



THE CONSEQUENCES OF OVERPRICING

The strategy of overpricing your property - knowing that you can reduce the price later might make sense at first glance. However, it seldom works. Sellers who overprice their properties as little as 10% above market value, often end up getting less than they would if they had priced it properly from the start.

Here is why:

- A high price on your property makes other comparable properties more attractive, so you actually help to sell your competition.
- Fewer buyers will respond to ads, fewer agents will show your property to their buyer clients, and you'll get fewer serious offers.
- Inflated prices often lead to mortgage rejections and critical lost time waiting for finance approvals that don't go through.
- Reducing the price after buyers have begun to perceive your home as a "stale" listing will not generate nearly as much interest as if you'd priced it properly from the start.

This is why rightly pricing your property to coincide with its window of maximum market exposure and buyer interest is so important.

On the basis of viewing your home, my knowledge of the local market, and the recent sale prices of comparable homes in your area, I would recommend that you list your home at _____.