

PRICING STRATEGY

IMPORTANCE OF COMPETITIVE PRICING



- When a home is priced right, you get more showings and that leads to a sale. Price, condition, location and the realtor you select are the reasons a property sells.
- When a home is overpriced, many potential buyers may not look at the property because they think it is out of their range. They don't realize you may negotiate.
- Buyers shop by comparison. I don't want to sell your competition, you want your home sold so it is important to objectively look at your competition.
- Buyers research time on market. If overpriced, it can lengthen marketing time. Buyers are also more likely to submit a low offer. When you start the process of selling, remember this and compete.
- The property must appraise or the buyer is not obligated to buy it. It's very important to review comparable sales routinely as the market changes continually.
- Internet searching is common for the buyers. Your property needs to show up in a qualified buyer's search. Often buyers will put a price max in their internet search and if your property does not show up, your competition will likely get sold. It is important that your home compares to like properties in a computer search so yours sells first.
- Yes, it is true overpricing delays a sale. The cost and inconvenience could be prohibitive: delay in joy transfer, payment on two mortgages, loss of next purchase.

As a **Certified Residential Specialist** and **Experienced Realtor**, I am able to advise you with price positioning your home competitively on the market. I track recent comparables, current market trends, and local statistics to assist you in selling your home for top dollar, within a desired time frame, and with minimal stress. Ask for a FREE market analysis on your home.



Kelsi Hach REALTOR®
NextHome Legendary Properties
114 W Main Avenue, Bismarck ND, 58504
c 701.471.6198 | o 701.712.8900
e KelsiHach@gmail.com | w KelsiHachRealty.com
Facebook.com/BismarckMandanRealEstate

