

How to **PRICE**

...Your Home For
A **Top Dollar** Sale!



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Recipe for Success



- **Price** – Without proper pricing, a property will take a longer time to achieve a sale and will yield substantially less dollars.
- **Location** – The neighborhood and surrounding location of the property will heavily affect the amount of \$\$\$ you can hope to receive.
- **Property Condition** – Property with curb appeal, freshly painted with updated features and fixtures, is staged to be visually appealing, is mechanically and structurally sound will sell faster and at the higher end of the price range.
- **Market Conditions** – The economic factors of ‘Supply and Demand’ will frame the buying and selling environment. Is it a buyer’s market or a seller’s market? That will make a huge difference.
- **Terms** – Sales can be structured in many ways so that buyers can buy. Offers can include points and a wide variety of buyer closing costs – it doesn’t matter how the offer is structured, the only thing that matters is what you will get to settle your expenses.

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Do agents control the 'Market Value' of property?

No - Agents Just Report Value To Sellers

The job of your Listing Consultant is to report to seller clients what buyers are willing to pay for a property at a specific point in time.

Who Controls Price?

Generally speaking, it is the overall economic condition of 'Supply and Demand', the health of the general economy itself and the local user market.

Who Is The Local User Market?

It consists of buyers & sellers who reach agreement on home sale prices. This agreement is called current market value. And all financial institutions lend money based upon current market value.

**The Stock Market Process Is Similar
To How Home Value Is Determined**

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How do we identify the current Market Value for a property?



The Industry Uses The CMA Process

Although there are internet 'CMA' programs like Zillow.com and other online sold data programs, they are NOT accurate. An accurate and true 'Competitive Market Analysis' reviews three factors to determine current market value, not just what has sold in the past.

1. Similar Property Recently Sold - Tells us what buyers have paid for property of this kind, in this area, with similar features, at this time.

2. Similar Property Currently For Sale - Tells us about your active competition. Buyers will compare your property to the other active properties.

3. Expired Listings - Tells us what buyers are not willing to pay for this kind of home, in this area, at this time.

**All Financial Institutions Lend Mortgage
Money Based Upon Current Market Value**

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How Market Value is computed

A true analysis determines the range of value that a property will likely sell for. **A real analysis considers the following factors:**

- Recent sales of like kind property with similar features and location that sold in the market. Factors that will be assessed may be average square footage prices, actual square footage, property style, interior features, age, bedrooms, bathrooms, neighborhoods adjustments.
- That range of is then re-set against the current active competition to be competitive to the other properties on the market.
- The price is then re-adjusted a third time to reflect the property's actual interior/exterior condition. Everything is taken into consideration to assess it's ability to sell – repairs needed, need for updating or cosmetic improvements; level of “move-in” condition - are analyzed to yield a realistic pricing strategy that will attain results.

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**'Market Value' pricing creates
acceptance & excitement!**



Why Must Buyer Agents Be Excited?

Since buying property is a complicated process, serious buyers are now empowered to interview and select their own 'buyer agent' as their professional consultant, prior to looking at property. The buyer agent advises and guides the buyer through the process so that they are provided with information, options and alternatives so the buyers can make educated choices. **To get property SOLD we need to sell it TWICE.** First, to the buyer agents and second, to their buyer clients.

To get the most money, in a shorter amount of time with the fewest problems ***we need to have the MLS buyer agents excited about your home.*** Pricing your property according to realistic current market value achieves this goal.

