

Two Prices You Must Know!

Requires the agent to have the high skill & ability to do an 'accurate' CMA

1. The price the house will most likely sell for:

- Based upon Market **VALUE** statistics
- Between low to high in a CMA Value range

2. The list price you will NOT exceed.

- Your '**Walk Away**' Price or '**Warehouse**' Price
 - * x% over the TOP of the CMA Price Range (e.g. 15%, 20%, 25% etc)

(OPTION)

Required Warehouse Price Factors:

- * (extended listing term e.g. 18 month listing)
- * NO marketing money is spent until the market catches up to

the Sales Price