

RE/MAX Center's 7 Step Pricing Strategy™

Prepared Exclusively

For: _____

1. Identify and gain full understanding of the value ranges that exist in your specific neighborhood and to determine which ***features*** bring what ***price***
2. Test the logic against the unsuccessful sellers summary sheet
3. Determine the value range most suited for your home given the features, amenities and condition of your property against the successful sellers
4. Strategically position your home within the value range determined in step 3
5. Verify the price position chosen satisfies your **financial need**
6. Analyze all homes directly competing with your home
7. Determine the most appropriate ***price entry point*** based on your **timing need**

