

PRICE: THE KEY TO SELLING YOUR HOME

Price is your most important sales tool. Why?

The first four weeks after a home is put on the market is the best time for selling a home at a reasonable price. Buyers who have been checking the listings have been waiting for just the right house to come on the market. If your house is **priced right** from the start, you are in the best position to attract the most buyers able to pay the price your home is worth and to sell your home within a reasonable amount of time. If your house is **under priced**, you could have many lookers and get offers, but you could lose thousands of dollars on one of your family's largest investments. If your house is **over priced**, you may have few lookers with little chance of offers to pay your unrealistic price. You may lower the price later, but by then you might have missed many interested buyers.

How do you set the right price?

Contact **Joseph K. Kirby**. This qualified realtor will gladly assist you in checking out the current real estate market conditions and financing trends. He will:

- Measure your home against similar neighborhood homes that have recently sold or are on the market.
- Help determine what features make your home stand out among others. Remember, buyers are comparison shoppers.
- Assist you in determining if cosmetic improvements may enhance the marketability of your home resulting in the highest possible sale price.

Price Sells!

The right price is usually within 5% of market value and usually results in a fair-dollar sale within a reasonable amount of time.

Is over pricing a risk?

If your price is more than 5% over market value you may find that:

1. The competition sells first. Buyers may not view your home because they can find better value elsewhere.
2. Buyers who cannot afford the price will not look or make offers on your home;
3. A buyer willing to pay an over-market price may encounter difficulty getting financing. Lenders may not approve a loan if the appraisal is lower than the contract price. This could mean missing out on the critical 30-day marketing period.
4. Your unsold home will begin to get "stale" from being on the market too long.
5. To make up for lost time you may lower the price below competing houses in order to sell your own.

THE RIGHT PRICE ATTRACTS THE BEST BUYERS!

OVER PRICED: Few prospects, fast sale doubtful, probably low offers.

UNDER PRICED: Many prospects, fast sale but lower return.

RIGHT PRICED: Most prospects, best price.

What can help in pricing my home right?

Ask **Joseph K. Kirby** for a professional market analysis.

A fair market analysis will:

1. Evaluate your home's location and lot size, your home's age, size and condition, the number of bedrooms, baths, total room, and extra features.
2. Check the condition and appearance of the exterior and interior of your home to determine if repairs or refurbishing may be needed.
3. Review the assessed value of your home, previous sales prices, maintenance, utility and tax costs.
4. Compare your home with similar area properties currently on the market or recently sold.
5. Check current real estate market conditions, current interest rates, and lenders' conditions.

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