



**PA REALTYWORKS** LLC.  
**YOUR NATURAL CHOICE!**

## The Right Selling Price Affects Your Bottom Line

When you're selling your home, the price you set is a critical factor in the return you'll receive. That's why you need a professional evaluation from an experienced realtor.

This person can provide you with an honest assessment of your home, based on several factors including:

- Market conditions
- Condition of your home
- Repairs or improvements
- Time frame

In real estate terms, market value is the price at which a particular house, in its current condition, will sell within 60 to 90 days maybe more in turbulent economic times. If the price of your home is too high, several things could happen:

**Limitation of buyers.** Potential buyers may not view your home, because it would be out of their buying range.

**Limitation of showings.** Other salespeople may be less reluctant to view your home. Used as leverage. Other Realtors® may use this home to sell against homes that are better priced.



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**Extended stay on the market.** When a home is on the market too long, it may be perceived as defective and overpriced. In this market, buyers seem to always ask how long a property has been on the market. They may also wonder, “what’s wrong,” or “why hasn’t this sold?”

**Lower price.** An overpriced home, still on the market beyond the average selling time, could lead to a lower selling price. To sell it, you will most likely have to reduce the price several times. In the end, you’ll probably get less than if it had been properly priced at the start.

**Wasted time and energy.** You will be frustrated with your REALTOR® and sitting with your home still on the market. I often refer to this as “collectors”, unrealistic sellers who may not particularly care about the market data but blame their agent for the home not selling. Your agent should know your market and you should trust their opinion. Be honest with your agent and yourself. We use the same data that an appraiser would use when appraising the home for the buyer’s lender. The last three months is a significant determination as to value along with square footage, location, and property condition. We often hear that the home up the street is up for sale for \$\$\$\$\$ and therefore some Sellers think that is an indication of the sold price and it definitely is not the case.

**As “Your Natural Choice” REALTOR®,** we have known it for years – Well-kept homes, properly priced in the beginning always get you the fast sale for the best price! Unfortunately, the truth isn’t always pleasant or what we want to hear you need a



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professional to assist you in the selling and marketing of your home. Integrity and pride are our core values to providing professional and honest service to our clients. [Contact us](#) so you can have that advantage.



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