



PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



Buyers and Sellers Determine Value

The value of your property is determined by what a **buyer** is willing to pay and a **seller** is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. **Their agents have access to the same numbers and comparables I have shown to you.**