



# CAPITALIZE THE FIRST 30 DAYS

## The Right Price Is Important

- ✓ A property generates the most interest when it first hits the market.
- ✓ The number of showings is greatest during this time if it is priced at a realistic market value.
- ✓ Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- ✓ Many homes that start high end up selling below market value.



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