

PRICING

It's About Time!

PRICING STRATEGY #1: “AS - IS”

1. The property is sold **without benefit of any repair work** (either required or recommended in any inspection reports).
 - **Seller** should always use the ‘**STANDARD FORM CONTRACT**’
 - This is your ‘I told you so’ marker for future reference.
 - Reason for **SELLER** to get a ‘**Pre-Sale Inspection**’

2. Buyer may have any and all licensed inspections to satisfy themselves as to the condition of the property. Caution, Buyer can *self inspect* if ‘AS IS’ contract is used.
 - All inspections will be paid for by the Buyer.
 - Buyer can self inspect if ‘AS-IS’ contract is used

3. A Strategy such as this is used when the **Seller is:**
 - a) **In a distressed selling situation** (e.g. Foreclosure; Short Sale).
 - b) **Lack of funds for repairs**
 - c) **Has NO urgency to sell.**

4. An “AS IS” price **must** take into account the need for repairs to the property.
 - A Seller cannot offer a property, that needs repairs, at full market price. That’s why they need a Pre-Sale Inspection.

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PRICING STRATEGY #2: "QUICK SALE"

- This strategy *is always effective* because when a property is priced at or below the current market, it invariably sells **quickly**.
- This pricing strategy makes it much *easier to get the attention of other agents in the area*. As a result there are more showings which then generate **more offers** coming from agents that wait for homes to be properly priced before showing to their BEST or SELECT clients.
- This strategy can often times create a 'Bidding Situation' that can result in a Sale Price **ABOVE** the List Price!
 - * Seller does NOT have to accept any of the bids
 - * Seller controls the timing of the 'Bid Selection'
 - * Seller gets 'Highest & Best offers'
- This is by far the **most effective strategy** to get your home **SOLD FAST** and for the appropriate and highest realistic price.

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PRICING STRATEGY #3: “TRADITIONAL”

- This strategy is called **TRADITIONAL** because it calls for doing all of the traditional activities in the normal time frame (Avg DOM) that eventually leads to a sale at **FAIR MARKET VALUE** on your home...
- Activities such as obtaining the **pre-sale Inspections and appraisal and completing all necessary repairs** called for **before** the home is placed on the market are recommended .
- The agent follows a series of steps and actions called for in their marketing plan which are designed to generate **Fair Market Value within the Avg DOM**.
- **Note:** If you do **NOT** have an offer within (14–30 days), the property is priced too high and is in need of a price enhancement (reduction). Usually, a price adjustment of 5% to 10% at the end of 14 days will result in a sale shortly thereafter.

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How Do You Determine Which Pricing Strategy is Best for Selling Your Home?

There are lots of opinions but only one set of facts. Together, we will examine the facts of record to determine the most effective pricing strategy to obtain the maximum **NET** possible for you in **YOUR TIME FRAME**.

Our “Total Market Overview” examines 3 things:

1. Similar Homes Recently Sold

This tells us ‘market value’ and what Buyers are willing to pay, for this kind of home, in this area, at this time. **The only factor used in creating a CMA.**

2. Similar Homes Now For Sale

This tells us about our competition. Buyers will compare your home to these homes.

3. Expired Listings

This tells us what Buyers are NOT willing to pay for this kind of home, in this area, at this time.