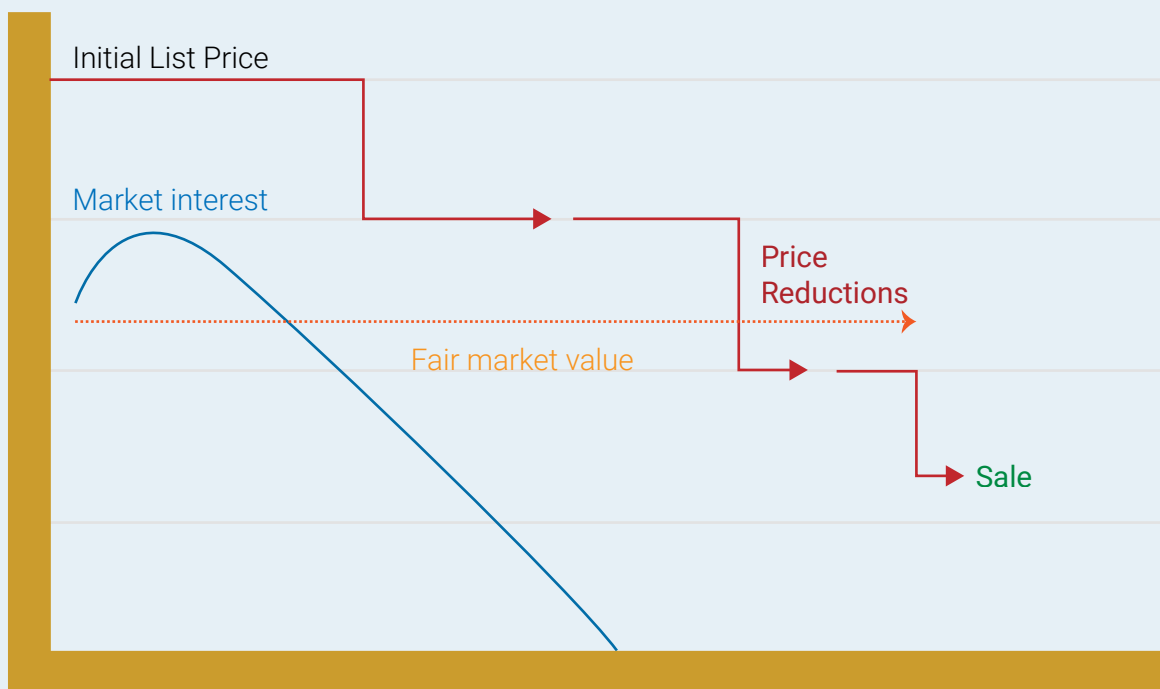




# THE COST OF OVERPRICING IN A STABLE MARKET



Buyers are always looking for value. Regardless of the market, they want the best property available at the lowest price. A shifting market does not change this, it accentuates it. Therefore, the cost of overpricing not only in a stable market, but in a shifting market as well can be crippling.