

Advantages of Setting an Accurate Listing Price

- ▶ Less time on market = less inconvenience
- ▶ Increased REALTOR® showing activity
- ▶ Often equates to a higher selling price
- ▶ Higher response rate from advertising
- ▶ Reduces negotiation hassles
- ▶ Avoids listing becoming "stale"
- ▶ Your property will stand out against any over-priced competition



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