

# Pricing Your Home to Sell

*A realistic asking price will help to sell your home quickly and for top dollar. By properly pricing your home you ensure that more prospective buyers will view your home, that your home will continue to attract the attention of Realtors and buyers alike, and that the gap between the asking and the selling price is small.*

## **To help you set a realistic price your “Beach” Realtor will:**

### **Evaluate your property:**

- Location - proximity to the beach, views, privacy, boating access
- Property - size, style, layout, location, age and quality
- Condition - first appearance, floor layout, quality and appearance of fixtures, condition of main systems
- Neighborhood - amenities, restrictive covenants, age
- Income - established or projected rental income figures

### **Compare it to other similar properties by answering the following questions:**

- How many similar properties are currently competing on the market?
- Which similar properties have sold in the past six months? How long were they on the market?
- What is the difference between the listing and the selling price of recent sales?
- How does your property compare with recent sales?

### **Assess current market conditions:**

- Is the market balanced? The supply equals the demand, prices are stable, and homes sell within a reasonable period of time. Buyers have a satisfactory number of homes from which to choose.
- Is it a seller's market? The demand is greater than the supply, prices are increasing, and homes sell more quickly. As a seller you will probably have more negotiating power and may even receive multiple offers.
- Is it a buyer's market? The supply is greater than the demand, prices tend to drop, and homes take longer to sell. Buyers will be looking for more concessions.

### **Warn you of the dangers of over-pricing:**

- Buyers won't even “make an offer” if they don't see your home because it is priced out of their range.
- You will sell the competition. If your property is priced too high, it will make the others look good.
- Your home will stay on the market a long time, becoming “cold” and uninteresting to selling agents.
- You may end up losing money if you have to make more mortgage payments while incurring taxes, insurance and unplanned maintenance costs.
- “Trying” a higher price and then reducing it later will not generate buyer excitement or interest as effectively as pricing it realistically from the start.

### **Keep you informed about changing market conditions:**

- Let you know if homes which were competing with your have sold or had a price reduction
- Recommend you increase the price if demand is extremely high or lower it if market trends warrant it.
- Help you determine whether you should offer incentives such as paying a portion of the buyer's closing costs.

**Remember, you set the price but the buyer determines the value!**

**Courtesy of Beach Realty & Construction**