

If you're seriously considering selling your home, don't make the mistake of overpricing. **Overpricing** ultimately will backfire! Overpricing your home usually backfires by driving away qualified, eager buyers. Overpricing can create appraisal issues. Overpricing can greatly add to your marketing time. Overpricing encourages good, qualified, eager buyers to look elsewhere. Overpricing can forfeit you're able to receive favorable offers!

Consider the following:



Don't Overprice Your Home

- *Your home's peak value is the moment it hits the market; first impressions matter most.*
- *Overpricing reduces the chance of sparking a bidding war or attracting multiple offers.*
- *Even if you drop the price later, many buyers won't come back for a second look.*
- *You risk turning off serious buyers before they ever schedule a showing.*
- *An inflated price may lead to appraisal issues that can derail a sale.*
- *Extended time on market creates a perception that something is wrong with the property.*
- *The longer your home sits unsold, the more money you could lose in the long run.*

OVERPRICED

Pricing it right from the start is a smarter strategy than overpricing to "leave room to negotiate"...it attracts more serious buyers, generates stronger offers, and avoids sitting on the market.

Today's buyers have access to the same market data and pricing tools that sellers use, making them well-informed and quick to spot an overpriced home.



**The
Power of
Pricing
Properly**

Overpricing puts you in competition with better homes at that higher price point.

Think Twice Before Pricing Too High

Ignoring Current Market Conditions

When inventory rises, buyers have more options, and an over-priced home is often ignored and ends up selling for less than if it had been priced right from the start.

Pricing Based on Desired Profit

Your asking price should reflect market value, not your financial goals or needs. Buyers pay for what the home is worth not for how much you want to make.

Leaving Room to Negotiate

While some sellers think overpricing gives them "negotiation room," it often backfires. A high price discourages interest and may keep serious buyers from ever making an offer.

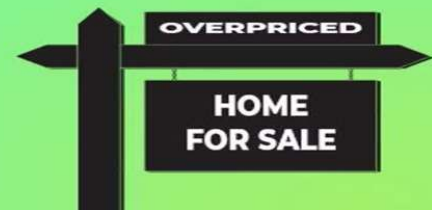


**The
Power of
Pricing
Properly**

**Creating excitement
among buyers and
agents generates
competitive energy
that helps a home sell
faster and often for top
dollar.**

Fewer Showings/Less Interest

Buyers and their agents often skip overpriced listing



If privileged to represent your selling objectives, helping you establish a realistic, unbiased appreciation of true, current market value will be my first objective! By accomplishing this, you initiate the first and most important step in presenting your home to a knowledgeable buying public.



Rod Stone

Real Estate Brokers of Alaska

(907) 727-9379

rod@rodstone.com

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www.YourAnchorageAKHomeSearch.com