**Excitement Breeds Enthusiasm
Which Generates Showings!**

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Selling Price vs Timing

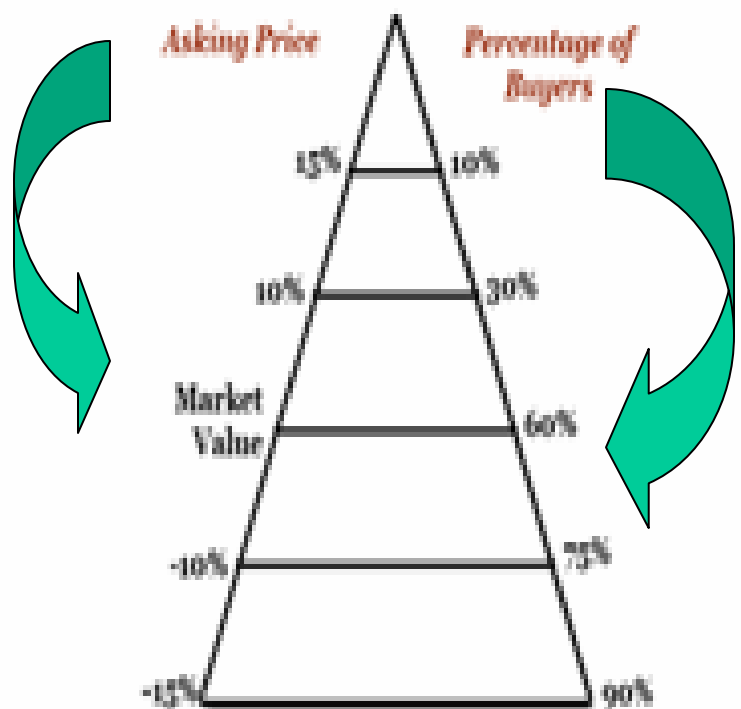
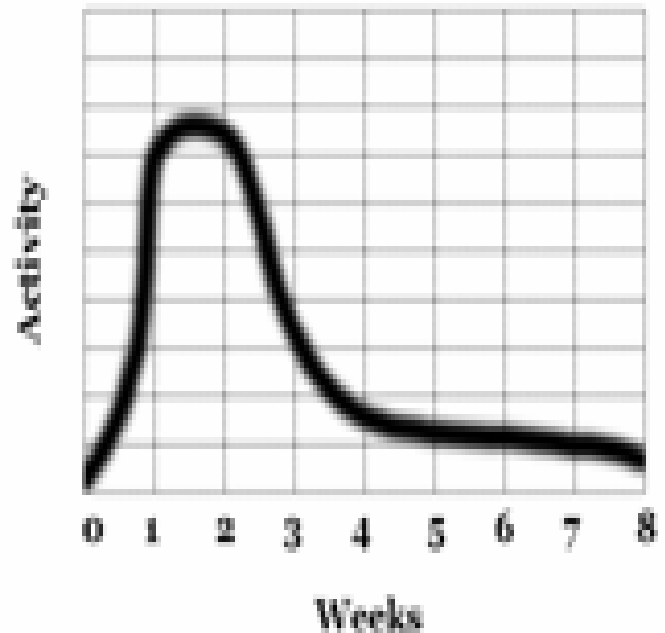
Timing is very important.

The graph shows the importance of a realistic price from the beginning.

A property attracts the most excitement and interest when it is first listed and has the highest chances of a sale when it is new on the market.

As the triangle graph shows, more buyers purchase at market value than above. The % of buyers increases even more when the price is just below market value.

If you set your asking price AT or Above market value, you are reaching less than 30% of the buyers and limit your chances for a sale.



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**Pricing your property consistent
with the Competitive Market
Analysis positions you for success!**

1. You'll Get Top Dollar For Your Property

Property that priced correctly demonstrates value that buyers will respond to. Depending on the market conditions and available pool of buyers, it will yield you more \$\$\$

2. Buyer Agents and their buyer clients are excited about your property

Agents will want to show your home to their buyer clients since it is competitively priced in comparison to the other property available for sale. The buyer will know your are serious about a sale and will feel secure in placing a reasonable offer on your property.

3. You Are Then Positioned for Success!



**And CMA Pricing Satisfies A Bank's
Demand For A Market Value Purchase!**

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The mistakes made if your property is **NOT** priced correctly

If a property is not priced correctly a chain reaction begins that is impossible to correct

- Buyer agents will show your property to their serious buyers who have seen all of the competition in that price range.
- If your price is not competitive, they will make no offers.
- Our marketing will prompt buyers to contact their buyer agents and will compare yours to the others available.
- If the buyer agent has seen your property, they will tell their client about their professional opinion of your price.
- Your property becomes 'stale', showings drop off and no amount of print or on-line marketing will generate interest.
- You will need to drop your price, often several times, to get showings. The serious buyers that originally saw your property have bought something else.
- The longer your property is for sale, the more the buyer agents and buyers will assume there are problems or issues.
- When offers arrive, they will be very low. Bargain hunters actively watch the market for property that hasn't sold in a timely manner. You will get much less than you should have.

**For the best results
Price property correctly the first time!**

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Got Questions???

Analyzing the market and pricing property correctly takes years of skill and training.

Although you may have mortgage balances, equity lines of credit, tax liens, home improvement loans and other debts to settle, we cannot use that information to determine what the property is worth.

We definitely need that info up front in assessing the financial viability of your sale but it is not a factor of property value.

Adorna and Jenna Carroll are happy to help you ... please contact us for advice and guidance regarding the sale of your property!

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