



My
Marketing
Plan

Why You
Should Price
Your Home
Realistically

Reputation

→ Overpricing causes most homes to remain on the market too long.

Buyers aware of a long exposure period are often hesitant to make an offer because they fear “something is wrong” with the home.

Often homes that are on the market for a long time eventually sell for less than their fair market value.

Competition

→ Buyers educate themselves by viewing many homes.

They know what is a fair price.

If your home is not competitive in value with those they have seen, it will not sell.

Buyers typically look at homes within a \$5,000 price range.

If your home is not priced within the correct range, it very likely will not be exposed to its potential buyer.

Time

→ Chances are good that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a timely sale with less inconvenience.

Homes Magazine

→ I will advertise your
home in
Homes Magazine.
This is by
far the number one
magazine
prospective buyers
read.

Direct Mail

- I will target mail your neighbors.
There is a possibility
that they will have a friend
who would like to live
in your area.

PROGRESS REPORT

→ I will submit a progress report on your property and the market conditions twice each month, either by telephone or personal visit, until sold.

The key to our partnership is accurate, timely and meaningful communications. I will never tell you what you want to hear if it is not reality.