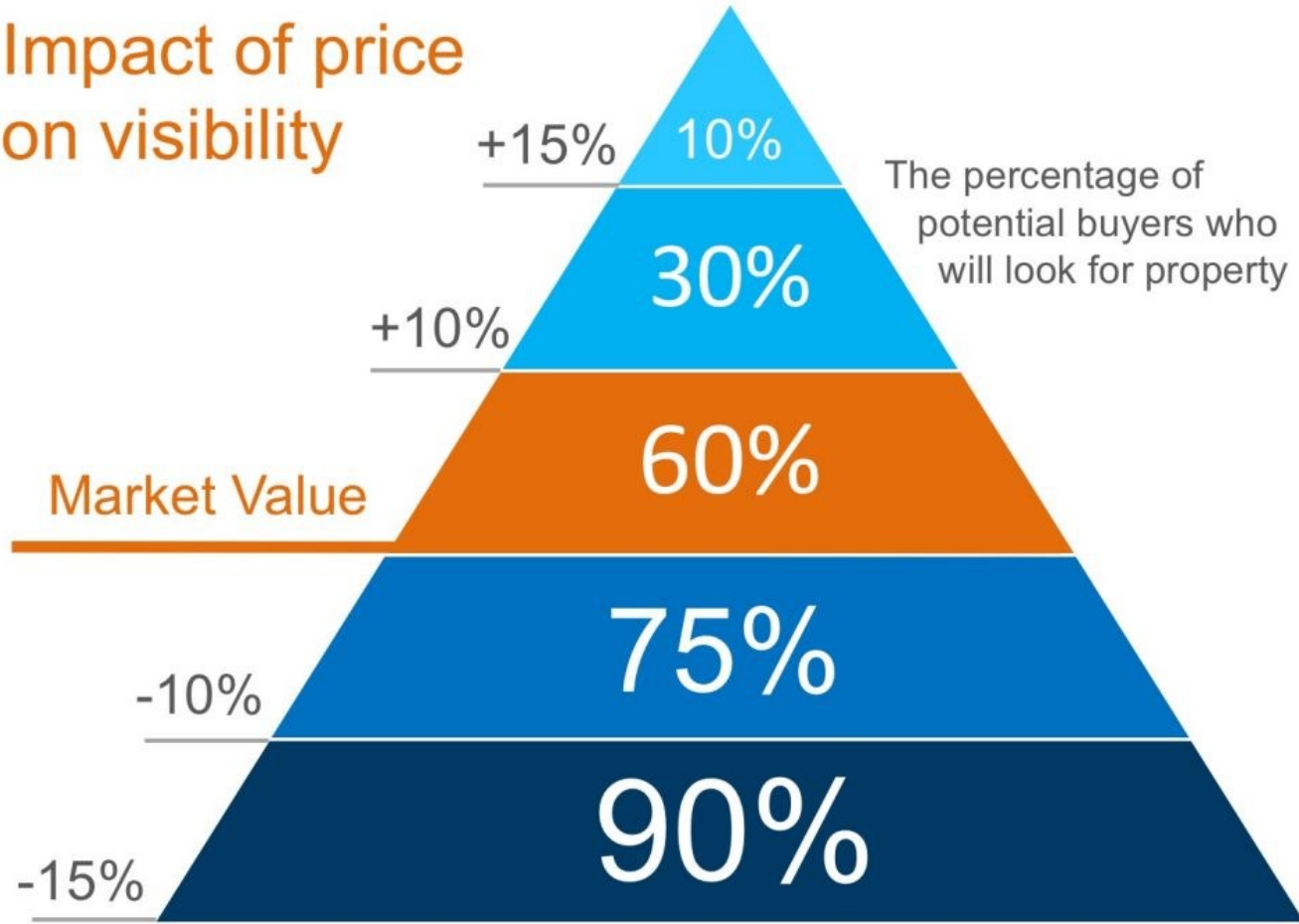


PRICING YOUR HOME PROPERLY

In order to sell your home quickly, it is important to understand how pricing affects offers. The strategy is to price your home through the eyes of an appraiser. When you do this, you automatically open the doors to more offers because appraisals are conservative and dictated by actual market activity. Your Realtor will guide you through the statistical analysis of actual comparables of your home, like an appraiser will. Below you will see the impact of pricing on the amount of buyers that will come look at a home.

Impact of price on visibility



The percentage of potential buyers who will look for property

NAR from Move Sales, Inc.

