

# Parker's Selling Team

105 E Pennsylvania Ave Southern Pines, NC 28387

## Find the Best Selling Price!

Statistically speaking, your best chance of selling is during the first month or so of listing. This can be a good thing or a bad thing depending on your motivation. When you are first on the market, there is a greater buzz about the property and a greater chance of creating a motivated buyer.

To maximize YOUR selling opportunity, you must price your home appropriately. But what constitutes the right price? Many factors must be considered in order to pinpoint the "Sweet Spot". Our current market condition plays the greatest role. A good agent has the ability to draw on sound judgement, experience and research to evaluate your positioning. Location, recent sales, current trends and your home's special features also play a significant role.

"What's wrong with pricing a little high?" Pricing your home too high will cause most buyers to overlook your home in ads and when searching with their agent. Overpriced homes tend to sell the competition first. Qualified buyers are scared or motivated towards other homes because they can get more house for the same money you are asking. As the house sits, at some point people begin to think there is something wrong with the home. Overpricing is a vicious cycle that often leads to a lower selling price than if priced competitively when first listed.

"Should I underprice my home?" Under pricing the home leads to buyer fears as well. Their first reaction will be to assume there must be something wrong with the property. They may also assume you desperate to sell. Either way, your selling price to asking price percentage will be larger than you could expect if the property was listed competitively.

In most circumstances, pricing your home correctly from the beginning will net you the best results in time and money. To find your home's "Sweet Spot" contact me for a No Obligation Analysis. We take the guesswork out of the selling process. It starts with the right price!

## I "MATCH" Buyers and Sellers!



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