pricing?

**As a seller,
you control:**

Asking
price

Property
condition

Access
to the
property

Terms of
the sale

Properties priced
within market range generate
more showings and offers and sell in a
shorter period of time.

Properties that are priced too
high have a difficult time selling.

Sales Professionals will preview your property
and then not show it if they are finding better
properties in your price range.

Buyers will visit your property with no result
if they are finding better properties in
your price range.

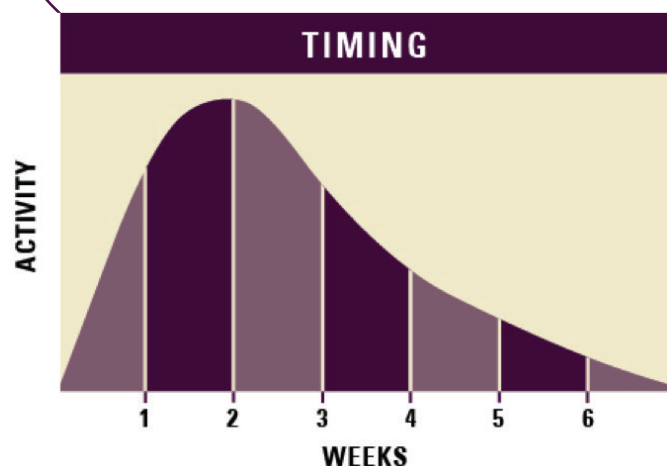
**As a seller,
you DO NOT
control:**

Market
condition

Motivation
of your
competition

Motivation
of your
buyer

Financial
Market



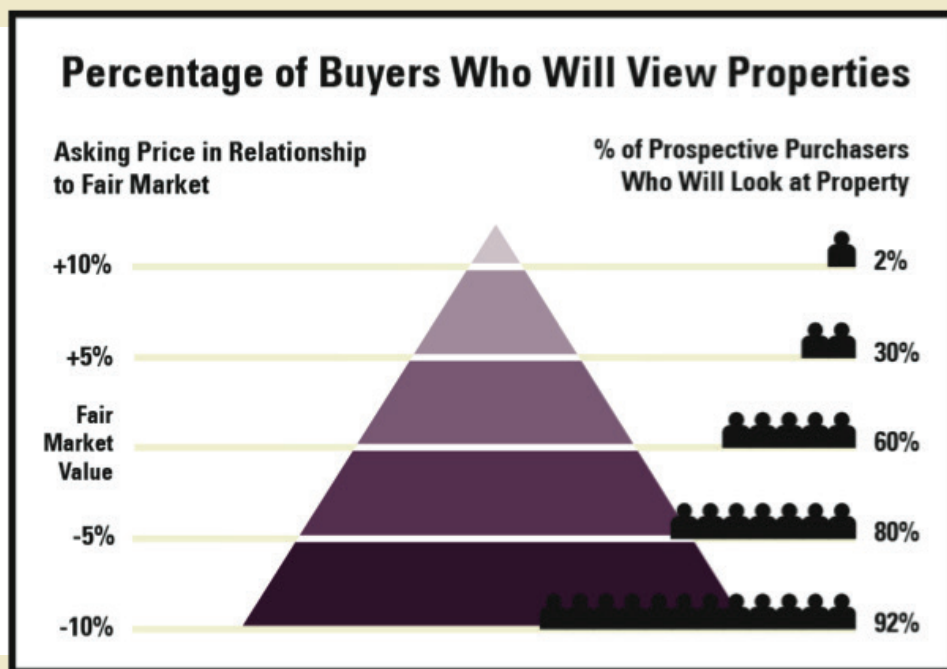
THE DANGER OF OVERPRICING

Make no mistake; we want you to get the best possible price for your property. However, when a home is priced too high for the market:

It attracts lookers, not legitimate buyers.

It implies that you aren't motivated to sell.

It reduces the number of showings.



It helps the competition look better.

If it doesn't appraise at the higher price, a buyer may not be able to secure a loan.

You may ultimately have to drop your price below market value in order to sell.

The best offers often come when a property is newly listed. If priced too high, it's difficult to create the momentum necessary to sell your home at the highest price in the least amount of time.



MLS

DETERMINING THE PRICE OF YOUR HOME

The selling price of your home is determined in several ways. The real estate market is constantly fluctuating, so pricing is not an exact science. It's a reasonable figure derived from a number of different components.

THE SELLING PRICE OF YOUR HOME IS NOT BASED ON:

What you have in it, what you need out of it or what you originally paid for it.

Appraised value.
What you have spent on improvements.

What your neighbor's house sold for, what the tax office says it's worth or that it is insured for.

Memories and treasures or prices of the homes where you are moving.



THE TRUE SELLING PRICE OF YOUR HOME IS BASED ON:

Today's current real estate market, competition, financing and economic conditions.

The buyer's perception of property condition and needs.

Location, special amenities and attributes.

Normal marketing time and your motivation.