



Your listing price determines the demand.

The pricing pyramid.

When you price your home above its market value, you reduce the number of prospective buyers who will want to see it. When you price

it below market value, you increase the number of lookers. Our goal is to match your listing price with your selling goals.

The risks of overpricing.

- A high price on your home can make other homes more attractive — and can actually help sell your competition.
- Fewer sales associates will show your home to fewer prospects.
- Fewer prospects will respond to our ads.
- It can attract the wrong prospects.
- You may lose buyers who are unwilling to negotiate.
- It can lead to mortgage rejections and critical lost time.