

Keys to Selling Your Home For Top Dollar

**If We Don't Price Your Home Correctly
No Marketing In The World Will Sell Your Home**

There Are Only 3 Pricing Strategies

New Listings Draw 3X The Interest First 14 Days

Example: House Has A Market Value of \$400,000

Second Choice

**List Price
\$400,000**
Fair Market Value
Mid-Level Interest

60% Chance

Depending on Inventory
Expect an Offer Within
30 Days

First Choice

**List Price
\$385,000**
3%-5% Below
Creates a Market Frenzy

75%-90% Chance

Chance of Multiple
Offers
Expect Multiple Offers
First 14 Days

Third Choice

**List Price
\$420,000**
5%-10% Above
Low Mild Interest

10% Chance

Mild Interest
Buyers Today Have
Access to House Value
Data. Like You They
Won't Over Pay.

Scan Here for a Free
Home Evaluation



**It Pays You To Be Rock Smart
Sellers Know Your Options**

**Rock Smart Realty – Higher Level of Services
98.7% Sales History Homes Sold at List Price or Above**