

Why Pricing a House Right Is So Important

1. May potentially lose more money chasing the market down (declining market)
2. Will sell faster, creating less hassle for the seller
3. Optimize profit (get the highest price in the least amount of time)
4. Avoid the stigma of being a 'stale' listing
5. Seller doesn't become frustrated when house doesn't sell
6. More potential buyers
7. Long term listings = Inconvenience
8. Seller can move forward faster with their new real estate goals
9. To ensure you get the listing
10. To save money for the client & the Realtor
11. Demonstrate market knowledge
12. To stabilize the market
13. To keep your reputation
14. To impress your clients (outshine the competition)
15. To ensure referrals
16. To get a pay cheque
17. Use overpriced listings to sell yours