

Preparing Your Home to Sell

Pricing Your Property Is A Balancing Act

On the one hand, you want to set a listing price that maximizes interest among qualified, motivated buyers who will be willing to pay top dollar for your property. Indeed, such buyers will ultimately determine your property's top market value.

On the other hand, you do not want to set a listing price that attracts a lot of buyer prospects, but sets the stage for negotiations that result in your getting less than what your property is really worth.

Your Home's Actual Market Value

In a perfect world, your home's value would be everything you think and need it to be. However, simply put, your **home's value is not determined by you, but by what the market is willing to pay for it at a given time.** These days, the "market" increasingly refers to home buyers who have researched property values over the Internet for months, have already viewed a number of homes, and are not under any undue pressure to buy.

You can determine a value range for your home by looking at the recent sale prices and current asking prices of homes similar to yours in your area. That is why we've prepared a Comparative Market Analysis (CMA) that includes a variety of "comparable" homes drawn from the local Multiple Listing Service (MLS).

The Bottom Line: REALISTIC IS STRATEGIC!

On average, serious buyers look at about fifteen properties before they make an offer. Doing so gives them a basis for determining how competitively a property is priced, both in terms of the market generally and what they are looking for specifically.

If you overprice your property you'll usually lose serious buyers even if they otherwise love it.

Experience shows that buyers usually do not make what they consider to be realistic offers on overpriced properties because they assume that doing so will just be a waste of time. The overlap between buyer and seller price ranges is depicted below. It will be helpful to keep this diagram in mind when pricing your property.

Office: 905.634.7755 • Direct: 905.634.7756 • mail@raccohomes.com

Your Trusted & Proven Real Estate Advisors



Strategically Pricing Your Property to Sell It for Top Dollar

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Sales Team Commitment to You

- TOP PRODUCING REALTOR** in Burlington, Oakville, Waterdown, Milton & surrounding areas from Royal LePage since 1986 and **over 4,500** successfully negotiated transactions!
- Advertisements** in full colour in local newspapers and magazines
 - Provide National exposure on your home through daily advertisements on [MLS.ca](#), [RoyalLePage.ca](#), [RaccoHomes.com](#) with extensive photos, floor plans and virtual tours.
- Realtors Open House** invitation to all brokers will be provided for your home.
- Public Open Houses** available upon your request on Saturdays and/ or Sundays. Open Houses are advertised on-line and in weekly newspaper ads.
- Showcase Your Home** through Print & Online Marketing including Brochures, 'Just Listed' Flyers, Monthly Newsletters, e-Newsletters and Facebook.
- Feature sheets** will be provided highlighting all the details and upgrades of your home, including nearby schools and amenities with professional pictures and virtual tours provided.
- Continual Agent Feedback** given within 24 hours from all showings of your home with weekly reports emailed to you on all activity on your home.
- Mortgage financing** pre-approval options are available.
- Full-time Licensed Buyer Assistant** will be available to show your property at a **moment's notice** so that potential buyers will never have to wait to view your home!
- Full-time Administrative Assistant** available Monday to Friday from 9:00am – 5:00pm:
 - to assist you with any inquiries and/or questions.
 - to send all necessary documents to the lawyer of your choice on your behalf. (list of lawyer's names are available upon request).

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