

INITIAL MEETING


Strategic Pricing

TO SELL QUICKLY


When it comes to setting the right price for your house, the goal is to increase visibility and drive more buyers your way. When you price it competitively from the start, you won't be negotiating with one buyer. Instead, you're more likely to have multiple buyers interested in the house, potentially increasing the final sales price.

\$

UNDER PRICED



Decreases your future buying power



Leaves money on the table



Risks buyers assuming something's wrong

\$\$

MARKET VALUE



More likely to sell at, or over, list price



A fair price helps increase interest



Likely to sell quickly!

\$\$\$

OVER PRICED



Higher price tag may deter buyers



Likely to sit on market longer



May need price drop which can raise red flags