



PRICING YOUR HOME

The ideal price satisfies both your desire for the highest return and the buyer's need for top value.

We can help you define that critical, narrow price range.

With 79% of all home purchases being through a Realtor, we have created a way to save thousands and not lose buyers!

Market value

The market value of your property is relative. It is not based on what you paid for it or what you have put into it over the time you have owned it.

Opinions don't count

It's not affected by your opinion of what it is worth, a neighbor's opinion, or even ours.

Consider the competition

Buyers will decide whether your property is realistically priced by comparing it to other properties currently available. Most people look at an average of 12 to 13 properties before buying one.

Price it right

Price your home within the range of comparable homes that have sold recently in your same market area. Pricing a home too high has damaging results.

Professional help

By utilizing the MLS system, a comparable market analysis can be prepared that will show what similar homes have sold for in your market area. Call us today for a free CMA.