

How To Price Your Home To Get Top Dollar



Everyone has an opinion. Sellers and the Seller's REALTOR® are generally more optimistic than Appraisers and Buyers as to what the property is actually worth. What a property sells at will be a direct result of what the market conditions are at the time.

In order to get the best price and service...

- ▶ Always select your REALTOR® based on **Marketing Ability** and not who bids the highest to get the listing and ...
- ▶ Then, with your REALTOR®, Determine an Intelligent Listing Price

Over-pricing most often results in longer listing periods requiring price reductions and often in listings which do not sell for less than what they should have.

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