

Setting the Right Price; and The Importance of a Marketing Campaign

SETTING THE PRICE

When you're selling your home, the price you set is a critical factor in the return you'll receive. That's why you need a professional evaluation from an experienced Realtor. We can provide you with an honest assessment of your home, based on several factors including: Market conditions; Condition of Home; Repairs & Improvements; Timeframe, etc.

Market Value is the price at which a particular house, in its current or improved condition, will sell within 30 days.

If the price of your home is set too high, several things could happen:

- **Limits Buyers:** Potential buyers may not view your home, because it would be out of their buying range.
- **Limits Showings:** Other Real Estate Agents may be reluctant to bring their buyers to your home.
- **Used as Leverage:** Other Agents may use this home to sell against homes that are priced more competitively.
- **Extended Days-on-Market:** When a home is on the market too long, it may be perceived as defective. Buyers may wonder, "What's wrong," or "Why hasn't this sold?" "Will I have problems when I decide to Sell?"
- **Lower Offers:** An overpriced home, still on the market beyond the average selling time, could lead to lower offers and correspondingly lower selling price. To sell, you will have to reduce the price, sometimes, several times. In the end, you'll very likely get less than if it had been properly priced at the start.
- **Failed Appraisal:** If a Buyer's bank appraisal doesn't support the sales price, the whole transaction may be jeopardized.

Any experienced Realtor will tell you – Well-kept homes, properly priced in the beginning always get you the fast sale for the best price! Our exclusive, proprietary **Market Valuation Analysis (MVA)** is the best system for determining both Market Value and probable Appraisal Value. Call us for an MVA on your property.

MARKETING CAMPAIGN

Not to take anything away from the criticality of correct pricing, discussed above, the Marketing Component is often overlooked or approached too meekly when entering into the Selling Process. The concept, in a nutshell, is that one can have the greatest product at the most competitive price but "if nobody knows about it" it will never sell. This is particularly true of Real Estate. A marketing campaign is not a Yard Sign, Listing Printout and a Classified Ad. A true Marketing Campaign is a carefully orchestrated process and program of professional activities including the production and distribution of collateral materials. Properly planned and executed, a Professional Marketing Campaign is essential in maximizing market exposure to the general public and other Agents which generates the greatest possible likelihood of finding the right Buyer, willing to pay top dollar, on your Terms and Timetable.

Please call us for a no obligation consultation on how our **Listing Advantage™** program can both help set the Top Dollar Selling Price and Establish a proven Plan of Action to achieve your selling and financial objectives.



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