

Why Homes fail to Sell & Why Pricing Your Home Correctly In The Beginning Is So-o-o-o Important

1. Your home is most likely to sell for top dollar when it's fresh to the market.
2. Buyers buy after they shop around. Buyers are in search of the best buy. If your home is priced too high, it will make the other homes look more attractive.
3. Your property will need to be appraised. If it appraises below the contract price you may have a problem.
4. Other than possibly location, price is the most critical item that both buyers and real estate agents look to when selecting homes to view.
5. Negotiations
 1. If priced too high, it's possible that no one will seriously consider or see the benefit of starting the negotiations.
 2. The more accurately priced the property is, the less likely the buyer is to start the negotiations with a "low ball" offer or even see the need to negotiate.

Additional items to consider are some of the following:

- Buyers start looking from the bottom of their price range first.
- There are 3 prices for every home
- What is the list price to sale price ratios
- What is the average market time
- Home many homes on the market
- How many months of inventory are there

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